TSU
TEXAS SOUTHERN UNIVERSITY

THE SCHOOL OF COMMUNICATION

3 YEAR STRATEGIC PLAN 2023-2026

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EXECUTIVE SUMMARY

The School of Communication's (SOC) three-year strategic plan for the years 2023–2026 is something we are extremely pleased to share with you.

With a focus on the following areas, our strategic plan places our school in a successful position for the future:

- student, faculty, and staff success
- research and discovery
- diversity, equity, and inclusion
- public engagement and impact embedded throughout all the above areas.

Our main objective is to become a competitive school of academic excellence leading our students guided by exceptional faculty and staff. As a school, we are dedicated to meet the objectives we have setwhile utilizing all the resources to which we have access. An extraordinarily collaborative approach led to the creation of strategic planning was developed with input from each program chairperson and theSOC Leadership team.

The SOC has academic programs in the departments of Communication Studies, Entertainment and Recording Industry Management (ERIM), Journalism, and Radio, Television, and Film (RTF), which contribute to the school's overall strengths, particularly with ERIM and the sole degree program available.

At Texas Southern University (TSU), we are proud of the resourceful culture that has helped to shape our school. The School of Communication (SOC) acts as a hub for advancement in any field of study related to communication. Additionally, our academic areas produce a strong, vibrance sense of community.

These highly acknowledged qualities have inspired a bold strategy plan that will direct us in achieving our goals and, ultimately, advance our school in meeting the needs of our university, students, faculty, and staff.

Finally, I want to thank everyone who contributed to the content development for this strategic plan.

SCHOOL OF COMMUNICATION (SOC)
MISSION, VISION, AND CORE VALUES

Mission

The School of Communication (SOC) has been a distinguished fixture in the academic landscape since its founding in 1975. It is one of the oldest communication programs amongst Historically Black Colleges and Universities (HBCU) in the U.S. and the first program of its kind in Houston. Often referred to as the academic jewel, the SOC has led the charge for excellence and innovation in communication. Its commitment to innovation and diversity helped to shape Houston media to be more inclusive in its coverage of African Americans and other underserved communities. Its talented students are from all walks of life and have helped to usher in voices from the community that played a vital role in policy change. The impact has been profound, as Houston is now known as a multicultural city.

In pursuing that mission today, the SOC's objectives are clear: to prepare students to be lifelong learners, engaged citizens, and creative leaders for careers in media and emerging industries; to conduct groundbreaking research that bridges the gap of misconception and intolerance and build consensus and understanding across cultures.

Vision

An outstanding group of students, faculty, and staff members will make The School of Community (SOC) their first option as they create new chapters of research, discovery, creation, and engagement. Together, we will strengthen the school's standing as having one of the greatest communication-related study programs in this nation.

School of Communication (SOC) Core Values

Integrity: promote honesty, transparency, and ethical conduct in all academic and social interactions.

Student Success: provide a learning environment that encourages students' academic and career success.

Responsibility: encourage students to take ownership of their learning and the well-being of others.

Innovation: communication education and research.

Mentoring: conduct communication research and produce creative media content.

Partnerships: institutional, community, research, and educational institutions.

Transforming research and teaching to achieve excellence in communication and translating our work for the benefit of everyone.

GOALS AND STRATEGIES

Our team members have developed seven strategic goals that support the School of Communication's (SOC) mission after carefully examining the academic strategic plans displayed with this plan. To build on our strengths and improve our areas of weakness, we have developed a variety of goals, strategies, and outcomes that are detailed below.

Goal 1. Programs Quality Improvements

Strategies:
1.1 Student Learning Assessment Outcomes

Outcomes Measures:
1.1 An approach that is centered on the fundamental purpose of higher education and uses student learning outcomes as a basis for collaboration and growth.
Note: This approach also affects accreditation reaffirmation because most interactions have included student learning outcomes in their requirements.

Evaluations of performance:
1.1 Evaluate the **S**tudent Learning Outcomes (SLO) from each program.

Goal 2. Student Success and Completion

Strategies:
2.1 Increase persistence, graduation, and retention rates to improve overall student achievement.
2.2 Improve the requirements and academic pathways for graduation.

Outcomes Measures:
2.1 Make plans of action based on data analysis to address high failure rate courses, credit completion, and course and curriculum offers.
2.2 Coordinate and provide effective transfer pathways that result in graduation.

Evaluations of performance:
2.1 Analyze the progression/persistence rates on the IAPE dashboards.
2.2 Analyze the graduation rates (both for transfer and first-time students) on the IAPE dashboards.

Goal 3. Increase Enrollment

Strategies:
3.1 Expand or boost social media presence.
3.2 Design and offer programs based on market demand and students' interests.
3.3 Design and execute inventive recruitment strategies.

