

School of Journalism and Mass Media Plan for Advancing a Culturally Proficient Workforce

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Local, state, regional, national and international communities are comprised of many individuals, each having unique attributes based on a variety of social, physical and cultural characteristics. Acknowledging such attributes allows us to foster equal opportunity for everyone to participate in the furtherance of our mission while respecting a range of points of view.

The School of Journalism and Mass Media (JAMM) is committed to developing a culturally proficient workforce that recognizes the value of acknowledging and respecting people of all backgrounds. We define cultural proficiency as the ability of media professionals to communicate effectively and work with people from a variety of cultural backgrounds, recognizing and respecting differences and a range of viewpoints while working toward understanding and collaboration. We endorse equal opportunity to ensure that all individuals have the same chances to succeed and have fair access to resources and opportunities. We believe that creating and following a plan provide the best opportunity for all individuals to experience and participate in an educational environment that will lead to the development of culturally proficient communicators prepared to work in a global society.

School of Journalism and Mass Media Plan for Advancing a Culturally Proficient Workforce

The School of Journalism and Mass Media's plan documents measurable or accountable actions that can be used to determine where progress is being made and where additional efforts may be needed for progress. The school has developed a plan to set objectives to reaching goals that fall under its mission as an administrative unit within the College of Letters, Arts and Social Sciences. JAMM's Plan for Advancing a Culturally Proficient Workforce addresses the following goals:

1. Student Recruitment and Retention
 - The school shall recruit, enroll, retain and graduate a culturally proficient student population; particularly, the school shall provide equal opportunities to all students including groups with limited representation in its majors, thereby achieving a body of students and alumni/ae reflecting the state and regional population.
2. Faculty, Staff and Administrator Recruitment and Retention
 - The school shall equitably recruit, employ and retain its workforce, including providing a supportive climate for qualified potential faculty and staff from groups that represent a variety of backgrounds and viewpoints, including groups with limited representation in the fields of journalism and mass media.
3. Culturally Proficient Curriculum
 - The school shall develop strategies and innovations to enhance, promote and assess curricula that develop skilled and culturally proficient communicators with shared professional values capable of collaborating through multicultural teams and understanding global perspectives.
4. Community Issues and Outreach
 - The school shall develop and promote programmatic responses to broader community issues in the Northwest region, in the State of Idaho and in Moscow, reaching all levels of education and including all cultural communities in its outreach activities.

Action Plan, Objectives and Indicators

1. Student Recruitment and Retention

a. Objectives - The School of Journalism and Mass Media shall:

- i. Disseminate periodic statistical reports of the student population and the greater population (university and region)
 1. Indicators: student body population relative to the university and region; enrollment numbers and retention rates of all students, including groups with limited representation in the journalism and mass media fields (Goal 4, Objective B, Indicators 1 and 3 in JAMM Strategic Plan)
- ii. Employ culturally responsive recruiting aimed towards increasing enrollment of all groups including those with limited representation in the journalism and mass media fields
 1. Indicators: Director or designate annual meetings with UI recruiting teams to discuss recruiting goals; invitations to prospective students to JAMM events in all areas of recruitment
- iii. Distribute need-based and merit-based financial aid through JAMM scholarship opportunities to make UI education more affordable to all students
 1. Indicator: Amount of scholarship money awarded annually to students and students with limited representation in the journalism and mass media fields
- iv. Develop alumni and media industry mentors to support and advise JAMM students
 1. Indicators: Number of JAMM alumni, friends of the university and other journalism and mass media professionals engaged in planned interactions and events with students

2. Faculty, Staff and Administrator Recruitment and Retention

a. Objectives – The School of Journalism and Mass Media shall:

- i. Establish and promote an environment that is supportive and equitable in all aspects for all faculty and staff
 1. Indicators: Advancing a Culturally Proficient Workforce reports and Strategic Plan reports
- ii. In accordance with Human Resources, develop equitable hiring practices to ensure all groups are considered and included during all major steps of the hiring process
 1. Indicators: regular reviews of search and hiring practices and outcomes to ensure progress toward meeting goals; bylaws on hiring with guidelines that include considerations of all groups in all major steps of the hiring process
- iii. Hire and retain a faculty and staff with professional knowledge of culturally proficient workforce goals
 1. Indicators: Faculty and staff demographic information relative to university and region; number of faculty and staff participating in professional development related to building a culturally proficient workforce (Reference Goal 4, Objective A, Indicators 1 and 2 in JAMM Strategic Plan)
- iv. Recognize all faculty and staff service and outreach activities as contributions toward tenure and promotion, including personal and professional capacity-building related to developing a culturally proficient workforce

1. Indicators: Faculty and staff annual activity reports, tenure and promotion dossiers include efforts to develop a culturally proficient workforce in service and outreach activities

3. Culturally Proficient Curriculum

a. Objectives – The School of Journalism and Mass Media shall:

- i. Make curricular changes to degree requirements to emphasize culturally proficient skills and global/international competencies and perspectives in media, ensuring all students take courses that directly engage in culturally proficient and global media topics, concepts, theories and practices
 1. Indicators: Undergraduate curricular requirements for Advertising, Broadcasting & Digital Media, Journalism and Public Relations include students' ability to choose two courses among a range of courses that cover Diversity and Global Perspectives (complete AY 2021-22); Undergraduate curricular requirements for Film & Television Studies include Global Film Styles and one History Culture and Theory course in under-served, non-canonical or international film, reflecting global and diverse filmmaking cultures (complete AY 2021-22)
- ii. Develop assessment measures that can be analyzed to ensure that majors can understand and apply concepts of a culturally proficient workforce in a global media context
 1. Indicators: Common assessment tool applied to diversity and global perspectives courses; data and analysis measuring the meeting of learning outcomes
- iii. Encourage faculty to include issues of cultural proficiency and global perspectives in all courses
 1. Indicator: percentage of courses that include learning activities and content related to cultural proficiency and global perspectives from periodic surveys of JAMM courses by Strategic Planning Committee (Reference Goal 4, Objective C, Indicator 2 of Strategic Plan)
- iv. Invite guest speakers, distinguished scholars and media professionals from other institutions and organizations, and others to participate in class discussions and events.
 1. Indicator: Periodic reporting from director with information about guest speakers, panelists and the topics discussed

4. Community Issues and Outreach

a. Objectives – The School of Journalism and Mass Media shall:

- i. Provide equal opportunity in recruiting individuals to serve as members of the JAMM Professional Advisory Board, including those with limited representation in the journalism and mass media fields
 1. Indicators: invitations sent to individuals inviting them to be board members
- ii. Include considerations on how to engage with all cultural communities as an important factor when planning and creating public engagement opportunities and events such as symposia, community workshops/discussions, festivals and news services
 1. Indicators: surveys from faculty leading engagement opportunities

during planning and implementing activities; evaluations of programs' effectiveness by participants and stakeholders

Reporting and Measuring Progress toward Goals

The indicators for the plan's objectives are used to measure progress and make recommendations for appropriate actions and performances toward reaching each goal. Data collection, analysis and reports of indicators are determined upon committee, service or administrative assignments for a goal or objective.

The Strategic Planning Committee is responsible for developing, measuring and reporting on indicators for the school's strategic plan and is responsible for measuring indicators of the plan objectives that are aligned with strategic plan objectives, specifically:

- Goal 1: Student Recruitment and Retention, Objective i
- Goal 2: Faculty, Staff and Administrator Recruitment and Retention, Objective iii
- Goal 3: Curriculum Diversification, Objective iii

The Curriculum Committee is broadly responsible for responding to reports on the objectives and indicators for Goal 3: Curriculum Diversification and recommending curricular changes to meet the goal.

The Scholarship Committee is responsible for measuring and reporting on the indicator on scholarship distribution in Goal 1: Student Recruitment and Retention, Objective iii.

The director shall manage or delegate the development, measurement and reports of objectives and indicators that are not part of committees' responsibilities. Reports on progress are compiled by the director and periodically disseminated to stakeholders. Faculty will use the report and committee reports as a basis for evaluating the plan, making recommendations for improvement on objectives and revising the plan if needed.