

Appendix 4.1

Department of Journalism Diversity Plan

University of Colorado Boulder
College of Media, Communication & Information

Department of Journalism Diversity Plan

As a matter of professional and academic excellence, the CMCI Journalism department is in the business of preparing professional communicators to work effectively in diverse and inclusive media environments. We are keenly aware that greater diversity will convey greater accuracy and fairness, helping readers and viewers see more of themselves in others. To ensure that coverage is accurate and fair, the diversity in newsrooms must reflect the communities they serve. We consider diversity to be our moral imperative, and we will strive to convey the stories of diverse groups, to compel fair treatment of sources and to encourage the practice of empathy and compassion, allowing us to reach new, diverse audiences effectively.

The Department's goal is grounded in a commitment to acquire more diverse students, faculty and staff through a policy of inclusive excellence. To do so we will engage in three thematic goals: creativity and innovation, public service and global citizenship, and inclusive excellence. To us, creativity and innovation is about using problem-solving skills and cutting-edge technology to expand the voices of underrepresented populations; public service and global citizenship is motivating students to consider the global village, preparing them to work with people of other cultures; finally, inclusive excellence ensures a healthy learning environment that sees our differences as assets, where everyone can be true to their authentic self and to operate according to the free exchange of ideas.

Our tasks now are to develop goals and measures that will ensure we continue the intentional work of inclusive excellence. To cultivate an inclusive college will require the active engagement and full integration of all our differences – race and ethnicity; socioeconomic class; gender; sexual orientation; and intellectual, ideological and political perspectives, in addition to ability, age and veteran status. We also must recognize that our student, staff and faculty community must reflect and learn from the diversity of our state, regional and national populations to provide the best informed and most forward-thinking pedagogical and research cultures we can achieve. Measures of our excellence will also be measures of our inclusion.

In thinking about these tasks we are setting up a chart that adopts the following strategies. A chart mapping out actions, responsibilities and timelines follows.

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1. Strategy 1: Inclusive Environment
 - a. Inspiring respect, integrity, generosity and truth
 - b. Building a welcoming and positive school climate
2. Strategy 2: Increased Awareness of Multicultural Issues
 - a. Curriculum
 - b. Programs
3. Strategy 3: Recruitment and Retention of Graduate Students
4. Strategy 4: Recruitment and Retention of Undergraduate Students
5. Strategy 5: Increased Diversity Among Full-Time Faculty and Adjuncts

Diversity Action Plan

| Strategy 1: Inclusive Environment | Responsibility | Academic Levels | Metric | Timing |
|--|-------------------------------------|-----------------|---|----------------|
| Learn students' impressions of the department's climate on diversity | Martinez, Dean, Diversity Committee | All | Exit surveys with chair and FCQ items on diversity will be analyzed for a climate assessment each summer. Exit surveys always ask about diversity | Fall 2017 |
| Sponsor visits from practitioners of diverse backgrounds and non-traditional media outlets | Martinez, Dean, Diversity Committee | All | At least half of the Hearst professional-in-residence guests will have been persons of diversity over the previous five years | Fall 2016-2020 |