Outcomes Measures:
3.1 Use social media to deliver important, engaging, and targeted messages to prospective students.
3.2 Evaluate program offerings annually and use student satisfaction survey.
3.3 Evaluate recruitments strategies and plans annually.

Evaluations of performance:
3.1 Use social media analytics to evaluate social media presence in regular bases and make improvements accordingly.
3.2 Analyze curriculum for each program based on their degree plans using an existing rubric or design one if necessary and analyze student satisfaction survey to evaluate the current program offerings.
3.3 Analyze enrollment data to evaluate improvement/decline in enrollment figures and adjust strategies and plans for the future.

Goal 5: Research, Publications, Grants, and Creative Works

Strategies:
5.1 Design an incentive program to Increase faculty research and publications.
5.2 Create supportive grant writing opportunities for the faculty.
5.3 Create fundings opportunities for the faculty to increase creative productions.

Outcomes Measures:
5.1 Number of the refereed journal articles, books, book chapters, reviews in the refereed journals published by the faculty.
5.2 Number of the grant writing opportunities offered or facilitated by the school or the university.
5.3 Amount of funding and supportive measures offered by the school.

Evaluations of performance:
5.1 Analyze the number of the refereed journal publication by the faculty.
5.2 Evaluate the grant writing opportunities offered or facilitated by the school or the university.
5.3 Evaluate supportive measures to assist faculty with the production of creative works.

Goal 6: Partnerships

Strategies:
6.1 Facilitate the integration of students into SOC academic programs, by expanding and increasing the number of articulation agreements with nearby community colleges.
6.2 Establish a Memoranda of Understanding with companies, community colleges, organizations, and other universities.

Outcome Measures:
6.1 Number of Memoranda of Understanding (MOU) and Articulation Agreements
6.2 Increase partnerships within each program (i.e., RTF, ERIM, COMM Studies, Journalism, etc.)

Evaluations of performance:
6.1 For every agreement, there should be memos of understanding and articulation agreements.
6.2 Total Number of partnerships per program.

CONCLUSION

Strategic planning is necessary to promote student success within SOC. Together with developing goals, strategies, and outcomes, increasing resources, and improving communication, it offers opportunities for process improvement.

JULY 26, 2023

SCHOOL OF COMMUNICATION

DEPARTMENT OF COMMUNICATION STUDIES

2023 - 2026

Toniesha L. Taylor, Ph.D.
DEPARTMENT CHAIR

3-YEAR STRATEGIC PLAN

The Department of Communication's Strategic Plan has a three-prong focus. Our foci include (1) Increased Enrollment and Retention, (2) Academic Engagement and Matriculation, and (3) Faculty Research and Publication. The Faculty in the Department of Communication Studies have identified the following means to engage our three strategic goals:

STRATEGIC GOAL 1: INCREASED ENROLLMENT AND RETENTION

- Increased recruitment efforts through connection to local high school counselors and recruitment events

- Building partnerships with Community Colleges to increase transfer enrollment

- Build an Online Degree Program focused on adult returning students that includes professional certifications for Career readiness.

- Build and deliver professional certifications that can be completed within degree concentrations focused on career readiness.

- Increased fundraising, grant, and alumni financial commitment to support student retention through merit and need-based scholarships.

INTENDED OUTCOME

The Communication Studies Department seeks to see a 15% increase in enrollment. The department expects to see a 90% retention rate that should lead directly to academic engagement, matriculation, and increased graduation rates. COMM Faculty will create courses and certificates that diversify academic offerings.

STRATEGIC GOAL 2: ACADEMIC ENGAGEMENT AND MATRICULATION

◉ Continuation of monthly student meetings to provide information designed to retain students and guide them through matriculation.

◉ Maintain student and alumni connections to establish professional relationships students can rely on as they build career and professional networks.

◉ Create a Student engagement group to support retention events and activities.

INTENDED OUTCOME

Holding Faculty, student, and alumni-led events throughout the academic year will attract students to the major, professional certification, and other academic offerings to increase the academic and professorial community.

STRATEGIC GOAL 3: FACULTY RESEARCH AND PUBLICATION

◉ Engage faculty in research development opportunities across the campus

◉ Increase faculty grant funding through a partnership with the Center for Africana Futures and other Research centers across campus

◉ Increase research publication through a sustained partnership with the Center for Africana Futures and other Research centers across campus

◉ Increase funding for faculty to attend conferences and professional meetings to engage with the scholarly communities regionally, nationally, and internationally.

INTENDED OUTCOME

Increased engagement with the research community at Texas Southern University, the region, nationally, and internationally.

