

School of Journalism and Mass Media Diversity Plan

Approved March 10, 2021

Definitions, History and Context

Diversity is defined as the fact that 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. Such attributes include, but certainly are not limited to race, color, religion, sex, national origin, age, ability, marital status, political affiliation, sexual orientation, ethnicity, birthplace, ancestry, culture, language or linguistic characteristics, pregnancy, veteran status, and socioeconomic differences.

The School of Journalism and Mass Media (JAMM) is committed to diversity and recognizes the value of and the deep need to acknowledge and respect people of diverse backgrounds. We endorse diversity and inclusivity in its faculty and staff, study body, curriculum, research and creative activity and outreach so people realize the importance of contributions made by diverse groups of people.

The school developed a Diversity Plan in 2008 and revised it in 2013. The plan laid out six guidelines around diversity and inclusion:

1. Develop academic programs that would attract recruitment of minority and underrepresented groups
2. Make aggressive efforts to recruit and hire faculty and staff members from minority and underrepresented groups
3. Promote special programs for media professionals and minority and underrepresented groups and encourage scholarship around areas of interest in diversity and inclusion
4. Encourage faculty to include issues of diversity in all courses while offering specific courses on cultural diversity and the media and global media
5. Embrace a university atmosphere committed to civility, respect, access and inclusion
6. Encourage students to learn and explore issues of diversity as part of their responsibilities as engaged citizens and future media professionals

The guidelines set forth in 2008 and revised in 2013 contributed to the development of a school culture committed to the principles of diversity and set forth in individual and collective practices. When taking account of its efforts in 2019, the school pointed to its diverse student body relative to the university and region, particularly its recruitment and retention of Hispanic and Latino students. The school's faculty is diverse in terms of gender and other social, economic and cultural factors while striving to recruit more faculty of color and other underrepresented groups. Individual faculty developed diversity in many ways as part of lesson plans in their classes and included diversity as learning outcomes in many courses, while the school offered JAMM 340 Cultural Diversity and the Media, JAMM 490 Global Media and a new course on Women in the Media. However, syllabus reviews for all JAMM courses were not able to demonstrate that faculty were documenting efforts at incorporating diversity issues in all classes. Finally, many faculty members have research and creative agendas that include a focus on contemporary and historical issues of race, gender, ability, class and the mass media.

The school developed a culture of commitment to diversity based upon the guidelines in its plan but challenges remain in developing systematic ways to measure and assess the extent or success of its efforts. Thus, this new diversity plan builds upon the previous plan while laying

out specific diversity goals and developing measurable objectives to reach these goals as part of the university's recently revised diversity plan.

In 2019, the University of Idaho revised its Diversity Plan that sets out an agenda to develop and implement plans at the leadership, college and administrative unit levels to achieve eight university-wide goals. These diversity goals are:

- I. Administrative Structure, Systems, and Processes
 - The UI shall provide an administrative structure that assumes a leadership role in promoting, funding, coordinating, and monitoring diversity efforts at the university.
- II. Institutional Climate, Equal Opportunity, Inclusion, and Human Rights
 - The UI shall maintain an academic, residential, and work environment that recognizes and appreciates the value of diversity and supports the well-being and success of all members in a multicultural community.
- III. Equity Concerns
 - The UI shall promote diversity and inclusion, including the fair treatment of all individuals in all aspects of University life, based on the understanding that our entire community benefits from gender equity and that women and other underrepresented groups remain disproportionately affected by inequality.
- IV. Student Recruitment and Retention
 - Through Affirmative Action and other means supported by law, the UI shall recruit, enroll, retain, and graduate a diversified student population; particularly, the UI shall undertake to establish critical masses of underrepresented groups in the University, thereby achieving a body of students and alumni/ae reflecting the diverse state and regional population.
- V. Faculty, Staff, and Administrator Recruitment and Retention
 - The UI shall equitably recruit, employ, and retain a diversified workforce, including qualified potential workers from groups that are currently underrepresented.
- VI. Curriculum Diversification
 - The UI shall develop strategies and innovations to enhance and promote multiculturalism, diversity, and inclusion in the undergraduate and graduate curricula.
- VII. Community Issues, Extension, and Outreach
 - The UI shall develop programmatic responses to broader community issues in the Northwest region, in the State of Idaho and in its campus locations in Idaho, reaching all levels of education and including all cultural communities in its extension and outreach activities.
- VIII. Research and Other Scholarly Activity
 - The UI shall include and promote multiculturalism and diversity in the institution's research and scholarly agenda.

