JMC Strategic Plan
Progress Report
August 2016

We are at the end of the third year since the faculty created the JMC Strategic Plan. We continue to be focused on building programs and initiatives that support the plan, but we have also learned where we need to improve both strategically and tactically. Our faculty, staff and students continue to strive for a better school and educational environment.

Our faculty are currently looking at an updated strategic plan for JMC. Our goal is to have a full review of our plan every three years. The faculty will discuss implementing the new JMC Strategic Plan in fall 2016.

This Progress Report is based on our current plan. We are focused on 10 goals, each with measurable objectives, supported by a collection of specific action initiatives. Since the plan was presented and approved by the FAC at the annual retreat in August 2013, through the collective efforts of JMC faculty and staff, we continue to make significant progress in achieving many of our goals. The following report highlights several of our notable accomplishments for each Goal. Updates on Student Learning Assessment (Goal #1) and Diversity (Goal #3) are listed separately in reports on each of those plans.

This Progress Report includes some of the successes experienced by JMC and some thoughts of where we can improve. The list is not exhaustive.

Goal #2: Provide enhanced co-curricular programs, career advising, and recognition of student achievements.

- The Journalism and Advertising sequences implemented new curricula that is focused more on current and future trends while maintaining a solid foundation of skills.
- The Digital Media Production sequence continues to increase enrollment.
- The Public Relations sequence launched successful courses in Public Relations Practice: Public Affairs, Public Relations Practice: Crisis Communication, and Digital Analytics in Advertising and Public Relations (joint effort with Advertising).
- One of the School’s signature programs, “A JMC Conversation,” which brings together students and faculty to discuss current and important issues, continued with the help and leadership of the School’s Student Voice Team through discussions on social media and politics.
- Professionals from more than 50 local businesses and organizations met with more than 225 students in Kent State University's College of Communication and Information in early March at the third annual CareerExpo2016.
- JMC’s Student Success Week in late April recognized the hard work and achievements of JMC students. Events included Free Food Monday, the annual Award Ceremony recognizing students who won, placed or were nominated for
the most prestigious competitions, and the JMC Scholarship and Donor Recognition Dinner, where more than $250,000 in scholarships and financial awards were given more than 130 undergraduate and graduate students and incoming freshmen also the School's highest total ever.

- Students completed 299 internships for credit and practicums throughout the country:
  - Fall 2015: 66
  - Spring 2016: 80
  - Summer 2016: 153

Goal #4: Enhance student outreach and recruitment initiatives.

- The School hired a new Coordinator for Outreach and Marketing.
- Our new coordinator worked with the University to re-build the School’s website, social media channels and other branding efforts to support the University’s new brand.
- Continued to promote JMC social media assets, including Facebook, Twitter and a YouTube channel.
- Hosted OSMA state and regional conferences with the involvement by faculty and others in JEA and/or AEJMC Scholastic Journalism Division.
- Continued to expand the Promising Scholar Awards – JMC’s first four-year, financial award program. Hosted the first Promising Scholar Reception, giving new freshmen and returning students the opportunity to connect with their donors.
- We continue to see a decline in our graduate enrollment. The School’s faculty have been looking at how to re-imagine the graduate program. The new vision was revealed in May 2016 with plans for further discussion in fall 2016.
- Our undergraduate enrollment has reached just under 1,000 students.

Goal #5: Improve student retention efforts.

- Changes to the JMC and overall GPA requirement for students continue to show a positive impact on retention rates.
- The School’s retention rate is among the School’s highest ever.
- The School’s four-year graduation rate is the highest in the School’s history.
- Utilized the Student Voice Team (SVT) to solicit feedback from students regarding their reasons for leaving the School. The SVT managed multiple events to help students and the School create a better educational environment.

Goal #6: Enhance support for faculty and staff.

- Continued to maintain travel budgets for faculty.
- Increased investment in research/creative activity support for faculty.
- Maintained commitment to graduate assistants and increased funding for student help in large lecture classes.
- Launches three successful searches for new faculty.
Goal #7: Maintain a state-of-the-art facility and learning environment.

- Began renovation of audio labs for more effective teaching and learning.
- Began upgrades to the television control room and studio.
- The Student Resource Lab, a facility consisting of two resource and equipment training suites where students can checkout one of the more than 2,200 pieces of equipment and receive hands-on training, continues its focus on helping students in JMC. Here are the highlights:
  - Fall 2015
    - Contracts: 142 (Fall 2014: 150)
    - Items Circulated: 14,856 (Fall 2014: 12117)
  - Spring 2016
    - Contracts: 167 (Spring 2015: 130)
    - Items Circulated: 20,760 (Spring 2015: 12,118)
  - Summer 2016
    - Contracts: 10
    - Items Circulated: Incomplete

Goal #8: Provide and promote opportunities for students, faculty and staff to enrich their lives through greater global awareness and international experiences.

- Students in the School traveled to Sichuan, China, Cyprus and Greece, Ireland, Cambodia, Kenya.
- Faculty traveled to Myanmar, Cyprus and Greece, Japan, Brazil, Prague.
- The Student Voice Team held JMC Conversations to discuss social media use and politics where many international students contributed perspectives from their home countries.

Goal #9: Strengthen the School's relationships with alumni and friends in the media/communications industry as well as the broader business community.

- More students and companies participated in CareerExpo2016 than in the first two years of the event.
- Continued our efforts to tracks alumni, particularly those who have graduated within the past three years.

Goal #10: Increase financial support through ongoing fundraising and endowment support.

- Raised additional funds for new Promising Scholar Award scholarships to be awarded to three incoming freshman JMC students.
- Awarded almost $180,000 for photojournalism scholarships from the Wallace J. Hagedorn Trust.
- JMC’s Student Success Week in late April recognized the hard work and achievements of JMC students. Events included Free Food Monday, the annual Award Ceremony recognizing students who won, placed or were nominated for
the most prestigious competitions, and the JMC Scholarship and Donor Recognition Dinner, where more than $250,000 in scholarships and financial awards were given to 130 undergraduate and graduate students and incoming freshmen.