TSU

TEXAS SOUTHERN UNIVERSITY

School of Communication

ENTERTAINMENT & RECORDING INDUSTRY MANAGEMENT

3-Year Strategic Plan
2023-2026

Professor Jordan Williams – ERIM Department Coordinator

3-Year Strategic Plan - 2023-2026

MISSION, GOALS, AND STRATEGIES

The mission of the Entertainment and Recording Industry Management (ERIM) program in the School of Communication at Texas Southern University is to prepare students who are ready, willing and able to pursue career endeavors in the competitive and constantly evolving field of entertainment and recording industry management. More specifically, our mission is to fully equip students with the theoretical and practical knowledge in areas such as recording, production, management, publishing and merchandising to thrive and achieve monumental success in the entertainment industry. Also, ERIM program is a student-centered comprehensive undergraduate program committed to ensuring quality education. ERIM offers innovative concentrations ultimately transforming diverse students into lifelong learners, engaged citizens, and creative leaders in their local, national, and global communities. Our faculty members are committed to incorporating innovative teaching techniques and the most recent theories, research, and practices of Entertainment and Recording Industry Management through an interdisciplinary approach.

Texas Southern University will host the world's most diverse, prestigious, and comprehensive Entertainment and Recording Industry Management Department. The Department's objective is to encourage the students to develop their own learning interests and critical thinking to establish a learner-centered environment in the classroom. The ERIM program offers innovative concentrations aligned with industry practices and methods.

Goals & Strategies

Goal #1: To prepare students for corporate, educational, and other professional careers in the field of entertainment and recording management by providing skills and knowledge regarding the division of labor within the industry.

Faculty will evaluate the proposal based on the three (3) criteria as follows:

Strategy 1.1 Ability to explain the structure of a recording company

Strategy 1.2 Ability to explain how personal and professional branding is associated with merchandising

Strategy 1.3 Ability to explain production programs used to produce a song/record

Expected Outcome:

For students to be able to identify and explain the many divisions of labor that make up an entertainment company. The students will also be able to formulate, design, and write a comprehensive proposal for an independent or major label project.

Goal 2: Increase Enrollment

Strategy 1.1 Assess current re-enrollment processes

Strategy 1.2 Evaluate process gaps

Strategy 1.3 Student outreach

Use appropriate social media channels to attract interest in students (such as Instagram, Facebook, TikTok, Twitter, LinkedIn, Pinterest, etc.).

Strategy 1.4 Explore funding options

Strategy 1.5 Identify Community Partnerships

Expected Outcome:

Increase in enrollment by 10%. The department anticipates a 75% retention rate, which should inevitably result in greater enrollment, academic engagement, and graduation rates. This will demonstrate stability, satisfaction, and ability to have an impact on our program, school, and institution.

Goal #3: Increase Student Success

Strategy 1.1 Establish need-based scholarship programs that will increase graduation rates, retention, and growth.

Strategy 1.2 Implement or enhance initiatives geared towards improving retention, progression, and graduation rates.

Strategy 1.3 Recruit students with sufficient aptitude and a desire to learn

Expected Outcome: Continual growth, retention, and completion

Strategic Plan
2023-2026

TSU

TEXAS SOUTHERN UNIVERSITY

School of Communication
Department of Journalism

Dear Texas Southern University School of Communication Family,

Since its inception, journalism continuous to be an anchor in the history of professional programs at Texas Southern University. On March 3, 1947, journalism education was established at TSU by the Fiftieth Texas Legislature. The intent of the founders was that journalism would be a beacon of opportunity to teach and tell the news pertinent to the African American community. By offering an education in the journalism professions this founding program has forged the way for other departments in communication to come into exitance, culminating in the formation of the present School of Communication in 2005. Ours is a rich history whose story will continue to be told by the journalism students and strategic communicators we produce.

Now, it's our turn to build on this tradition of excellence. This TSUSOC Journalism Strategic Plan is a living document that will guide our work, help us set priorities, and hold us accountable for accomplishing our goals. The journalism program established in 1947 was designed to be the African American parallel to The University of Texas at Austin. Today the journalism department has its own mission, values, goals, priorities and audience.

We are developing the TSUSOC Journalism Method as a practical, hands-on approach to experimental learning—pioneered by the Missouri School of Journalism in 1908 and steeped in best practice—that prepares graduates by supplementing classroom learning with real-world experience in professional, pubic-facing newsrooms and strategic communication agencies.

Our method is our brand! Let's work together to shape our professions in the coming years.

Yours in Service,

Vera Walker Hawkins

Vera Walker Hawkins, Ph.D.
Interim Chair and Associate Professor
Journalism Department

Mission, Vision & Values

Our Mission

We educate preeminent journalists, strategic communication professionals and scholars using our TSUSOC Journalism Method to seek and communicate truth for the benefit of democratic society, setting the standard for quality journalism and strategic communication worldwide.

Our Vision

We will shape the next generations of our professions with the TSUSOC Journalism Method and world-class research, scholarship and innovation to prepare journalists and strategic communication professionals for exemplary public service and leadership.