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| Strategy 2: Increased Awareness of Multicultural Issues | Responsibility | Academic Levels | Metric | Timing |
|---|---|------------------------|--|------------------|
| Ensure that new JRNL faculty are aware of the School's emphasis on diversity | Chair, Assoc Chairs, CMCI Diversity Committee | All | Incorporate into the JRNL new-faculty orientation the JRNL diversity plan and diversity teaching tips | Fall 2016 - 2020 |
| Ensure that JRNL faculty are aware of best practices in integrating diversity across curriculum | Chair, Assoc chairs, CMCI Diversity Committee | All | At least one faculty member each year will report to full faculty after attending Poynter, FTEP or similar teaching workshop for diversity | 2017-2020 |
| Develop an online JRNL resource for diversity-related materials | Chair, Assoc Chairs, CMCI Diversity Committee | All | Listing of books, DVDs, Web sites, and other materials will have been published on CMCI Web site | Spring 2017 |
| Ensure that student journalists are sensitive to issues of diversity | CUI adviser, chair | UG | At least two diversity-related workshops will be presented to the staff of CU Independent each year | Spring 2017 |
| Strategy 2: Increased Awareness of Multicultural Issues | Responsibility | Academic Levels | Metric | Timing |
| | | | | |
| Enhance each faculty member's commitment to diversity | Chair, Assoc Chairs | All | The overhaul of the annual merit-review process will place higher value on diversity-related efforts | Spring 2017 |
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| Strategy 3: Graduate Students | Responsibility | Academic Levels | Metric | Timing |
|--|--|------------------------|--|----------------------|
| Increase the diversity in the CMCI graduate student enrollments | Martinez, Chair, Assoc Chairs | MA, PhD | By networking at targeted institutions and personal visits, the graduate minority proportion will have increased from 5% to 12% | Fall 2018- Fall 2020 |
| Partner with a JMC undergrad dept at a highly diverse institution | Martinez, Assoc chair Grad Studies | MA | A program will have been developed whereby UG students attend CMCI for a summer and receive aid upon their later enrollment in CMCI | Spring 2018 |
| Strategy 4: Recruitment and Retention | Responsibility | Academic Levels | Metric | Timing |
| Expose high school students of color to Journalism coursework and career opportunities | Chair, Assoc Chairs, Diversity Committee | UG | Continue to have Journalism included in annual Upward Bound and Pre-Collegiate programs | Spring 2017 |
| Partner with newsrooms in newspapers and broadcast to upgrade journalism at a highly diverse high school | Chair, Associ Chairs, Martinez | UG | A partnership with the Denver Post, Daily Camera, KCNC-TV (CBS-4) will have been established and an Journalism faculty member will be assisting a Denver high school | Fall 2017 |
| Pathways to Excellence – a summer bridge program for diverse, incoming first-year CMCI students | Chair, Martinez, Pathways Fac Director | UG | The Pathways to Excellence alums will have achieved a graduation rate of 90% or higher, after four years | Spring 2018 |
| Strategy 4: Recruitment and Retention | Responsibility | Academic Levels | Metric | Timing |

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| Partner with JMC programs at diverse community colleges in Colorado | Martinez, Chair and Assoc Chairs | UG | A second college will be added to the School's JMC articulation program (currently with Pueblo CC) | Fall 2018 |
| Aggressively recruit "best and brightest" diverse 12 th -graders applying to CU | Chair, Martinez, Assoc Chairs, Diversity Committee | UG | The direct-admit minority proportion will have increased from 10% to 20% over previous four years | Fall 2019 |
| Improve financial incentives for UG diverse students | Dean, Chair, Advancement Director, Scholarship Committee | UG | Convert annual scholarships for UG JRNL majors to multi-year scholarships | Fall 2018 |
| Continue to collaborate with ODECE on opportunities for UG and grad students | Dean, Chair, Martinez, ODECE's David Aragon | All | Increase numbers and dollar amounts of CU-LEAD scholarships by 25%; get ODECE to split costs of recruiting trip to Boulder for at least one outstanding diverse MA prospect | Spring 2017 |
| Strategy 5: Faculty | Responsibility | Academic Levels | Metric | Timing |
| Increase the diversity in the Journalism fulltime faculty | Martinez, Dean, Search Committees, Chair | All | Through personal contacts, networking at targeted institutions and outreach to diverse organizations, the finalist pool for every faculty position will include at least one person of color | Spring 2016 |
| Increase the diversity in the Journalism adjunct faculty | Martinez, Dean, Ass't Dean, Chair | MA, UG | Through personal contacts and outreach to diverse organizations, the proportion of | Fall 2017 |

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| | | | minority adjunct faculty will grow from 5% to 15% | |
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