

**A Bold Jandoli School**

**Jandoli School of Communication  
St. Bonaventure University**

**Strategic Plan 2022-2027**

Adopted 9/6/2022

### **Overview**

The Jandoli School of Communication has a long and rich history dating to the creation of the department of journalism in 1949. As the program nears its 75<sup>th</sup>

structure, while solidifying it as a premiere school of communication for our students in our fields. Simply put, the Jandoli School should be the premier private university of St. Bonaventure's size.

This five-year strategic plan was designed to run in concert with the strategic plan approved by the Board of Trustees in the summer of 2022. It was approved by the academic leadership in March 2022. In addition to the policies of our accrediting body, the Accrediting Council on International Communications (ACEJMC).

After discussion of the process

## 1. Ensure students are prepared for rapidly changing professional outcomes.

The communication, journalism and media industries are changing rapidly. New technology and disruption are constants. Our students must be prepared to thrive in this environment by combining the best ideals of our professions, the Jandoli School's long history in preparing ethical communicators and strong writers, the latest tools and technologies and the evolving needs of society.

We can capitalize on our passionate and engaged alumni base and our longstanding strong internship and experiential learning opportunities, among many existing strengths of the school, to push ourselves and our students to be inclusive leaders in the future of our fields.

This priority aligns with the following university strategic priorities:

2.1 – Prepare our students for success in a complex global context with a transformational educational experience.

2.2 - Enhance our academic reputation for integrated, evidenced based, experiential, interdisciplinary, and high-quality learning.

3.1 - Provide a holistic and integrated student educational experience to further facilitate post-graduation success.

Goals and Metrics:

GOALS	METRICS
Systematically engage more alumni. Ensure strong education in writing and fundamentals.	Create formal mentorship program. Assess effectiveness of writing

This priority aligns with the following university strategic priorities:

- 1.1 – Become a university community that is a leader in diversity, equity and inclusion.
- 2.1 – Prepare our students for success in a complex global context with a transformational

This priority aligns with the following university strategic priorities:

- 1.2 - Become the leading comprehensive Franciscan university in the country.
- 2.2 - Enhance our academic reputation for integrated, evidenced based, experiential, interdisciplinary, and high-quality learning.
- 2.3 - Support academic programs that are competitive in the market and consistent with St. Bonaventure's Franciscan mission.
- 4.1 - Build a financial model that is sustainable, transparent, accountable, and participatory and that supports solidarity and innovation.

Goals and Metrics:

GOALS	METRICS
Increase undergraduate and graduate enrollment in the school.	Return to an undergraduate enrollment of 200 students or more and grow graduate enrollment to 150 or more.
Refine assessment program.	Review assessment program annually.
Explore new undergraduate or graduate programs and updates to existing programs.	Establish new programs and refine existing ones as warranted.
Evaluate course rotations across programs.	Review offerings to ensure courses are offered to maximize enrollments.

#### 4. Aggressively recruit students through multiple enrollment streams.

St. Bonaventure is a tuition-dependent institution. The university needs robust enrollment to thrive. After suffering enrollment declines, the Jandoli School is increasing its undergraduate and graduate

Finally, the Jandoli School has many unique and exciting programs and partnership that are distinguishable from other communication programs, particularly of our size. We must leverage these opportunities for students.

This priority aligns with the following university strategic priorities:

- 1.2 - Become the leading comprehensive Franciscan university in the country.
- 2.3 - Support academic programs that are competitive in the market and consistent with St. Bonaventure's Franciscan mission.
- 3.2 - Foster success among diverse student populations through enrollment, academic practices and effective support systems that enhance the quality of the learning environment.

Goals and Metrics:

GOALS	METRICS
Work with Admissions and Keypath to broaden the school's pool of students.	Collaborate on new outreach and admissions efforts.
Increase representation among traditionally underrepresented students. Foster sense of inclusion and belonging for all students.	Increase racially and ethnically diverse students from 21% to 30%.  Climate survey data shows

\$500,000 in previously raised funds and is working with Advancement to raise several more millions for the project. The Jandoli School is one of five pillars of the university's \$125 million comprehensive campaign.

This priority aligns with the following university strategic priorities:

2.1 – Prepare our students for success in a complex global context with a transformational educational experience.

2.2 - Enhance our academic reputation for integrated, evidenced based, experiential, interdisciplinary, and high-quality learning.

Goals and Metrics:

GOAL	METRIC
Renovate and expand the Jandoli School's facilities.	Raised funds for the expansion and renovation of the Murphy Building and then completed the project.
Create inclusive spaces for students with diverse needs.	New spaces created to support students and faculty with a range of needs and backgrounds.

Attachments:

x Boldly Bonaventure University Strategic Plan

<https://my.sbu.edu/docs/default-source/university-planning/boldly-bonaventure---strategic-plan.pdf>

x Academic Affairs Operational Goals and Plan