Our Values

We, the students, staff, faculty and alumni of the School of Communication Journalism Department, in the spirit of diversity and inclusion, will uphold the values of the Texas Southern University:

- *Discovery*
- *Excellence*
- *Respect*
- *Responsibility*

We also pledge to live by the following journalistic and strategic communication values, to reflect them in our institutional policies and practices, and to model them as we work collaboratively to inform and engage local and global communities:

- *Accountability*
- *Courage*
- *Public Service*
- *Truth*

Goals & Strategies

GOAL #1

Articulate, execute and promote the TSUSOC Journalism Method to prepare graduates for evolving professions

Strategy 1.1

Establish a world-class, regionally-focused and forward-thinking teaching lab that fosters collaboration among newsrooms and agencies

Strategy 1.2

Embody and execute the TSUSOC Journalism Method through an ongoing, holistic approach to curriculum development, teaching, experiential learning and continuous evaluation and improvement

Strategy 1.3

Articulate and affirm the professional values and core competencies that serve as learning outcomes for the curriculum

Strategy 1.4

Broadly promote what TSUSOC Journalism graduates are taught to know, value and do to serve specific audiences and society at large

GOAL #2

Foster innovation and high-impact research to advance the professions of journalism

Strategy 2.1

Expand cross-disciplinary collaboration and research partnerships within the School of Communication, with Texas Southern University at large and with our global colleagues at other HBCUs and institutions of higher learning

Strategy 2.2

Connect TSUSOC Journalism alumni, industry professionals, communities, and other external partners in strategic ways to students, staff, faculty and one another to advance learning, professional development and innovation

Strategy 2.3

Explore and test innovative products, services, and revenue streams that align with the TSUSOC Journalism mission, vision, values and goals

GOAL #3

Implement a shared governance model that aligns structure, processes and resources in support of the TSUSOC strategic priorities

Strategy 3.1

Engage everyone in the TSUSOC Journalism family – including alumni and donors – to strengthen a culture of *one school* and advance the School's mission, vision and goals

Strategy 3.2

Develop a shared governance model and supporting processes to promote collaboration, transparency and efficiency

Strategy 3.3

Recruit, develop and retain exceptional and diverse faculty, staff and students

2023

RTF 3-Year Strategic Plan 2023-2026

Department of Radio, Television & Film

Texas Southern University

7/24/2023

Department of Radio, Television and Film
3-Year Strategic Plan 2023-2026

TEXAS SOUTHERN UNIVERSITY
DEPARTMENT OF RADIO, TELEVISION & FILM
July 24, 2023

The Department of Radio, Television and Film' (RTF) Strategic Plan is consistent with the goals and objectives of Texas Southern University's and the School of Communication's current strategic plans. The following documents serve as the basis for the goals and objectives outlined in the department's plan.

The chair of the RTF Department, along with faculty and staff, and select faculty from the department contributed to this Plan. The 3 goals are listed below and offered in more detail in the following pages.

Strategic Goal 1: Access and Diversity (Student Recruitment)
Strategic Goal 2: Program Quality
Strategic Goal 3: Active Learning, Collaboration, and Engagement

Mission
The mission of the Department of Radio, Television and Film is "to educate professionals to a high level of excellence in the production and critical studies of radio, television, film and new media." The goal is to prepare lifelong learners with balanced theoretical and practical approaches to the rapidly evolving discipline of media and communication.

2. Prepare lifelong learners with balanced theoretical and practical skills.
3. Prepare graduates for academic or professional careers in the field of mass communication, and new media.
4. Engage students in community service and cultural enrichment.

Strategic Goal 1: Access and Diversity (Student Recruitment)

The RTF will continue to increase enrollment and diversity and offer flexibility in course offerings to meet the needs of traditional and non-traditional students over the three-year period. This goal is informed in part by the suggestions recommended by a recent external review. This include new online course offering for non-production-intense subjects.

 University Key Performance Indicator: Access and Diversity

 School of Communication Indicator: Recruitment

 Department of Radio, Television: Recruitment

Performance Outcomes:
    Recruitment:

- Establish a formal recruitment process (in conjunction with the School of Communication office of student's services) that targets in-state and out-of-state high schools, community colleges, and communications and theatre magnet schools in the region, particularly by offering a uniquely multicultural perspective for our students. The School of Communication currently targets prospective students at career fairs and transfers within the university, and RTF intend to invite prospective students from the above categories to campus.

    Diversity:

- Establish a formal diversity policy, and increase diversity within the department.

    On-line Courses:

- Increase course offerings on-line during the regular academic year and summer.

    Advising:

- Introduce initiatives for improving advisement and retention of majors.

Performance Measures:
    Recruitment:

- Reach an enrollment goal of 500 by 2024, 600 by 2025, and 650 by 2026. With the department's current enrollment of approximately 475 students, an average of 40 students will be added yearly over the next three years.

