

**Journalism and Media Communication  
Colorado State University  
Diversity Plan**

***Department of Journalism and Media Communication Diversity Statement***

The Department of Journalism and Media Communication faculty and staff are committed to Colorado State University and the College of Liberal Arts' standards of excellence in advancing diversity. We are proud to be part of a learning community that upholds and embraces the differences in experiences, perspectives and values that stem from cultural diversity. We actively seek the cultural riches that diversity can offer our students, faculty and staff, and we recognize the necessity of diversity and social justice in the pursuit of intellectual enlightenment. We also recognize that as academics and professionals in journalism and public communication, we have a special ethical responsibility for diversity and inclusiveness in the service of accuracy, and to practice the same within our department, and in our learning objectives for our students. We define diversity as the variety of characteristics that make individuals unique. These characteristics include, but are not limited to, age, culture, economic background, education, disability, ethnicity, gender identity, geographic origin, marital/partnered status, national origin or ancestry, physical appearance, political affiliation, race, religion, sex, sexual orientation, or veteran status.

***Colorado State University Diversity Statement***

Colorado State University is committed to enhancing its diversity in all its forms: through age, different ideas and perspectives, disability, ethnicity, gender identity, national origin, race, religious and spiritual beliefs, sex, sexual orientation, and the socioeconomic and geographic composition of its faculty, administrative professionals, staff and students. Given the historic and legal discrimination that has existed in American society, particular emphasis needs to be placed on the inclusion of individuals who are members of groups that have been excluded, i.e. racial/ethnic minorities, women in non-traditional areas and persons with disabilities. The University strives to foster for its members recognition of their role as citizens in the global community with greater understanding of cultures and perspectives different from their own.

***College of Liberal Arts Diversity Statement***

The College of Liberal Arts is committed to diversity and the values of inclusiveness, representation, access and opportunity, and freedom of expression as well as to creating an intellectual community and workplace that respects, welcomes, and promotes diversity. The following outlines a list of

diversity goals and strategies that the Department of Journalism and Media Communication has to value *domestic* and *global* diversity.

***Objective 1: Increase the number of faculty, staff, and students from under-represented groups.***

Goal 1.1: Increase efforts to recruit and retain candidates in faculty searches from underrepresented groups.

- a. Adhere to College of Liberal Arts and Office of Equal Opportunity and Diversity search procedures and guidelines with respect to targeting applicants
- b. Identify online and/or other outlets for posting position announcements that are likely to be accessed by individuals from under-represented groups and post announcements in those venues
- c. Use appropriate criteria for evaluating the record of research, scholarship, or artistry for tenure-track positions
- d. Use search committees for ranking applicants from search pools and ensure that committees are mindful to use appropriate and equitable criteria for evaluating all applicants
- e. Invite a university Office of Equal Opportunity and Diversity representative to have a non-voting role at search committee and general faculty meetings on searches in order to encourage fair evaluation of all candidates

Goal 1.2: Increase efforts to recruit and retain candidates in administrative professional searches from under-represented groups.

- a. Identify online and/or other outlets for posting position announcements that are likely to be accessed by individuals from under-represented groups and post announcements in those venues
- b. Ensure that search committees use appropriate CLA criteria for evaluating applications for administrative professional positions

Goal 1.3: Increase efforts to recruit and retain undergraduate student candidates from under-represented groups.

- a. Cultivate and maintain a relationship with CASA to seek out opportunities to participate in CASA's recruitment and retention efforts targeting diverse groups
- b. Cultivate and maintain relationships with other campus organizations that support diverse student populations
- c. Identify and create partnerships with target high schools in Denver, Greeley, Loveland and Fort Collins to provide JTC faculty as guest lecturers to journalism and media studies classes
- d. Encourage each JTC concentration to be represented at CHSPA Journalism Day through participation in panels, presentations, judging and workshops
- e. Identify key challenges for a wide range of students and incorporate strategies to address these challenges into classrooms and advising practices.
- f. Increase faculty and student participation in campus activities oriented around issues of diversity, including participation in campus-wide outreach, advocacy, and other activities.

Goal 1.4: Increase efforts to recruit and retain graduate student candidates from underrepresented groups.

