

Pathway to Premier 2030

A strategic plan for the Master of Mass Communication Program of the
School of Communication and Journalism
Endorsed by the graduate faculty August 22, 2024

Mission: The online Master of Mass Communication program provides communicators with a professional pathway to career growth and advancement through innovative, accessible, and customizable curricula to enhance their knowledge, skills, and competencies.

Vision: To lead the education and development of the professionals, leaders, and entrepreneurs who will shape the future of mass communication.

Core Values
Demonstrate empathy for one another.

Creativity

- x Encourage success in scholarship, artistic growth, and the desire for lifelong learning and creativity through reflective practice.
- x Creatively use tools and technologies appropriate for our fields.

Integrity

- x Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity, as well as the principles and laws of freedom of speech and press.
- x Represent oneself honestly through critical, creative, and independent thinking.

Diversity

- x Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity, as well as the principles and laws of freedom of speech and press.

Excellence

- x Embrace and champion endeavors that challenge boundaries, reframe definitions, and push the limits of our academic programs and disciplinary understanding.
- x Conduct research and evaluate information by methods appropriate to the disciplines in which we work.

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that extend from the goals and strategies created as part of the Y H U V L W \ \ \ V V W U D W H J L F

process as well as WKH 6FKRRO RI & RPPXQLFDWLRQ DQG -RXUQDOLV
 The tactics identified below apply to the Master of Mass Communication program. They were
 developed by graduate faculty in the School of Communication and Journalism who teach in the
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 objectives. We recognize that the MMC strategic plan is a dynamic document and that our tactics
 will evolve during its duration. We are committed to o

- Exercise people-centered tactics through communication with prospective students.
2. Maintain student success as a foundational priority by advancing innovative strategies and initiatives that meet the needs of all students, enhance student belonging and wellbeing, and support expanded access to higher education.

Objectives:

- x Strengthen partnerships with campus organizations such as Continuing and Distance

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