    Diversity:

- Focus on diversity by increasing enrollment in underserved population groups by 1% each year with the university target of 5% by the 2024 academic year. Complete a departmental diversity document based on the guidelines, goals, and objectives of the university's current diversity document.

    On-line Courses:

- Increase the number of on-line courses currently offered by creating hybrids of existing "on-ground" courses, including one additional section of introductory courses within RTF concentration, i.e. Intro to Media Studies, Intro to Media Aesthetics.

Advising:

- Establish a structured advising program in all concentrations that requires students to meet with an advisor each semester before registering and holding advising and orientation seminars during the academic year for each concentration.

Action Plan

Action	Administrative Responsibility	Faculty and Staff Support	Start	Completion
Recruitment	Department Chair	Recruitment Committee	2024	2025
Diversity	Department Chair	Diversity Committee	2024	2025
On-line Courses	Department Chair and RTF	RTF Faculty	2024	2025
Advising	Department Chair Concentration Coordinators	RTF Faculty	2024	2025

Strategic Goal 2: Program Quality

The Department of Radio, Television and Film have made remarkable academic progress which prompted recognition by the university for improved enrolment, excellence in mass communication –Radio, Television and Film, and due to increased faculty, and improvements in curriculum, infrastructure, and technology in the last five years. The department will continue its productivity with increases in faculty, including an endowed chair or artist/producer/director-in-residence for the creative areas, and improvements in academic programs and technology.

Department of Radio, Television and Film: Program Quality

Radio Television and Film
The goal of Radio, Television and Film through 2026 is to continue its growth in multimedia education and creative production while exploring major new degree such as B.F.A. Part of the plan is to create a non-production track that focuses on the study of media and the research methods that surround it, and a to create an interdisciplinary track called professional communication and digital media, bringing together the disciplines of art, media, and music.

Performance Outcomes

    Curriculum Development:

- Update curriculum as needed and as needed due to the evolution of the media field and student needs.
- Introduce a B.F.A. program.
- Require research papers in upper-level survey courses.
- Add new track in RTF --digital media studies.
- Add a "new" media component to all courses, with a focus on social media.
- Require portfolios of all students of scholarly and creative work from courses, competitions, and practice.

Student Skills Development:

- Strengthen students' writing, research, scholarly, and production skills, focusing on the quality and quantity of work, with particular emphasis on management and production protocols such as meeting deadlines.

Faculty and Staff Development:

- RTF Faculty and staff will stay current in the field through conference and workshop attendance, systematically sharing information on scholarly and professional developments in the field, and through group and individual learning and training activities.
- RTF faculty and staff will enhance their new media knowledge and skills, including knowledge and skills in social media.
- Faculty will present a number of scholarly and/or creative works per year – conference presentations, articles, etc., published or accepted for publication, entries accepted for regional or national competition.

Faculty Hires:

- Hire faculty to support rapidly growing integrated marketing communication, news, and production tracks as well as the new B.F.A. tracks.

Facilities Upgrades

- RTF facilities will be upgraded to support teaching and creative activity, particularly in support of the production, news, and B.F.A. tracks.

Accreditation:

- Explore the possibility of accreditation by a reputable mass communication or arts and design accrediting agency. ACEJMC

   Media Competitions:

- Submit student productions from freshmen, sophomores, juniors, and seniors in media competitions on a yearly basis.
- Students will participate in the RTF department's 48-Hour Film Shootout.

Performance Measures
   Curriculum Development:

- Review courses in the core and tracks and make changes where needed each year.
- Require at least one research course in each 300-level and 400-level course.
- Continue to integrate new media in all RTF communication courses including a social networking component, with new media, research or creative projects required in all 300-level and 400-level survey courses. Each student media outlet will take part in a media convergence activity each semester.
- All students in digital media production will begin building a portfolio and adding high quality, critically reviewed research and creative projects from coursework, practical, internships, media outlets, and independent projects on a consistent basis.

   Student Skills Development:

- Students in the concentration must complete core courses, particularly writing, while demonstrating mastery of course work through grade-point average requirements and critical review of research papers and creative work (portfolios) before advancing to courses in all tracks except the media studies track. Part of the process in evaluating mastery is an assessment in courses and projects of the students' ability of the student to manage a project and meet required deadlines.

   Faculty and Staff Development

- Faculty and staff will stay current by attending at least one conference or workshop relevant to the field each year, and will systematically share the information with faculty, staff, and students.
- All faculty and staff will work to strengthen their new media and social media knowledge and skills. Electronic resources, such as social media, eLearn, and blogs will be used (i.e., Facebook, Twitter, LinkedIn) and other social networking tools in a majority of 300-400-level classes.

