Strategic Plan
July 2020 - June 2023

Vision
The world’s most complex and pressing problems require honest, inclusive, effective, fact-based communication. We envision a world that takes seriously the need for communication across all forms, platforms, and institutions.

Mission
The School of Communication and Journalism at Stony Brook University integrates innovative approaches to research, teaching, and public service to address and respond to pressing societal needs across disciplines and perspectives through inter- and transdisciplinary initiatives and collaboration.

Goal 1: Advance Curriculum and Degree Programs
- Continue to refine our journalism B.A. to include community storytelling, multimedia communication, bilingual initiatives, integration of international perspectives
- Launch and advance our Mass Comm B.S.
- Launch and grow our minors in Mass Communication, Communication and Innovation; Grow minor in Journalism
- Launch MS in SciComm, enroll students: 14-16 FTE by spring 22; 20-25 by spring 23
- Continue to expand AGC in Communicating Science
- Explore, develop, and launch BA in Communication with multiple tracks (social science and humanities/rhetoric), in collaboration with Program in Writing and Rhetoric: draft in fall 2020, intent to plan by Jan 2021; full proposal with external review by Sept. 2021; Launch spring or fall 2022
- Explore opportunities for joint interdisciplinary degree and certificate programs with other campus units as part of the Future of Work and campus Strategic Budget initiatives
  - Initiate concept for joint minor in Weathercasting with SoMAS
- Design concept for PhD program
  - Start in spring 2023
- Revise and relaunch MS in Journalism

Goal 2: Institute an Inclusive, Engaging Culture
- Rename our school the School of Communication and Journalism
- Develop a full strategic vision, including new mission, vision, values, and purpose statement that leverages our joint relationship with SoCJ and Alda
- Fully integrate journalism, mass communication, and science communication faculty
- Deepen commitment to and integration of DEI across all practices
- Further integrate DEI into Curriculum, faculty & staff hiring practices, research products
Goal 3: Support Faculty & Faculty Development
● Target resources that can enable increase in the number of faculty, especially targeting growing diversity among faculty
● Significantly increase research & scholarly productivity
● Create differential workload policy: Introduce concept at early spring meeting 2021, Appoint workload policy committee to create a written policy, Circulate to faculty for input and finalize, Make plans for 2021-2022 academic year based on policy
● Create environment of professional growth and supportive ambition
  ○ Expand and diversify faculty-led colloquia, including expansion beyond CJLT to relevant programs and departments
  ○ Support professional development plans, including growing resources for research, scholarship, teaching, and engagement
  ○ Support faculty advancement through formal and informal mentorship and assessment
  ○ Formalize review processes for research and teaching, develop and formalize written protocols for reappointment and tenure/promotion processes
● Support faculty in joining and contributing to discipline-specific professional organizations, boards, etc.
● Engage more thoroughly in faculty governance
  ○ Designate new formal reporting process for Arts & Sciences Senate and University Senate representatives

Goal 4: Improve the Student Experience
● Include undergraduate and graduate student reps in relevant committees (events, curriculum, culture); solicit student input on relevant initiatives
● Maintain regular connection between undergraduate and graduate students and dean’s office
● Fully launch student-mentorship program
● Expand internship and professional opportunities for undergraduate and graduate students

Goal 5: Leverage and expand the SoCJ Centers
● Expand Colvin Center
● Expand and sustain the CNL

Goal 6: Expand Outreach, Recruitment, and Engagement Efforts
● Design and launch sophisticated recruitment program
● Grow engagement capacity in research, teaching, and service
● Expand and secure the Greene program

Goal 7: Build and Expand Partnerships
● Leverage and expand our collaboration with WSHU
● Build stronger partnerships with Long Island media organizations
• Develop and build capacity for relevant advisory boards
• Expand alumni engagement and communication efforts

Goal 8: Ensure responsible Financial and Administrative Management
• Establish/revise governance structure and documents
• Reaccreditation August 2021; Get new degree programs accredited (possibly August 2021, but also potentially later)
• Regular assessment of programs and school efforts

Goal 9: Maintain Equipment, Technology and Space
• Maintain and upgrade equipment as needed
• Build collaborative use of studio space with other academic units

Goal 10: Expand Development and Fundraising Efforts
• Progress for Storytelling Initiative
• Fully fund endowed professor of research
• Identify and pursue prospects to name the SoCJ
• Pursue naming opportunities for Studio B, Newsroom
• Build School endowment funds
• Maintain relationships and commitments to current donors

Goal 11: Support Communications and Marketing
• Expand School’s reputation and branding
• Support student recruitment
• Revise and update Colvin Center website, Greene program website
• Support and advance DEI efforts in all School publications, visuals, and other materials