



Diversity, Equity, Inclusion, & Justice Plan

The School of Communication, Journalism, & Media developed this plan in accordance with the accreditation standards from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and the Central Michigan University Strategic Plan.

DEIJ Principles

The School strives to have a diverse and inclusive program that embodies domestic and global diversity and that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, ability and sexual orientation.

Diversity Priority 1 – Foster a welcoming and inclusive departmental environment

Strategy 1: The school will take an active role in stressing the importance of diversity, equity, inclusion and justice at all possible venues, including faculty meetings, department events, meetings with student groups or individual students, and class presentations. The school director and coordinators will be mindful of articulating the importance of a diverse and inclusive climate.

Time: Ongoing.

Strategy 2: The school will coordinate and promote educational activities for the school, college, or university that foster a greater understanding of cross-cultural communication and social interactions.

Time: Ongoing.

Strategy 3: The school will encourage advisors of student organizations to facilitate activities, content production, and campaigns that promote diversity, equity, inclusion, and justice for the school, college, university, and community.

Time: Ongoing.

Measurement for Diversity Priority 1:

- Keep a list of DEIJ events, activities, and efforts produced by SCJM faculty, staff, and students.
- Evaluate each entry on the list for improvements

Diversity Priority 2 – Recruit, hire, and retain faculty and staff who will enhance diversity in the school

Strategy 1: Faculty will be encouraged to participate in training for diverse and bias-free faculty and staff searches. These trainings will help the school recruit and attract a diverse candidate pool for vacant and new faculty position searches.

Time: Ongoing.



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Strategy 2: The school will advertise and promote faculty and staff job openings in places that will increase the likelihood of attracting diverse candidates. This may include associations that identify with minority groups or colleges and universities with diverse graduates who are qualified for the position.

Time: Faculty and staff open job searches

Strategy 3: The director and coordinators will mentor new faculty to feel welcome and promote a diverse and inclusive environment within the school.

Time: After each new faculty or staff hire.

Measurement of Diversity Priority 2:

- Percentage of faculty and staff who have gone through FPS faculty search trainings
- Percentage of faculty and staff hired from diverse backgrounds

Diversity Priority 3 – Recruit and retain students from diverse backgrounds:

Strategy 1: The school will explore and create ways to promote itself to diverse perspective student populations in high schools, community colleges, and the broader community.

Time: Ongoing.

Strategy 2: The school will organize and execute events for prospective students and promote these events to students from diverse backgrounds. These are events such as Media Rocks and the Michigan Community College Press Association annual conference.

Time: Ongoing

Strategy 3: The school will keep in contact with high school advisors for communication, journalism and media activities where our prospective students are likely to participate.

Time: Ongoing.

Strategy 4: Faculty will construct and maintain transfer guides with community colleges to encourage students to transfer to our programs.

Time: Ongoing.

Measurement of Diversity Priority 3:

- Analyze diversity metrics for students enrolled in our programs.
- Analyze persistence and graduation rates based on diversity metrics.
- Analyze the number and diverse quality of participants in our school recruitment events.



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Diversity Priority 4: Promote curricula that create culturally proficient communicators capable of learning from, working on, and advancing the value of diverse teams.

Strategy 1: The school will encourage participation in the Office for Institutional Diversity, Equity, and Inclusion (OIDEI) diversity education programs. These programs teach instructors to promote diversity and inclusion in syllabi, classroom instruction, and class activities.
Time: Ongoing.

Strategy 2: The school will encourage faculty to invite alumni and guest speakers from diverse backgrounds to classes.
Time: Each semester

Strategy 3: The school will work with the Office of Global Engagement to build more partnerships with international institutions and organizations to increase opportunities for study abroad and other exchange programs for our students.
Time: Ongoing.

Measurement Diversity Priority 4:

- Percentage of faculty and staff who participate in OIDEI trainings and programs
- Number of diverse guests in classrooms
- Analysis of study abroad and international opportunities for students.

The School of Communication, Journalism & Media Diversity, Equity, Inclusion and Justice Committee will review this plan every year. In particular, the committee will review the metrics used to measure the effectiveness of the plan next.