Discussion of AY2015 goals (Brill) The Five-Year Strategic Plan Annual Review Summary was distributed and is attached. Included in the handout are priorities for academic year 2015-16. Ann asked for faculty priorities for the current academic year. Marsh said the School needs a strong and uniform focus on writing and a focus on social media and mobile tactics on the Strategic Communication side. Rose added that writing is thinking and Utsler stated the School needs better coordination of the pieces. Brill said employers need employees who can see connections and reported a committee was formed to write the position description for the 12-month full time Career and Outreach Coordinator position.

Discussion with Provost Jeff Vitter – diversity, hiring for excellence and the Regents work towards the possibility of start-up funds to support gay partners’ health care benefits. He listed as his top three goals: preserving the University’s AAU stature; general sustainability, increasing student numbers and diversity and overall campus improvements; and course redesign. He thanked Doug Ward for leading the way on this.

Committee elections (Brill) Faculty committee election results: Barnett will serve on the curriculum committee through FY2018; Erba will serve on the graduate committee through FY2018; Peters will serve on the technology committee through FY2018. Broholm was elected to represent the School on the University Core Curriculum Committee through FY2018. Current committee information can be found at http://journalism.ku.edu/committees

Review of Year (Brill) Priority 1 – Engagement with our partners, alums and professionals; Priority 2 – Advertising of and recruiting for our online graduate program; Priority 3 – Fiscal responsibility and growing research dollars. The School has requested a fall visit for the 2016 accreditation. Online faculty travel requests will be routed directly to the Dean.

Priorities for AY 2014-2015

- Recruiting great students
- Embracing comprehensive diversity
- Implementing revised graduate programs
- Focusing online curriculum development
- Increasing grants/awards/publications
- Fundraising

Meeting adjourned
Five-Year Strategic Plan
Annual Review Summary
William Allen White School of Journalism
and Mass Communications
May 2018

- **Goal I** - Strengthen recruitment, teaching and mentoring to **prepare undergraduate students** for lifelong learning, leadership and success
- **Goal II** - Prepare doctoral students as innovators and leaders who are ready to meet the demands of the academy and our global society
- **Goal III** - Enhance research broadly with special emphasis upon areas of present and emerging strength in order to push the boundaries of knowledge and benefit society
- **Goal IV** - Engage local, state, national and global communities as **partners** in scholarly activities that have direct public impact
- **Goal V** - Recruit, value, develop and retain an **excellent and diverse faculty and staff**
- **Goal VI** - Responsibly steward fiscal and physical resources and energize supporters to expand the resource base
- **Goal VII** - Review this plan periodically to ensure relevance and progress; revise as needed
### Priorities Academic Year 2015-16

**Survey result analysis**
(30 respondents)

<table>
<thead>
<tr>
<th>Top Priority</th>
<th>Second Priority</th>
<th>Third Priority</th>
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<tbody>
<tr>
<td>Undergraduate Success</td>
<td>Enhance Research</td>
<td>Fiscal responsibility</td>
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<tr>
<td>Curriculum Review/Revision</td>
<td>Graduate Student</td>
<td>Other</td>
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<td>Career Center</td>
<td>Undergraduate Student</td>
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<td>Facility Improvement</td>
<td>Faculty support</td>
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<td>Improve Diversity</td>
<td>Graduate Programming</td>
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<td>Recruiting Faculty</td>
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<td>Recruiting Students</td>
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<td>Embracing diversity in syllabi</td>
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<td>Engage Partners</td>
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<td>Career Center</td>
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<td>Alumni development</td>
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<td>Professional outreach</td>
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### Priorities for Academic Year 2015-16

- **Curriculum** –
  Assessing, Responding, Improving: "moving the needle"

- **Diversity** –
  Recruiting, Embedding, Demonstrating

- **Engagement** –
  Professional, Civic, Interdisciplinary, Academic

- **Accreditation** –
  Collecting, Organizing, Preparing

- Marketing our programs, fundraising
Thanks for a great year!
Enjoy your summer