



I ILLINOIS
College of Media

**STRATEGIC PLAN
2020**

Our faculty work at the cutting edge of their fields, and benefit from being part of an interdisciplinary community of scholars both within and outside the College. Their research and creative endeavor crosses theory, methods, and practice, from traditional and digital communication and storytelling to the history and political economy of media industries to new frontiers such as social media, augmented and virtual reality, computational advertising, and data journalism.

The College is also fortunate to have Illinois Public Media (IPM) as part of the unit. As one of the most progressive and creative public broadcasting entities in the nation, IPM is a major asset to the campus and community. As befitting this status, it is recognized as a centrally-budgeted campus good.



The College of Media initiated strategic planning in September 2019 and focused early discussions on the creation of a comprehensive, consultative, and inclusive process. A robust series of conversations with stakeholders on topics central to our mission kicked off in January 2020 and included faculty-led town halls on undergraduate education; graduate education;



THEMES AND STRATEGIC PRIORITIES

The College community identified common themes and priorities that crossed units and disciplines, and defined Media at Illinois in each of the three pillars of our mission: education, research and creative endeavor, and public engagement.

I. Education

- We value the rigorous and personalized experience we offer for our majors, as well as programs and courses that open up the opportunities of a Media education to non-majors.
- We see our focus on experiential learning and openness to pedagogical experimentation as hallmarks of our undergraduate program.
- We want to enhance our ability to collaborate across department lines in curricular and co-curricular matters.
- We view graduate education as central to our past and to our future. In our doctoral degree program, we are exploring ideas about embracing interdisciplinarity while also leveraging the unique opportunities provided by individual departments. At the master's level, our departments are actively evaluating current and future offerings to respond to areas of emerging demand.
- We recognize the importance of meeting the needs of a diverse community to support and sustain an inclusive environment.

II. Research and Creative Endeavor

- We are committed to methodological pluralism,

- Conduct an audit of college-level rules and requirements to ensure that we are not creating unnecessary and unintentional barriers to students' abilities to explore interests, dual/double/joint major, etc.
- Consider summer or winter break professional development programs for freshmen and sophomores that would make connections with alums.
- Create an opt-in system for managing relationships with alumni and connecting them with students and faculty.
- Consider professionally-oriented certificates, badges, etc. at the graduate level.
- Identify a one hour weekly timeslot where no classes meet or committee meetings are scheduled and use that time for a series where we invite in campus guests or discuss amongst ourselves initiatives related to our research, teaching, and engagement missions.
- Provide support to student groups related to college mission, and create a "council of leaders" from these groups.
- Offer further connection with and support to Illini Media.
- Pursue opportunities/collaborations to procure a screening room space to which the College would have regular access.
- Produce an ad campaign for the college and/or programs/units to raise awareness and attract students.
- Compile templates for travel-based experiential learning to standardize processes and allow students and faculty to plan ahead.
- Ensure that we provide a suite of opportunities that are accessible to all students, regardless of financial situation.
- Create initiatives that build a sense of community within the College.





CONCLUSION

The completion of our strategic planning process marks a beginning, not an end. The College of Media intends this document to be a living one that will guide our decision making over the years to come, as we continue the trajectory of excellence and innovation that has long been our hallmark.

The College of Media at Illinois is positioned to play a central role in addressing some of the most important questions of our times about the newly critical and

immersive role that media plays in shaping individuals' lives and the world in the 21st century. Through the work of our faculty, staff, students, and alumni, we seek to advance media literacy and expertise in all its social, technological, psychological, economic, ethical, and moral dimensions.