- Faculty will present numerous scholarly and/or creative works per year – conference presentations, articles, etc., published or accepted for publication, entries accepted for regional or national competition.

Faculty Hires:

- Continue to hire faculty, either adjuncts or tenure-track to support the areas in the current tracks in the concentration. Search for funding for the hiring of an endowed chair in the concentration.

Facilities Upgrades

- Upgrade facilities to support teaching and creative activity particularly in video and in post-production, through the acquisition of additional field production and post-production equipment and through moving field production to high-definition and file-based workflows.

Accreditation:

- Make a final decision to pursue or not to pursue accreditation for Radio, Television and Film (mass communication).

Media Competitions:

- At least five works will be submitted yearly for local, regional, and national competition.
- Students, as team members, will enter projects in the WorldFest Houston; Houston Black Film Festival, and the Dallas-based The African Film Festival (TAFF), African American Film Festival.
- Students, as team members, will be chosen to take part in the SOC Media Festival and/or the ERM talent completion as part of the annual TSU CommWeek.

Action Plan

Action	Administrative Responsibility	Faculty and Staff Support	Start	Completion
Curriculum Development	Department Chair Concentration Cmte	RTF Faculty and Staff	2024	2025
Student Skills Development	RTF Department Chair	RTF Department Faculty and Staff	2024	2025
Faculty and Staff Development	Department Chair	RTF Faculty and Staff	2024	2025

Conference Hosting:

- Host at two regional or national media festivals over the three-year period.

Action Plan

Student Program Assessment:

- Yearly program assessment by freshmen, sophomores, juniors, and seniors.

Academic Assessment:

- Portfolio reviews will be conducted yearly.
- Formal evaluation of Senior Exit Exams will be conducted yearly.
- Yearly Senior Project reviews will be conducted yearly.
- Project evaluations from student competitions will be evaluated yearly.

Alumni Placement and Performance Assessment

- Alumni job placement and performance assessment conducted yearly.

Evaluations of Department Faculty/Staff

- Formal evaluation of the department chair, faculty, and staff will be conducted yearly.

Strategic Goal 3: Active Learning, Collaboration, and Engagement

The RTF Department will serve the campus, TSU and Houston communities, and region with communications and media festivals, seminars, and productions, research projects, radio, television/video, on-line programming, and publications over the three-year period. These projects will allow faculty, staff, and students from across the university and region to work together resulting in faculty development and student learning, service to the community, and external funding for the department.

Department of Radio, Television and Film: Active Learning, Collaboration, and Engagement

Performance Outcomes
    TSU Collaborations

- Work with TSU Athletic Department to produce coverage of basketball games, and other sports-related programming for radio and television webcast.
- Work with the TSU Administration, Student Affairs, Admissions, and academic departments in supporting the university's outreach activities.

- Work with the new KTSU-2 online radio in developing and supporting SOC's student active learning, collaboration, and engagement.

Conference Hosting

- Host a state or regional conference of a professional or academic organization in the field (i.e., BEA Regional, Forensics). Through the instrumentality of the Dean, the School of Communication is now a registered member of BEA. Other professional membership affiliation and partnership are in the works.

Community Outreach, Partnership, and Industry Collaborations

All student media outlets (KTSU FM Radio, the new online radio station (KTSU-2, provide programming and media services to the university community or take part in one service project per year for TSU, the Houston community, or for an entity outside the region.

- Faculty, staff, and students will continue to work with media firms such as COMCAST, FOX, BingeNow.com in providing programming to the TSU community and nation, while providing experience and industry connections for students, faculty, and staff.

Conference Hosting

- Host at least one regional communications, forensics, or performance conference over the five-year period.
- Faculty and staff will attend at least one regional organizational meeting or seminar in his or her discipline each year and provide service to at least one of the organizations over the five-year period (i.e. serving as a judge for projects, serving on committees, etc).
- RTF faculty will offer summer media workshops to high school students each summer.
- RTF faculty and staff will produce or take part in one service project each year in the community or region.

Action

Action	Administrative Responsibility	Faculty and Staff Support	Start	Completion
TSU Collaborations	Department Chair/ Coordinators	Faculty and Staff	2024	2025
Conference Hosting	Department Chair/ Coordinators	Faculty and Staff	2024	2025
Community Outreach/Industry Collaborations	Department Chair/ Coordinators	Search/Committee Appointees	2024	2025

