

Diversity Plan

The College of Journalism and Mass Communications values diversity in the broadest sense of the word. We do not discriminate on the basis of race, ethnicity, color, national origin, sex (including pregnancy), religion, age, disability, sexual orientation, gender identity, genetic information, veteran status, marital status, and/or political affiliation.* We recognize that understanding and incorporating diversity in the curriculum enables us to prepare our students for careers as professional communicators in a global society. As communicators, we understand that journalism, broadcasting, advertising and public relations must reflect society in order to be effective and reliable. We fail as journalists and other media professionals if we are not accurate in our written, spoken and visual reports; including diverse voices and perspectives improves our accuracy and truthfulness. In advertising and public relations, we cannot succeed if we do not understand the value of or know how to create advertising that reflects a diverse society and, thus, appeals to broader audiences.

- Inclusiveness language taken from UNL Office of Institutional Equity and Compliance.

Goals

The University of Nebraska - Lincoln's College of Journalism and Mass Communications understands the impact of an increasingly diverse and multicultural society. The college values that diversity and is committed to recruiting and retaining diverse faculty and students and creating an environment that embraces and welcomes all forms of diversity in fulfilling its three-fold mission of teaching, research and service.

The rest of this document elaborates on the diversity goals and timelines associated with each. Various individuals and entities within the college are expected to play appropriate roles in carrying out the items listed below, and the college's diversity committee is expected to gather information and report annually on each year's accomplishments.

Goal 1:

UNL's College of Journalism and Mass Communications is committed to recruiting and retaining a diverse faculty and staff. The college will aim to meet and

maintain a representative number equal to or above that of the university as a whole and reflective of the principal areas from which we recruit.

When we have openings on our faculty, we will conduct strategic searches to ensure that we have racially diverse recruiting pools. For example, we will send job announcements to organizations such as: Association for Women in Sports Media, Asian American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists, National Association of Multicultural Media Executives, Native American Journalists Association, South Asian Journalists Association, National Lesbian and Gay Journalists Association, National Black Public Relations Society, Hispanic Public Relations Association and Association for Women in Communications. We also will reach out to individuals with a particular commitment to seeking out women and people of color who can identify qualified candidates and encourage them to apply for teaching positions.>

In addition, at least one woman and one person of color will be included on all search committees operating from the college.

Timeline:

Year One, 2016-17:

- Ensure than half of all faculty and staff have participated in the university's search committee diversity training.
- Begin developing a comprehensive list of university and community resources aimed at integrating faculty and staff of diverse backgrounds into the life of the university and the community.
- Compile an annual report summarizing the following for each search conducted during the year: search committee membership; text of search advertisements; placement of advertisements.

Year Two, 2017-18:

- Ensure that three-fourths of all faculty and staff have participated in the university's search committee diversity training.
- Publish a comprehensive list of university and community resources aimed at integrating faculty and staff of diverse backgrounds into the life of the university and the community.
- Compile an annual report summarizing the following for each search conducted during the year: search committee membership; text of search advertisements; placement of advertisements.

Year Three, 2018-19:

- Ensure than all faculty and staff have participated in the university's search committee diversity training.
- Compile an annual report summarizing the following for each search conducted during the year: search committee membership; text of search advertisements; placement of advertisements.
- Formalize a mentoring program for pre-tenure faculty to support their efforts to earn tenure.

Goal 2:

The college is committed to recruiting and retaining undergraduate and graduate students of diverse backgrounds. To that end, we are committed to working closely with the university admission office in identifying and participating in recruitment activities that focus on geographic areas and communities with significant numbers of students from diverse backgrounds and to developing college-specific recruitment activities that target similar communities. These include outreach to youth in historically underserved communities through an annual Summer Media Academy for high school sophomores and juniors and ongoing connections with the Nebraska High School Press Association and other broadly based high school student activities such as speech and debate and DECA.

Additionally, we are committed to efforts that engage students to ensure that they can succeed in our college by connecting students with appropriate resources to help them successfully acclimate to the college environment.

