

SCHOOL OF JOURNALISM AND STRATEGIC COMMUNICATION DIVERSITY, EQUITY & INCLUSION POLICY

The School of Journalism and Strategic Communication (SJSC) is committed to following university guidelines related to equal employment opportunities and to student affairs. It is committed to providing educational opportunities for all qualified people inclusive of race, religion, color, sex, sexual orientation, gender identity, gender expression, disability, national origin, ancestry, age, veteran status, or citizenship. It recognizes the existence of societal barriers and wishes to take a leadership role in overcoming them. It is therefore, committed to these goals and strategies, which are aligned with Ball State University's Strategic Plan:

GOAL 1 To attract, retain and recruit diverse faculty, staff, graduate assistants, and student employees in the school.

Strategies:

1.1 Place ads or job postings for faculty and staff positions in media, including print and web, that target diverse audiences.

1.1.1 Increase advertising reach by three targeted outlets for underrepresented groups. See Addendum 1 for a list of minimum recommended media to use when advertising for faculty and staff positions.

1.2 Use personal networking and organizational contacts to encourage applications from underrepresented groups.

1.3 Members of a faculty search committee will be responsible for ensuring university and college inclusive search procedures are followed.

1.3.1 Search committees will be challenged to continually address and eliminate implicit biases that may be present during the screening phase of the search.

1.3.2 Make personal contact with faculty at other institutions to recruit candidates.

GOAL 2 To include in the curriculum due emphasis on the contributions of diverse and/or underrepresented populations as identified in 2.2 in the communication professions.

Strategies:

2.1 Require inclusion of school-approved diversity, equity and inclusion statement in all course syllabi.

2.1.1 Encourage faculty to include diversity and inclusion issues within each course, including but not limited to content, representation, and workplace issues.

2.1.2 Encourage faculty to consider how they can address ACEJMC diversity competencies within learning outcomes as evidenced in syllabi and curricular audits.

2.2 Encourage faculty to include in their teaching and course materials considerations of bias, including but not limited to race, color, religion, sex, national origin, age, disability, protected veteran status, gender expression, gender identity, citizenship and any other protected status.

2.3 In cooperation with and as funded by the school, the DEI committee chair will provide faculty, staff, student media and organizational leaders with at least one in-service presentation on diversity, equity and inclusion.

2.4 The DEI committee will facilitate assessment and evaluation of the incorporation of diversity, equity and inclusion in curriculum and student media and/or organizations annually.

GOAL 3 Recruit, retain, and graduate students from underrepresented populations.

Strategies:

3.1 Participate annually in at least three college or university-wide multicultural activities.

3.2 In conjunction with the SJSC's secondary education outreach office, provide recruitment material for local, regional, and national high school and junior high school teachers.

3.3 Track enrollment, retention, and graduation of minority students on an annual basis.

3.4 Identify and share internships, scholarships, and other financial resources for underrepresented students.

3.5 Encourage pre-professional student organizations to foster peer support and professional growth for all members.

3.6 Once per academic year, invite BSU Admissions officials to meet with members of the school's DEI Committee and Leadership Committee to discuss best practices for recruiting diverse students.

3.7 Contingent on financial assistance from the school, encourage undergraduate participation in one or more state and/or national conferences dedicated to underrepresented populations. See Addendum 2 for a list of suggested state and national conferences dedicated to underrepresented populations.

3.8 Engage alumni board members in recruitment and retention efforts.

3.8.1 Alumni board members will identify and promote professional development opportunities for minority students.

3.9 The school's director will solicit scholarship support for new and returning minority students pursuing a SJSC major.

GOAL 4 To increase the exposure to issues related to diversity among all students and faculty in the school.

Strategies:

4.1 Include diversity topics in journalism workshops and other events such as High School J-Day+.

4.2 Ensure issues related to diversity are evident in all materials representing SJSC, including promotional materials, display cases, and web content.

4.3 Encourage students in all courses to seek out and include underrepresented groups' issues and viewpoints in classroom assignments and projects.

4.4 Require all majors to complete a SJSC Media and Diversity course.

GOAL 5 To annually review the school's progress toward the above-mentioned goals.

Strategies:

5.1 Members of the DEI committee will be responsible for gathering data to assess the implementation of and accountability to this policy.

5.1.1 The committee chair will compile an annual report or summary that assesses evidence as to the policy's implementation.

5.1.2 The diversity, equity and inclusion report will be presented to faculty at an early fall semester faculty meeting.

*Specific measures are included in the school's Strategic Plan that is assessed and reported on each year to the associate provost.

(Document approved July 16, 2009; revised September 12, 2014; revised February 27, 2019; revised March 2, 2022; revised May 26, 2022)

DIVERSITY, EQUITY AND INCLUSION POLICY

Addendum 1

Some recommended media to use when advertising for faculty and staff positions:

Black Issues in Higher Education, websites for minority doctoral candidates, National Association of Black Journalists website job board, publications/websites for Hispanic journalists, publications/websites for Asian-American journalists, Indianapolis Recorder, MyNDY, www.headlineclub.org (Chicago chapter of the Society of Professional Journalists), www.poynter.org (The Poynter Institute), Investigative Reports and Editors, Association for Education in Journalism in Mass Communication, American Academy of Advertising, Advertising Age, BrandWeek, AdWeek, American Advertising Federation, American Association of Advertising Agencies, Minority Advertising Training (M.A.T.), International Public Relations Association, Public Relations Society of America, Media Insider, Council of Public

Relations Firms, PR News, PR Week and other media as appropriate.

Addendum 2

National and local conferences dedicated to under-represented populations:

International Communication Association, National Communication Association, Association for Education in Journalism in Mass Communication, Asian American Advertising Federation, American Academy of Advertising, National Association of Black Journalists, World Journalism Institute Minority Conference, UNITY Journalists of Color Convention, Society of Professional Journalists, National Association of Hispanic Journalists, Asian American Journalism Association, Native American Journalists Association, South Asian Journalists Association, National Lesbian and Gay Journalists Association, National Association of Minority Media Executives, National Federation of Press Women, Journalism and Women Symposium, Association for Women in Communications, Association for Women in Sports Media, National Black Public Relations Society, Public Relations Society of America and other conferences as appropriate.

Glossary of Terms:

Diversity – all of the differences that exist within people, with the recognition that some elements of diversity are linked to the disenfranchisement of people.

Inclusion – feeling as if a person belongs and is a respected and valued member of the organization; proactive behaviors that make each person feel welcome and a part of an organization.

Equity – process of ensuring fairness and equal opportunity based on circumstance, especially engagement to ensure that people with marginalized identities have the opportunity to grow, contribute, and develop.

Domestic minorities – citizens of the unit's nation who are from a racial or ethnic group whose population is not the majority in the nation or who have less economic or political power than the majority. (Permanent visa or temporary visa holders are not included in this domestic minority count.)

International faculty/students – faculty members or students who hold a temporary visa (non-immigrant) or a permanent visa (immigrant status) to work or study in the unit's host country.

Culturally Proficient Communication – communication that enables students to effectively, accurately exchange information that also empowers at both verbal and nonverbal levels with diverse groups, that have been traditionally disenfranchised in society, especially along racial, ethnic, gender, sexual orientation and ability differences.