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The School of Journalism and Mass Media is responsible for developing a multi-year implementation plan as part of the university's comprehensive plan that sets forth 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 supports each of the university-wide

diversity goals and has developed a plan to set objectives to reaching those goals that fall under its mission as an administrative unit within the College of Letters, Arts and Social Sciences. JAMM's Diversity Plan addresses the following goals:

1. Student Recruitment and Retention
 - The school shall recruit, enroll, retain, and graduate a diversified student population; particularly, the school shall undertake to establish critical masses of underrepresented groups in its majors, thereby achieving a body of students and alumni/ae reflecting the diverse state and regional population.
2. Faculty, Staff and Administrator Recruitment and Retention
 - The school shall equitably recruit, employ, and retain a diversified workforce, including qualified potential faculty and staff from groups that are currently underrepresented.
3. Curriculum Diversification
 - The school shall develop strategies and innovations to enhance, promote and assess multiculturalism, diversity, and inclusion in its undergraduate curricula.
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.
5. Research and Creative Scholarly Activity
 - The school shall welcome and promote multiculturalism and diversity in its research and creative scholarly agenda.

Diversity Action Plan, Objectives and Indicators

1. Student Recruitment and Retention
 - a. Objectives - The School of Journalism and Mass Media shall:
 - i. Disseminate an annual report of statistics comparing (a) the domestic student population with the greater population (regional and by major), and (b) the returning and graduating student population target numbers
 1. Indicators: diverse student body relative to the university and region; recruitment numbers and retention rates of students from underrepresented groups (Goal 4, Objective B, Indicators 1 and 3 in JAMM Strategic Plan)
 - ii. Employ culturally responsive recruiting aimed towards underrepresented and diverse populations
 1. Indicators: Director or designate semi-annual meetings with UI multicultural recruiting team to discuss recruiting; develop plan to invite prospective students from underrepresented and diverse groups to JAMM events utilizing streaming and video technologies
 - iii. Distribute need-based financial aid through JAMM scholarship opportunities to make UI education more affordable to underrepresented students and students from diverse groups
 1. Indicator: Amount of scholarship money awarded annually to underrepresented students and students from diverse groups
 - iv. Develop alumni and media industry mentors to support and advise JAMM students from underrepresented and diverse backgrounds.

1. Indicators: Number of JAMM alumni and friends of the university engaging in mentoring through the Vandal Mentor Network; number of JAMM students from underrepresented and diverse backgrounds engaging with mentors through the Vandal Mentor Network
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, within which the director is accountable for planning and making progress towards diversity and inclusion goals and initiatives as part of the Diversity and Strategic Plans
 1. Indicators: annual diversity and strategic plan reports
 - ii. In accordance with Human Resources, develop equitable hiring practices to ensure diversity considerations are 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 diversity goals; bylaws on hiring with guidelines that include diversity considerations in all major steps of the hiring process
 - iii. Hire and retain a diverse faculty and staff with professional knowledge of and training in diversity and inclusion-related issues
 1. Indicators: Diverse faculty and staff relative to university and region; number of faculty and staff participating in professional development related to issues of diversity and inclusion (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 diversity and inclusion
 1. Indicators: Faculty and staff annual activity reports, tenure and promotion dossiers include diversity and inclusion efforts in service and outreach activities; marketing, announcements and newsletter content highlight faculty and staff's diversity and inclusion service and outreach activities
3. Curriculum Diversification
 - a. Objectives – The School of Journalism and Mass Media shall:
 - i. Make curricular changes to degree requirements to emphasize diversity skills and global/international competencies and perspectives in media, ensuring all students take courses that directly engage in diversity and global media topics, concepts, theories and practices
 1. Indicators: Undergraduate curricular requirements for Advertising, Broadcasting & Digital Media, Journalism and Public Relations include two courses in 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 cultural diversity (complete AY 2021-22)

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 diversity 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 disseminated to stakeholders annually. Faculty will use the annual report as a basis for evaluating the diversity plan, making recommendations for improvement on objectives and revising the plan if needed.