

Western Kentucky University
School of Media

STRATEGIC PLAN

*adopted
April 2014*

*most recent revision
October 2022*

MISSION of the SCHOOL of MEDIA

To prepare students for a changing media environment by focusing on content, ethics and technology

VISION NARRATIVE

Media technology has fundamentally altered the ways in which the world communicates, and we at the Western Kentucky University School of Media are responding to these changes through new approaches to educating our students.

Communication platforms are becoming more mobile. Audiences increasingly engage and interact with media, and information producers now work, individually and in teams, across platforms. At the same time, strong storytelling skills and ethical decision-making remain benchmarks of the mass media industry, and commitments to diversity and community engagement continue to be top priorities.

The School of Media affirms the following objectives and strategies:

#1. Community Impact and Service: Integrate a spirit of social awareness and consequential community service among students, faculty, and staff.

- Immerse students within the communities of Bowling Green, Kentucky, the region, and beyond with particular attention paid to diversity through curriculum design and implementation. Construct classes in ways that encourage students to engage in communities through storytelling and community service.
- Invite guests who exemplify community service to the school to interact with students and faculty.
- Present work such as news stories, photographic exhibits, documentaries, etc. that educate and inspire an attitude of social awareness and community service.

#2. Digital Media Technology and Responsible Social Media Integration: Promote an integrated, interactive media approach to both education and creativity among faculty and students.

- Continue to critically review curriculum and make necessary curriculum changes to respond to social and technological transformation. Imbue students with a sense of ethical decision-making and historical context through course design and instruction.

- Invest in updating and upgrading professional equipment and facilities to enhance student hands-on experience.
- Provide opportunities for faculty and students to update and learn new skills and approaches to interactive media and communication.
- Invite leaders in new approaches to interactive digital storytelling and social media integration to interact with students and faculty.
- Provide students with a firm understanding of and equip them with the ability to perform the art of storytelling across all platforms.

#3. Hands-On Curriculum: *Maintain a curriculum that emphasizes hands-on learning and reflects global professional practices.*

- Give all students hands-on experience with the most up-to-date content gathering and digital media production tools with particular emphasis on industry-standard practices and multimedia techniques.
- Continue to critically review curriculum and make necessary changes to respond to social and technological transformation.
- Invest in updating and upgrading professional equipment and facilities to enhance student hands-on experience.

#4. Internationally Recognized and Diverse Faculty: *Develop and support top-tier faculty members who lead their respective professions through effective teaching, creative work and active engagement in scholarship.*

- Recruit and retain high-quality faculty who hold a minimum of a master's degree, with preference for a terminal degree, and significant professional experience.
- Enhance faculty opportunities through support for travel, registration, etc. for research, creative work and professional conferences.
- Support and fund continuing education for faculty and staff.
- Pursue opportunities to recruit minority faculty.

#5. Spirit of Innovation: *Promote a culture of innovation and entrepreneurial thinking among faculty and students.*

- Promote, through curriculum design, implementation and modeling, a culture of innovation by encouraging students to take chances to think big without fear of failure.
- Invite leaders in innovation to the School to interact with students and faculty and to instill an enthusiasm for innovative pursuits.

#6. Embrace Collaboration: *Encourage collaboration as an opportunity for innovation and strategic partnerships.*

- Encourage faculty and students to embrace cross-discipline endeavors and a spirit of teamwork.
- Invite top people from both the professions and academia to visit with our students and faculty to instill an enthusiasm for pursuing collaboration.

#7. Dynamic Diversity Plan: *Promote diversity and inclusion through a deliberate curriculum, a supportive environment, and a diverse faculty and student population.*

- Utilize modern technology and communication tools to tell stories about diverse communities and allow for interactivity within those communities.
- Identify and nurture relationships with minority candidates for faculty through websites, national organizations, conferences and personal contacts.
- Identify and nurture relationships with minority students through school-sponsored workshops, scholarships, student visits and personal contacts.
- Develop strong international relationships with international educational institutions that provide a good match for students and faculty.

#8. Excellent Learning Facilities: *Maintain and enhance physical infrastructure to provide state-of-the-art learning.*

- Identify and pursue internal and external funding sources to update and upgrade School's equipment and infrastructure.
- Identify and prioritize equipment and infrastructure updates and upgrades.