

Descriptions	Aim	Number	Type	Year
Identify major-related experiential learning opportunities across the college	1	1	Strategy	AY 21-22
Establish multi-semester, multi-credit student-lead practicum programs, required for all undergraduate majors and optional for graduate students	1	2	Strategy	AY 21-22
Engage faculty in Experiential Learning Lab (ELL) administration and oversight	1	3	Strategy	AY 21-22
Train and develop student leaders to serve as the editors, producers and team leads across the ELL programs	1	4	Strategy	AY 21-22
Secure technology and physical space to effectively deliver the ELL programs and make learning visible across the college, campus and community	1	5	Strategy	AY 21-22
Establish a transcriptable portfolio requirement unique to each student's strengths, experiences and career aspirations	1	6	Strategy	AY 22-23
Engage industry partners as professionals in residence (PIRs) to design real world learning experiences in the ELL, mentor students and evaluate portfolios	1	7	Strategy	AY 21-22
Develop a suite of required career readiness courses focused on portfolio development, working with a mentor, professional networking, job prospecting, industry ethics, resume and portfolio polishing, pitching and interviewing	1	8	Strategy	AY 23-24
Develop a suite of optional courses, credentials and/or badges for students to co-create experiential learning opportunities through research assistantships, internships, study abroad, community engagement, student leadership and programs like Real World	1	9	Strategy	AY 24-25
Increase our offerings of faculty-led study abroad programs	1	10	Strategy	AY 23-24
Create a centralized web portal for the learning lab including all ELL programs and experiential learning courses such as Nebraska News Service, Depth Reporting, Global Eyewitness, Mosaic, Nebraska Nightly, KRNU, UNLimited Sports, Fox Sports U, Capstone, Jacht, Buoy, Heartland and a new Media Strategy and Analytics Lab	1	11	Strategy	AY 22-23
Develop a doctoral program designed for working professionals	2	1	Strategy	AY 23-24
Build 4+1 master's programs to encourage undergraduates to continue education	2	2	Strategy	AY 21-22
Create certificate programs based on industry demand and faculty areas of expertise that serve students in multiple graduate programs	2	3	Strategy	AY 23-24
Optimize rotation of courses to ensure consistent offerings, maximize faculty resources and allow students to plan	2	4	Strategy	AY 22-23
Continue to develop online course offerings with trained faculty	2	5	Strategy	AY 22-23
Develop a system to recognize faculty mentoring/advising of graduate students	2	6	Strategy	AY 22-23
Enhance the graduate student experience, including on-boarding, advising, and degree completion	2	7	Strategy	AY 21-22
Identify and allocate funding for graduate student travel to present research and creative activity	2	8	Strategy	AY 22-23
Develop an assessment plan for all graduate programs and courses and adjust curriculum as indicated	2	9	Strategy	AY 22-23
Build industry and academic relationships to establish pipelines for our graduate programs	2	10	Strategy	AY 23-24
Create an ELL option for professional master's students	2	11	Strategy	AY 21-22
Increase the number of funded graduate assistantships with industry partners	2	12	Strategy	AY 22-23
Increase the number of graduate students dedicated to research assistance	2	13	Strategy	AY 24-25
Explore ACEJMC accreditation for our graduate programs	2	14	Strategy	AY 22-23
Increase the visibility of faculty and student research and creative activities within college, across campus and among peer institutions	3	1	Strategy	AY 21-22
Develop clear and rigorous research and/or creative production expectations for tenure-track and tenured faculty	3	2	Strategy	AY 21-22
Develop a mentoring program for faculty and students who engage in research and/or creative activities	3	3	Strategy	AY 22-23
Establish rotating brown-bag workshops on writing, research, grant procurement, creativity, leadership development, personal growth and community outreach	3	4	Strategy	AY 21-22
Establish rotating college faculty research and creative activity brown-bag presentations to increase opportunities for collaboration and community building	3	5	Strategy	AY 21-22
Incentivize grant applications and awards, scholarly publications and interdisciplinary research	3	6	Strategy	AY 21-22
Identify and allocate funding for research and creative activity professional development opportunities	3	7	Strategy	AY 23-24
Increase research apportionment for faculty who secure extramural funding, publishing contracts or journal editorships	3	8	Strategy	AY 22-23

