

APPENDIX I-B

Dean's Priorities: Academic Year 2019–2020



Strategic Plan Next Steps

- Establish follow up task forces
- Set timeline for reports and discussion dates for faculty follow up
- Set indicators for success for Spring 2020, Fall 2020 and Spring 2021

Accreditation – Self Study 2020

- Create staffing strategy
- Focus on data collection
- Establish faculty team
- Create and launch faculty-staff survey Fall 2019

Faculty for the Future

- Align salary expectations – study
- Search: Journalism Assistant/Assoc Prof. Tenure-Track
- Search: Advertising Assistant Prof Tenure-Track
- Pursue spousal hire opportunity
- Evaluate the role of the Reese News Director
- Evaluate the opportunity for a PR Professional in Residence
- Assess business journalism–student #s, demand, opportunity
- Explore a new adjunct model

Investment in and Assessment of Staff

- Rebuild business office
- Create a staffing plan that serves ambitions of strategic plan (summer)
- Move staff to market rate
- Determine Curtis Media Center staffing needs
- Assess Undergraduate Hub (report end of S20)

Undergraduate and Graduate Studies

- Align student needs/school values with strategic plan and faculty implications for 2025
- Produce enrollment plan and implications for our majors – Journalism & PR/Adv.
- Assess faculty pressures and future needs in terms of undergraduate and graduate programs
- Clarify future direction for Journalism and VC professional MA programs.
- Create a report on future funding options for doctoral students.
- Assess Park Symposium (Spring)
- Secure Graduate School approval of 1 new certificate program in digital communication (March)
- Develop new thesis substitute for professional MA program

PART II – STANDARD 1
MISSION, GOVERNANCE AND ADMINISTRATION

Facilities and Future Needs

- Develop Curtis Media Center timeline; forecast funding
- Plan for vacated studio and classroom spaces (summer)
- Determine Ida B. Wells Society space
- Assess CISLM needs
- Assess faculty and adjunct space and future needs (summer)

Development

- Create timeline for Board of Advisers campaign gifts
- Create strategy for general 5-year gifts to support global and immersive student experiences
- Determine funding needs based on new strategic plan
- Pursue Curtis Media Center naming opportunities