

**Strategic Plan for the Journalism and Professional Writing (JPW) Major  
at The College of New Jersey**

*Approved: February 17, 2015  
Updated: June 2016*

**MISSION STATEMENT**

The Department of Journalism and Professional Writing is comprised of productive, distinguished teacher-scholars and writers dedicated to excellence in all their professional endeavors. JPW faculty seek to involve their students to the greatest degree possible in the discovery and creation of knowledge, art and information; to encourage independent initiative and inquiry; and to instill a lifelong love of learning. As active, professional scholars and writers, they contribute significantly to the advancement and dissemination of knowledge in their fields of expertise. Finally, JPW faculty seek to promote understanding of the rich cultural diversity of humankind in order to prepare students to go forth with wisdom, skills and knowledge to serve and advance the communities in which they live and work.

**STRATEGIC INITIATIVES**

The Department of Journalism and Professional Writing has organized its strategic plan by the initiatives described below. The initiatives come from discussions among the JPW faculty, staff, students and alumni.

SECTION I – CURRICULUM: Including the Undergraduate Academic Program and Student Learning, Advising, Internships and Career Preparation, Internationalization

SECTION II – COMMUNITY: Including Intellectual Community, Faculty, Diversity, Outreach

SECTION III – RESOURCES: Including Library, Technology

**SECTION I: CURRICULUM**

<b>Assets</b>	<b>Strategies</b>
Balanced curriculum reflecting best practices: <ul style="list-style-type: none"> <li>■ Stress on traditional methods and values, as well as emerging technologies</li> <li>■ Strong emphasis on storytelling and ethics</li> </ul>	<ul style="list-style-type: none"> <li>■ More multimedia in existing and Topics courses (such as broadcast news and news photography)</li> <li>■ Develop a social-media certificate, which will include/require more PW courses , perhaps some via blended learning</li> <li>■ Continue involvement in undergraduate research, such as MUSE and cross-disciplinary collaborations</li> </ul>

	<ul style="list-style-type: none"> <li>■ Continue involvement in FSPs</li> <li>■ Update course names and descriptions where necessary to reflect current best practices</li> <li>■ Create a magazine writing specialization</li> <li>■ J-term/summer/Maymester courses in which we partner with professional media to produce reporting projects</li> <li>■ Partner with other faculty on proposed public-health major</li> <li>■ Be more explicit in defining how our curriculum builds from year 1-4, using assessment data and focusing on learning outcomes from freshman through senior years</li> </ul>
Strong professional relationships and internship program	<ul style="list-style-type: none"> <li>■ Take more advantage of proximity to state capital by engaging our students in government coverage for local professional media and not-for-profit entities</li> <li>■ Develop partnership with a broadcast outlet (similar to what we have with nj.com and the Times of Trenton)</li> <li>■ Continue to promote and participate with the Washington Center, Bonner and many other partners in mentored internships.</li> </ul>
Strong advising practices	<ul style="list-style-type: none"> <li>■ Encourage JPW majors to add minors or second majors; encourage non-JPW majors to add JPW as second major or minor</li> <li>■ Continue to promote study-abroad programs and global engagement, with a learning outcome that encourages better understanding of the U.S. and global news media</li> </ul>

## SECTION II: COMMUNITY

Assets	Strategies
Solid, experienced adjuncts	<ul style="list-style-type: none"> <li>■ Hire more PW adjuncts whose expertise fills specific program needs</li> </ul>
Involved alumni	<ul style="list-style-type: none"> <li>■ Continue assisting alumni with career advice and networking, especially through the TCNJ Journos Facebook page</li> <li>■ Form an alumni advisory council to offer advice and mentorship, and to promote student leadership development</li> <li>■ Foster diversity through alumni mentoring</li> </ul>
Professional, community and educational partners	<ul style="list-style-type: none"> <li>■ Develop more professional partners (especially in broadcast, e-commerce, and social media/technology companies)</li> <li>■ Cultivate and enhance relationships with entrepreneurs and foundations/donors</li> <li>■ Form possible Society of Professional Journalists and Online News Association chapters</li> <li>■ Facilitate more involvement in student media conferences and competitions</li> </ul>

	<ul style="list-style-type: none"> <li>■ Continue scheduling guest lecturers who sustain/improve students' intellectual environment</li> </ul>
Cooperating departments (English, IMM, Computer Science, Communications, AFAM, Art)	<ul style="list-style-type: none"> <li>■ Partner with Art for photo course/adjunct</li> <li>■ Partner with Com for broadcast course/adjunct</li> <li>■ Include the Career Center in JPW 099 freshman seminar</li> <li>■ Continue to develop curricular collaborations with Computer Science</li> <li>■ Deepen curricular and co-curricular collaboration on issues of diversity and equity in media</li> </ul>

### SECTION III: RESOURCES

Assets	Strategies
IMM	<ul style="list-style-type: none"> <li>■ Increase use of AIMM facilities, especially for multimedia and data reporting projects</li> </ul>
Trenton Works	<ul style="list-style-type: none"> <li>■ Make more use of site for CEL and other projects</li> </ul>
JPW website/technology	<ul style="list-style-type: none"> <li>■ Upgrade JPW website/social media strategy/brochure</li> <li>■ Ensure access to appropriate technology</li> <li>■ Document Cloud repository</li> <li>■ Research server (need student worker)</li> </ul>
Cole prize	<ul style="list-style-type: none"> <li>■ Work with Alumni Affairs to ensure continued funding</li> </ul>
Tutoring center	<ul style="list-style-type: none"> <li>■ Encourage more student use</li> </ul>
Department support	<ul style="list-style-type: none"> <li>■ Seek dedicated JPW space/resources</li> <li>■ Seek funds for internship expenses/travel</li> <li>■ Make JPW more visible on campus by promoting the major, especially to Open Option students</li> </ul>