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Increase faculty engagement in research related to UNL's Global Challenges, Nebraska Governance and Technology Center and National Strategic Research Institute	3	9	Strategy	AY 21-22
Identify and develop core research areas within the college through research collaboratives like the Public Insight Lab	3	10	Strategy	AY 23-24
Develop undergraduate and graduate courses in research methods	3	11	Strategy	AY 22-23
Establish a model for undergraduate students to earn independent study credit working as research assistants with faculty in the college	3	12	Strategy	AY 21-22
Develop a robust Honors Program focused on scholarly and creative activities	3	13	Strategy	AY 22-23
Engage in a rigorous fundraising campaign to establish graduate assistantships and endowed professorships that include research assistantships	3	14	Strategy	AY 25-26
Develop and expand course offerings that will improve the media literacy of the UNL student body (e.g. expand offerings of JOMC 222: Social Justice and the Media and revise JGEN 103 into a course on Democracy and the Media to meet an ACE requirement)	4	1	Strategy	AY 22-23
Engage PIRs and industry partners in college-wide discussions on professional ethics and integrity	4	2	Strategy	AY 21-22
Establish ethics and inclusive language modules for the student leadership training program and career readiness series of courses	4	3	Strategy	AY 23-24
Re-establish the Nebraska chapter of the Society for Professional Journalists	4	4	Strategy	AY 22-23
Host industry roundtables on professional ethics and integrity each semester	4	5	Strategy	AY 21-22
Increase engagement and collaboration with the Nebraska Governance and Technology Center	4	6	Strategy	AY 21-22
Expand the capacity and content production of Nebraska News Service through the practicum to reach more rural communities	4	7	Strategy	AY 22-23
Increase the number of multimedia products provided through the Nebraska News Service through the Nebraska Nightly and KRNU ELLs	4	8	Strategy	AY 22-23
Continue to support and encourage the development of depth reporting projects in print, audio and multimedia forms	4	9	Strategy	AY 23-24
Create a course and lecture series on "The Business of News," inviting global leaders in new and innovative media ownership and business models as guest speakers	5	1	Strategy	AY 21-22
Increase our course offerings and experiential learning opportunities related to sports promotion and media production to align with job demand	5	2	Strategy	AY 23-24
Redesign the advertising sales course as social influence and value proposition and offer experiential learning opportunities related to sales, fundraising and underwriting	5	3	Strategy	AY 22-23
Create a pop-up course on freelancing and entrepreneurship in media and strategic communication	5	4	Strategy	AY 22-23
Partner with the UNL entrepreneurship programs to assist our students in idea and product development and design	5	5	Strategy	AY 23-24
Create spaces to experiment with cutting-edge technology and innovations in the delivery of media to prepare students for dynamic careers	5	6	Strategy	AY 21-22
Identify and allocate funding for a full-time technical director and student production assistants to ensure quality and consistency of media products and increase capacity for media production courses	5	7	Strategy	AY 21-22
Explore the creation of an interdisciplinary online degree completion program for working professionals	5	8	Strategy	AY 23-24
Recruit community college transfers with an Associate of Applied Science in Electronics and major changes from computer science to pursue a broadcast major with a focus in media production	5	9	Strategy	AY 23-24
Establish an apprenticeship program through the Nebraska Broadcasters Association and Society of Broadcast Engineers for students interested in broadcast engineering and technical direction	5	10	Strategy	AY 23-24
Establish a minor in strategic communication, particularly for business majors, to reduce the time to degree for students who will likely change to our majors in the future	5	11	Strategy	AY 22-23
Attract and retain diverse faculty, staff and students committed to our values of hard work and collaborative problem-solving	6	1	Strategy	AY 23-24
Offer faculty and staff training on diversity, equity and inclusion (DEI)	6	2	Strategy	AY 21-22
Assess curriculum to ensure clear focus on DEI issues	6	3	Strategy	AY 21-22

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Assess and redesign the Global Eyewitness program	6	4	Strategy	AY 21-22
Expand recruiting efforts for international students	6	5	Strategy	AY 23-24
Explore partner programs with universities in other countries	6	6	Strategy	AY 24-25
Increase faculty engagement in global experiences	6	7	Strategy	AY 23-24
Develop a support structure that includes student involvement opportunities, academic mentorship and faculty connections for underrepresented and first-generation students	6	8	Strategy	AY 23-24
Establish a Nebraska chapter of the National Association of Black Journalists	6	9	Strategy	AY 23-24
Develop partnerships with Nebraska high schools and student organizations with underrepresented populations that allows students to explore career opportunities in our industries	6	10	Strategy	AY 22-23
Establish a Summer Bridge Program or work with Big Red Camps to invite first-generation students and students from underrepresented racial/ethnic groups to enroll in a college transition program	6	11	Strategy	AY 22-23