

E.W. Scripps School of Journalism-Ohio University
Diversity Plan
Approved by Faculty April 2, 2014

I. Introduction

Our goal is to educate future journalists to see a story through the lens of others. It is a lens that views the world and its inhabitants from a variety of perspectives and experiences. We believe it is our responsibility to help students recognize the multitude of different groups and the diversity that exist within their community and the world.

Our country is undergoing a dramatic demographic shift as demonstrated in the 2010 U.S. Census, and we believe the make-up of students, faculty, staff and graduates must reflect the populations they serve now and in the future. As educators, we know that multicultural competency is achieved most readily and meaningfully in a diverse educational environment. A climate that represents and embraces different cultures will enhance Ohio University's ability to provide all of its students with relevant experience to successfully compete and achieve in an increasingly diverse and complex society. One means of achieving this desired result is increasing the presence of diverse students and faculty. (See Appendix A for diversity standards established by the Accrediting Council on Education in Journalism and Mass Communication.)

This Diversity Plan is designed to enhance the vibrant intellectual, cultural, and social diversity of the Ohio University community. Ohio University is committed first to the recruitment and retention of students from diverse backgrounds and experiences and to the recruitment, hiring, retention and promotion of faculty of the same nature as its students.

Additionally, Ohio University is unique among most universities in that it is located in Southeast Ohio, a rural area in Appalachia that has one of the highest poverty rates in the state of Ohio and the United States. This rich socio-economic and cultural aspect of diversity also adds to the perspectives and experiences of Ohio's students and faculty members.

The reputation of the E.W. Scripps School of Journalism has created a tremendous interest on the part of international students and faculty as they consider educational and teaching opportunities. Many of the School's programs are recognized internationally. Again, this dimension of diversity also

provides all our students and faculty with a wider variety of experiences from an international perspective. The international dimension of diversity is addressed in a separate ACEJMC standard.

The E.W. Scripps School of Journalism has developed this diversity and inclusion plan to provide a roadmap and specific guidelines to facilitate and achieve greater diversity and inclusion within the School's faculty and student population.

This initiative is designed to add critical components to the current protocol for attracting and keeping students, and for hiring, retaining, and promoting new faculty. It should be noted, however, that factors as departmental and university funding, faculty attrition, special university hiring initiatives, and other circumstances are beyond departmental control.

According to the ACEJMC Professional Values and Competencies statement, *"...all graduates should be aware of certain core values and competencies and be able to...demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity."*

The School recognizes and aspires to the standards, values and competencies as set forth by ACEJMC.

I. Students

1. Undergraduate Recruitment

A diverse student body can be achieved by:

- Sponsoring the School of the Ohio University Summer High School Journalism Workshop and recruiting from the Workshop to Ohio University and the School of Journalism

- Participating in the Journalism Education Association/National Press Association High School Journalism Conference

- Visiting area metropolitan high schools to develop relationships with high school counselors

- Developing an active role in Ohio University Office of Admission's diversity

recruitment efforts, including the following:

Multicultural Visitation Program (MVP)—fall
 Cultural Connections—spring
 “Heart of Ohio”—campus visit by high school advisors

- Creating a first-year (renewable) diversity scholarship
- Purchasing ads in select high school publications
- Producing recruitment video with testimonials from multicultural alumni from the School of Journalism

2. Undergraduate Retention

To retain a diverse student population in the program, the School should:

- Attempt to coordinate with the university’s Office of Diversity and Inclusion to develop programs to help current diverse journalism students succeed;
- Increase available scholarships that promote diversity; and promote external diversity scholarships and internships.
- Attempt to draw a diverse professional representation (speakers, presenters, and themes) during Communication Week, Scripps Day, the Journalism Banquet and other special events.
- Support multicultural student organizations and media such as OU’s NABJ chapter, Black Student Communication Caucus, Students for Global Media and Diversity, HerCampus-OhioU and the Global Spotlight.

3. Graduate Recruitment and Retention

To recruit a diverse graduate student population, School administrators should attend annual graduate fairs hosted by Historically Black Colleges and Universities (HCBUs) and other culturally, socially or ethnically recognized diverse colleges and universities. To retain this student population, the School should coordinate with Ohio University’s Graduate College to develop retention programs for current journalism graduate students from diverse backgrounds.

II. Faculty

1. Candidate Outreach, Recruiting and Hiring

Developing a diverse pipeline of candidates is critical to having an up-to-date pool of candidates for faculty and staff openings. This will be done even when there are no current openings in the School. Having a ready pool of candidates will allow the School to react in an immediate fashion to any potential faculty openings. The sources for such a list of potential candidates will include, but not be limited to, job fairs, conferences and workshops, professional associations, divisions within the Association of Education in Journalism and Mass Communication, referrals, and unsolicited letters of interest.

Particular attention will be paid to those professional associations, conferences and workshops whose membership and audience includes a diverse audience. Examples of such conferences are: Asian American Journalists Association, the National Association of Black Journalists, the National Association of Hispanic Journalists, the Native American Journalists Association and the National Lesbian and Gay Journalists Association. (See Appendix B) If possible, and at the discretion of the director, a representative of the School of Journalism will attend such conferences to recruit potential candidates. The director will maintain each year a list of the dates and other details pertaining to these events.

Current openings within the School will be advertised and posted through these venues with the intention of encouraging application from diverse groups.

It will be a prioritized goal of each faculty search committee to select finalists with a diverse background for every faculty opening, and the director is encouraged to appoint search committees whose makeup reflects diversity.

In addition, it should be part of the job of the director and other School administrators to identify new diverse graduates at other colleges and

universities, and to engage the efforts of diverse faculty in other departments on the OU campus. This, over time, will result in the positive reinforcement of a diverse and welcoming environment as a condition for the successful recruitment of diverse faculty.

The School of Journalism will use adjunct positions, guest lecturers, meetings with alumni, and speaker programs to expose its faculty and students to people who might be potential candidates for hire in the future and, more generally, to increase faculty and students' exposure to the diversity of the professional world. Part of this effort will be to leverage the School of Journalism's relationship with the Scripps Howard Foundation. The corporation's support has included the use of its staff and leadership in the School's classrooms.

2. Retaining Diverse Faculty

Hiring qualified women and minorities is a key step in establishing a well-rounded and diverse faculty. Ensuring that they work in a supportive and collaborative environment is crucial to keeping them on the faculty.

3. Promoting Diverse Faculty

Many of the same activities employed to hire and retain diverse faculty can be employed to promote a diverse faculty.

The recommended actions described above are to be attained by 2019 to achieve a diverse faculty and staff and student population.

III. Curriculum and Assessment

1. Curriculum

Global and domestic diversity topics will be included in learning outcomes, readings and assignments for at least two of four core courses which all journalism majors take.

Global and domestic diversity topics will be included in learning outcomes, readings and assignments for at least one quarter of track and elective courses, including courses dedicated to social and cultural diversity content. Study abroad program opportunities will be made available to students to travel outside the United States and experience first-hand global cultures.

2. Assessment

Regular syllabi review of core courses and track/elective courses will be conducted to ensure that diversity content is maintained across sections. Student understanding of global and domestic diversity concepts will be assessed in knowledge surveys during freshman and senior years, as well as professional evaluation of Capstone projects.