2023

SOC Grad Program Strategic Plan 2023-2026
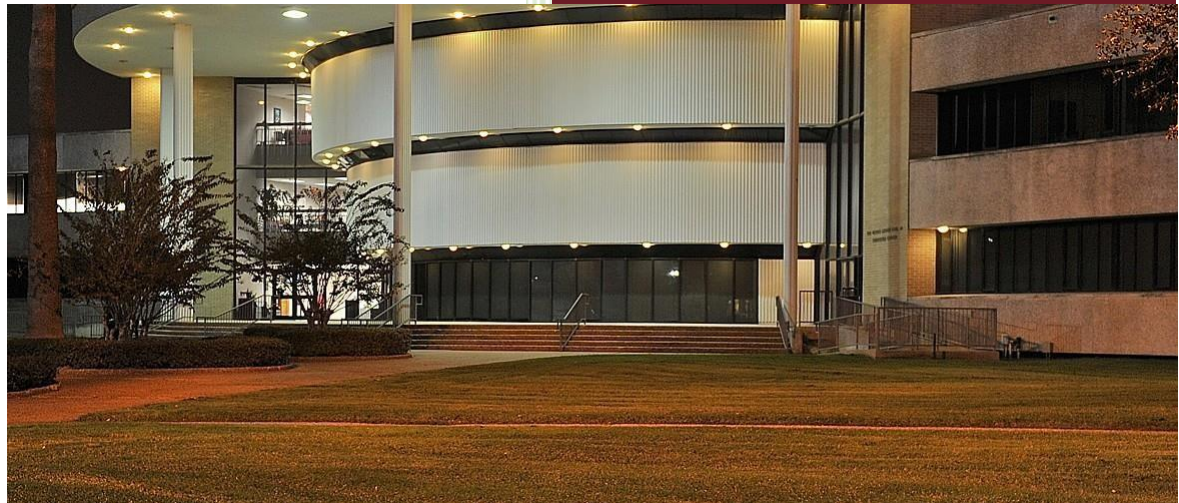
<p style="text-align:center">**SOC Graduate Program**</p>
<p style="text-align:center">**3-Year Strategic Plan**</p>

TEXAS SOUTHERN UNIVERSITY
SOC Graduate Program
July 25, 2023

The SOC Graduate Program's Strategic Plan will employ 3 major goals. The 3 goals are listed below:

Strategic Goal 1: Increase Enrollment
Strategic Goal 2: Enhance Academic Experiences for Students
Strategic Goal 3: Increase Opportunities for Research and Practical Experiences

Strategic Goal 1: Increase Enrollment

The SOC Graduate Program will increase enrollment with its academic areas utilizing the following strategies:

- Increase recruitment efforts through social media engagement
- Building partnerships with other universities who could serve as feeder institutions for the graduate program
- Create recruitment activities at local and nation conferences
- Exercise excellent customer service tactics

Intended Outcome

The SOC Graduate Program expects an increase of 25% in all degree programs.

Strategic Goal 2: Enhance Academic Experiences for Students

The SOC Graduate Program will enhance its academic experiences for students by utilizing the following strategies:

- Create and implement new concentrations
- Create and implement new degree programs
- Hire new faculty highly credentialed faculty

Intended Outcome

The SOC Graduate Program will diversify their programs and course offerings.

Strategic Plan 3: Increase Opportunities for Research and Practical Experiences

The SOC Graduate Program will increase opportunities for research and practical experiences using the following strategies:

- Establish strategic partnerships with corporations to create internships, apprenticeships, and employment opportunities for students
- Maintain and enhance relationships with local and national media outlets
- Create research partnerships with other universities and organizations that specialize in research
- Secure grants that will promote student research activities

Intended Outcome

The SOC Graduate Program will create tangible research and practical experiences for students.

KTSU2

Strategic Plan

Reimagining KTSU2 Innovative Multimedia Curriculum
in the School of Communication Post Pandemic

TSU

TEXAS SOUTHERN UNIVERSITY

School of Communication

KTSU2 Strategic Plan: Reimagining KTSU2 Innovative Multimedia Curriculum in the School of Communication Post Pandemic

Introduction: The post pandemic landscape presents both challenges and opportunities for the School of Communication. This strategic plan aims to reimagine a more robust multimedia curriculum in the School of Communication (SOC) that builds upon the success of its earlier initiatives post-pandemic. The earlier initiatives were framed through SOC's digital lab, KTSU2. This digital lab is an internet-based operation that trains students in all SOC's academic disciplines from journalism, radio, television, film, and entertainment to produce content across multiple media (multimedia) platforms. Multimedia platforms are defined as video, audio, and text-based software, hardware, mobiles, drones, and other electronic devices used for interactive content creation and distribution. The content distribution was done through internet mediums such as websites, podcasts, social media, streaming, and emerging mobile-based platforms like Mark Zuckerberg's Threads, etc.

The program has been so impressive that even professional media organizations have been inspired to integrate multimedia programming into their operations. Consequently, this operation has taken a classroom theory and turned it into a practical operation that is successful and directly linked to the University's top priorities:

- Student success and completion of degree plans.
- Developing curricular and programs that are innovative and progressive.
- Creating a student-centered community that is engaged in transformative educational experiences.
- Partnering with stakeholders who can help advance the University's top priorities.
- Ensuring transparency and integrity in the use of the school's financial resources.

