

Strategic Plan 2026-2027

MSU School of Journalism

The School of Journalism seeks to maintain, create, and promote a vibrant learning community where teaching, research, service, and outreach are regularly enhanced. This strategic plan builds on the School of Journalism's missions and values to establish priorities and set specific goals toward that vision.

Faculty initially established this strategic plan to establish the School's priorities and goals for 2020-2025. As the plan reached its anticipated sunset, the University and College of Communication Arts & Sciences prepared to undertake their own strategic plan reviews, to which the School intended to align its next strategic plan. University and College plans have since been delayed. Rather than launching a full strategic plan review before University and College processes have been completed, School faculty have elected to extend the existing plan through 2027. The plan is lightly amended to recognize current realities and structural changes in higher education, the School, College and University since 2025. These amendments provide some new direction and new goals for the School. We retain some items in this plan that were substantially addressed by 2025, but continue to be priorities of the School.

1. Enrich student learning and advancement
 - a. Maintain a vibrant, cutting-edge curriculum that prepares students for evolving professional fields and for societal leadership
 - b. Create and maintain the best possible infrastructure and processes for aiding students in academic advising, internships, and job placement
 - c. Aid doctoral students in creating their best possible research, teaching, and service portfolios
2. Enhance the cultural proficiency of our learning environment and curriculum to better prepare our students for the workforce and civic society.
 - a. Hire faculty who will advance a culturally proficient workforce
 - b. Enhance our curriculum to excel at cultural proficiency in the workforce and civic society
3. Facilitate faculty members' professional fulfillment
 - a. Facilitate the best possible infrastructure and processes for aiding faculty research, creative, and grant activities
 - b. Facilitate the best possible infrastructure and processes for creative, research, and grant activities by fixed-term faculty/professors of practice
 - c. Enable faculty to be the best possible teachers and leaders they can be
 - d. Facilitate a collegial work environment where everyone is valued and respected for the contributions they make to the School, College, and University
4. Establish our reputation as an international center for journalism studies
 - a. Launch and invest in a Center for Journalism Studies
 - b. Elevate our reputation as a journalism research powerhouse through strategic leadership in the journalism studies community and the profession of journalism
 - c. Advance and promote specialties in journalism studies that capitalize on faculty expertise, such as environmental journalism, risk & crisis communication, sports journalism, journalistic epistemologies, and news content analysis
5. Build out the scope of the School of Journalism
 - a. Develop and promote a new major focusing on media production

- b. Expand our efforts in sports journalism and production
 - c. Expand our efforts in translational science journalism and communication
 - d. Explore – and be ready to take advantage of – emergent opportunities to serve the College, University, scholastic media, the journalism community, and the broader community
- 6. Better exploit existing School, College, and University resources and infrastructure
 - a. Maximize use and impact of the newsroom
 - b. Establish collaborative projects with WKAR, NextGen, and/or other entities
 - c. Exploit use of MSU's digital network infrastructure
- 7. Redevelop the School's MA program
 - a. Create a thesis track MA program, potentially in conjunction with other academic units in the college.
 - b. Develop one or more revenue-generating MA program(s) that meet(s) student demand, professional needs, and capitalizes on the strengths of our faculty and School.
- 8. Invigorate the Information & Media PHD program
 - a. Significantly expand the pool of applicants to the PHD program
 - b. Establish new sources of funding for doctoral students
- 9. Deepen our connections to alumni and the professions
 - a. Reestablish a professional advisory board
 - b. Create or formalize communication channels with School of Journalism alumni

January 10, 2020

May 8, 2026