Timeline: Year One, 2016-17:

- Establish an ongoing system to maintain follow-up contact with participants in the Summer Media Academy.
- Engage in specific outreach through the Nebraska High School Press Association to high schools with diverse populations to increase their participation in the annual NHSPA convention held at UNL.
- Establish connections with high school counselors in schools with diverse populations where we have not previously had a prominent presence.
- Support efforts by Student Advisory Board to reach out to international students by facilitating their arrival on campus and orientation to UNL and the college.
- Create a welcome kit for new students that includes: information about campus, local and national resources that support academic and professional

success; a list of faculty; and other information aimed at helping students engage with their new environment

Year Two, 2017-18:

- In conjunction with the UNL Admissions Office, analyze success of the previous year's recruiting events, with an eye toward understanding barriers—other than financial—that first-generation and students of color encounter.
- Review the college's available scholarship funds and scholarship selection process to assure that scholarship awards are consistent with diversity recruiting efforts related to geography and first-generation college students.
- Seek endowed funds for permanent support for Summer Media Academy.
- Increase Summer Media Academy enrollment by 20 percent, funds permitting.

Year Three, 2018-19:

- Pursue ongoing collaborations with campus and off-campus entities that seek to overcome barriers to college attendance by first-generation students and students of color.
- Continue to build Summer Media Academy endowment.
- Increase Summer Media Academy enrollment by 30 percent, funds permitting.
- Enhance opportunities for students to participate in professional organizations and activities.

Goal 3:

UNL's College of Journalism and Mass Communications is committed to infusing diversity into all aspects of teaching, research and service, in particular by promoting teaching strategies that facilitate respect for and sensitivity to diverse perspectives, exposing students to opportunities to interact with professionals who represent diverse perspectives and pursuing research and service opportunities related to diversity.

To that end, we are committed to sponsoring speakers and employing instructional materials, course assignments and various curricular activities that incorporate diversity considerations into all that we do. To bring attention to the importance of diversity, faculty members include the following diversity statement in all course syllabi:

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disability, sexual orientation, gender identity, genetic information, veteran status, marital status, and/or political affiliation. We recognize that understanding and incorporating diversity in the curriculum enables us to prepare our students for careers as professional communicators in a global society. As communicators, we understand that journalism, broadcasting advertising and public relations must reflect society in order to be effective and reliable. We fail as journalists and other media professionals if we are not accurate in our written, spoken and visual reports; including diverse voices and perspectives improves our accuracy and truthfulness.

In advertising and public relations, we cannot succeed if we do not understand the value of or know how to create advertising that reflects a diverse society and, thus, appeals to broader audiences.”

The college also sponsors an ongoing speaker series aimed at exploring various aspects of diversity and regularly sponsors summer study-abroad opportunities in addition to encouraging students to participate in university - sponsored international study opportunities as part of an ongoing effort to expand students’ knowledge and appreciation of diverse cultures.

Additionally, individual faculty members routinely invite classroom speakers and employ various curricular strategies to address various aspects of diversity, including race/ethnicity, global issues, gender, sexual orientation, social class and other variables. Moreover, a number of courses within the college—such as Mosaic, Global Eyewitness and Social Justice, Human Rights and the Media—already focus specifically on diversity themes.

The following timeline addresses actions that build on the college’s ongoing efforts:

Year One, 2016-17:

- Develop a policy for inviting college-sponsored speakers to maximize use of available funds and create optimum opportunities for student involvement.
- Develop a long-term study-abroad plan for college-sponsored international travel opportunities suitable for advertising, public relations, journalism and broadcasting students, taking into account the university’s international areas of focus.
- Seek ACE 9 certification for the college’s Race, Gender and Media course.
- Create professional development opportunities that regularly offer faculty new ideas for infusing diverse perspectives into all courses and into their

research and service agendas, particularly as those agendas contribute to the university's land-grant mission.

Year Two, 2017-18:

- Lay the groundwork for establishing a college fund to underwrite or otherwise support international student travel.
- Create and publish a rotation for elective courses in both sequences that focus specifically on matters related to human and global diversity.
- Develop and carry out a plan to highlight in the college's alumni magazine and other publications/communications the accomplishments of alumni of diverse backgrounds and perspectives.
- Continue to enhance professional development opportunities that regularly offer faculty new ideas for infusing diverse perspectives into all courses and into their research and service agendas, particularly as those agendas contribute to the university's land-grant mission.

Year Three, 2018-19:

- Systematically review faculty research/creative agendas with an eye toward publicly highlighting work that engages with issues of diversity
- Lay the groundwork for establishing a college fund to underwrite or otherwise support international faculty exchanges
- Further expand professional development opportunities that regularly offer faculty new ideas for infusing diverse perspectives into all courses and into their research and service agendas, particularly as those agendas contribute to the university's land-grant mission

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