Going forward, we envision a cutting-edge multimedia curriculum that will embrace innovation, new technology and equip students will skills to thrived in a fast-changing work environment. We will become the "Cultural Hub of Excellence for All Things TSU." This will be done through content produced in our state-of-the art television studio, performance labs, audio lab, convergence lab, and newsroom. There has been a profound loss of connectedness and pride in the University due to the pandemic; however, the KTSU2 multimedia curriculum can be a catalyst in helping the SOC and University community regain the glory of the institution's iconic place in history, Houston, and the world. Through its Tiger Steaming Network (TSN), programming would be geared towards telling TSU's story. From the first building on campus, Fairchild, to the TSU students who led Houston's first sit-in on March 4, 1960, which resulted in the city's desegregation, the University community would be reintroduced to the culture of excellence at TSU. These stories will not be told in a typical way. KTSU2 multimedia curriculum will employ hybrid-media strategies to tell these stories. Hybrid-media is defined as using traditional and new media to deliver content. An example of this would be doing a traditional newscast in the TV studio while having a student live on the Tiger Walk speaking to the President about the upgrades on campus. This KTSU2 content would be shown on campus TV monitors and across the KTSU2 internet platforms, which could be seen on mobiles. At the same time, another student would post images, and video clips live to social media as the

interview with the President is taking place. Additionally, this interview would simulcast and multicast on the KTSU2 streaming channel, social media, and KTSUFM, terrestrial. There could also be potential partnerships with other local media that would broadcast TSU stories.

Our Goals:

Goal 1: Create Multimedia Digital Literacy Courses

Objectives 1:
    a. Create courses to expand students understanding of multimedia today and into the future.

    b. Create courses to help students understand digital tools, data analysis, emerging media technologies, and production.

    c. Integrate media literacy components into existing courses to help students better analyze and engage with media content.

    d. Integrate critical thinking activities to help students to decipher media misinformation and deep-fakes in current and new courses.

Objectives 1.2:

    a. Train faculty on the latest multimedia integration for class and collaboration with KTSU2 and emerging SOC platforms.

Goal 2: Integrate Artificial Intelligence (AI) and Immersive Technology (Augmented and Virtual Reality) Labs

Objective: 2.1

    a. Introduce AI-related courses focusing on data-driven journalism, AI-generated content, and natural language processing.
    b. Foster research on the ethical implications of AI in media and journalism.
    c. Integrate AI-generated course (s) on writing, editing, and fact-gathering
    d. Integrate a course on AI ethics.
    e. Showcase content on the KTSU2 and School of Communication platforms using AI, VR, ethically.
    f. Create writing lab that explores AI intervention.

Objective: 2.2

    a. Incorporate virtual reality (VR) and augmented reality (AR) components into storytelling and visual communication courses for applicable School of Communication courses.

    b. Create a virtual reality VR lab to facilitate students' exploration of immersive media technologies in photo, video, audio, social media, and emerging platforms.

Goal 3: Create State of the Art Newsroom that Explores Producing Innovative Content

Objectives:

    a. Create newsroom with the latest equipment and software.
    b. Emulate newsroom of the future with innovations section that explores artificial intelligence, virtual reality, and content creation.
    c. Host live shows in the newsroom, on the Tiger Walk, and virtually.

Goal 4: Create Online Training Hub

Objective:

    a. Create an online hub where students learn how to write copy, shoot video, and edit video for content creation anywhere including mobile devices.

Goal 5: Expand Experiential Learning Opportunities Cross-disciplinary

Objective 5.1:

    a. Encourage faculty-student collaborations and cross-disciplinary projects within the SOC labs. [All SOC programs and programs across the university can work together to achieve a better experience for the students and faculty by producing engaging content.]

Objective 5.2: Corporate Media Partnerships

    a. Strengthen partnerships with media, tech, government, community to enhance internship and job opportunities.
    b. Develop more projects with local and national media.

Objective 5.3: KPRC2 Black History Month Model

a. Produce content for the KPRC2-KTSU2 Black History Month project starting in September, the fall of each year. Project should be complete on December 1 and delivered the KPRC2 for production.

b. Monterey Jazz Festival Model: Start planning for the festival in September.

Goal 6: Strengthened Faculty Development and Research Initiatives on SOC Innovations

Objective 6.1

a. Develop workshops on teaching at an HBCU, equip faculty with best pedagogical practices to write research and other creative works.

b. Encourage faculty to attend conferences and participate in research collaboration internally and externally.

Through the power of innovation, technology, partnerships, and community, the School of Communication has the potential to achieve exceptional enrollment, graduation rates, and produce future media trailblazers with its reimagined multimedia curriculum.