- a. Identify online and/or other outlets for posting graduate program announcements that are

likely to be accessed by individuals from under-represented groups and post announcements in those venues

- b. Use ranking applicants from applicant pools and ensure that the graduate committee members are mindful to use appropriate and equitable criteria such as achievement, research, scholarship and artistry for evaluating all applicants for acceptance
- c. Identify key challenges for a wide range of students and incorporate strategies to address these challenges into classrooms and advising practices
- d. Identify and create partnerships with HBCUs, HACUs and other organizations servicing undergraduate students from underrepresented groups who may not have graduate programs in journalism and media.

***Objective 2: Expand the department's diversity efforts in teaching, research, service, creative activities and outreach.***

Goal 2.1: Encourage the department to become a leader as a diversity advocate among the various departments in the College of Liberal Arts.

- a. Maintain an active departmental diversity committee
- b. Re-frame the Diversity Committee to provide active, on-demand support and assistance to faculty and instructors to incorporate and address issues of diversity into their teaching and advising
- c. Achieve 100% compliance for Diversity Component Reports among regular, special, and temporary faculty
- d. Sponsor a guest lecturer on diversity each fall or spring to speak in selected journalism courses; as a means of outreach, coordinate lecturer's visit with other departments and organizations on campus (e.g., Student Diversity Program and Services, Student Media, CASA, etc.)
- e. Increase visibility of student, faculty, and staff efforts in diversity-related activities through publications, public announcements, posting information on bulletin boards, posting information on the department website, etc.
- f. Strongly encourage faculty to get involved with campus groups and activities that serve diverse populations, especially as faculty mentors and support

Goal 2.2: Encourage faculty to pursue professional development in research, scholarship, and creative activities related to diversity.

- a. Support faculty interest and participation in diversity-related conferences, panels and workshops related to their respective fields
- b. Encourage faculty to pursue diversity-related research projects and publication opportunities related to their respective fields and to highlight these accomplishments in the Faculty Annual Activities Report
- c. Encourage faculty to become informed, stay updated and practice cultural relevance and competence in researching various cultural groups such as children, adolescents, the elderly, ethnic minorities and other diverse populations
- d. Encourage faculty and instructors to include their diversity-related efforts as part of the annual review
- e. Encourage a climate that is respectful of individuals, and free of stereotyping and prejudice
- f. Establish and support discussions and safe, open opportunities to address diversity-related challenges in maintaining a respectful atmosphere

Goal 2.3: Provide faculty with increased opportunities for incorporating diversity in teaching.

- a. Maintain departmental support for MeDLi Online, the department's newly developed Media and Diversity Library and interactive diversity resource Web site
- b. Encourage faculty to use and contribute to the MeDLi Online site as a teaching and resource tool on diversity including ideas for potential guest speakers
- c. Incorporate units into course materials that address diversity issues pertaining to ethics of social justice, stereotyping, prejudice and discrimination, as well as contributions of multiculturalism as they relate to journalism professionals in their interactions, their treatment of sources, audiences, and story content

Goal 2.4: Cultivate a reputation for the department as a diversity advocate among scholarly and professional communities.

- a. Devote one faculty meeting each academic year to a discussion of diversity; this meeting could rotate its focus among student recruiting, faculty diversity, curriculum ideas, and the department's climate
- b. Encourage faculty to hold a membership in at least one diversity-oriented organization and to actively participate in that organization
- c. Raise the department's profile in the area of diversity by sending JTC representatives to staff booths at conferences held by media organizations whose primary constituencies are members of diverse or under-represented populations<sup>1</sup>
- d. Raise the department's profile in the area of diversity by sending JTC representatives to staff a booth at the annual Unity Convention Career & Media Expo<sup>2</sup> as well as other diversity workshops and conferences

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<sup>1</sup> These groups are: Native American Journalists Association, Asian American Journalists Association, National Association of Black Journalists, and the National Association of Hispanic Journalists.

<sup>2</sup> Unity is a prominent, strategic alliance among the above four organizations. The annual conference draws 8,000-10,000 attendees, and is billed as the largest career and media fair in the news industry ([www.unity.journalists.org](http://www.unity.journalists.org)).