



PennState

Advancing Equity, Diversity and Inclusion: Bellisario Plan

**(2020 - 2025) - Communications, Donald P.
Bellisario College of**

UPDATED and REVISED, Spring 2024

Note: This plan is Goal 2 of the College's Strategic Plan

Mission / Vision / Values

Mission

The Donald P. Bellisario College of Communications is committed to excellence in teaching, research, creative activity, and outreach. We prepare students to contribute to a multicultural society as active, critical, ethical, and engaged participants. We promote effective, responsible use of communications, media and technologies by individuals, organizations, industries, and government.

Vision

The Bellisario College:

- Prepares the next generation of journalists, digital storytellers, media managers, strategic communicators, and scholars for leadership in their professions and a multicultural, global society;
- Impacts our disciplines and professions, along with policymakers and the public, by advancing knowledge that addresses the grand challenges of our time; and
- Serves the University, the Commonwealth and communities across the globe with our expertise, for the greater good.

Diversity Plan (2020 - 2025) - Communications, Donald P. Bellisario College of

Goal Advancing Equity, Inclusion and Diversity

2.1: Culturally proficient communication

Unit Objective

The College will ensure that all students, upon graduation, can demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.

Action Items

2.1.1: Each major will include coursework with a focus on diversity and cultural proficiency contextualized into relevant discipline/professions

Action Item Implementation Tasks

- Evaluate the curricula for each major, including our World Campus programs, to assess whether such a course exists or can be adapted to focus on diversity and cultural proficiency.
- Ensure that each major provides at least one course with a focus on diversity and cultural proficiency in the discipline/professions.
- Ensure all students receive DEI training relevant to their required curriculum.

Action Item Metrics

A course, in the curriculum for each major, that meets this objective.

Create DEI modules for required courses in all majors.

2.1.2: All coursework will address, where appropriate, diversity and cultural proficiency

Action Item Implementation Tasks

- All revisions of World Campus courses include an assessment of material related to culturally proficient communication.
- Each academic department will review core learning objectives for each course it offers, assessing how diversity and cultural proficiency should be integrated into the course.
- Curriculum Committee reviews all new course proposals for inclusion of appropriate DEI-related learning objectives and material.

Action Item Metrics

- Inclusion of DEI learning objectives and related material in existing WC courses as they are revised.
- Inclusion of DEI learning objectives and related material across existing in-residence courses in a consistent fashion.

2.1.3: Assessment of student learning will be used to adjust curricula and coursework so that graduates are culturally proficient communicators, ready to provide leadership in their chosen professions.

Action Item Implementation Tasks

Periodically, regularly and systematically evaluate and follow up on assessment data on this learning competency

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Action Item Metrics

- Annual documentation of "closing the loop" on assessment data related to culturally proficient communication.
- Demonstrated improvement of cultural proficiency on direct and indirect assessment measures

2.2: Student population reflects diversity

Unit Objective

The College will consistently attract, retain and graduate a student population (undergraduate and graduate) that reflects diversity in the Commonwealth and ranks the Bellisario College among the most diverse academic colleges at University Park.

Action Items

2.2.1: The College will implement an aggressive, targeted program aimed at recruiting a diverse student population at the graduate and undergraduate levels

Action Item Implementation Tasks

- Strengthen existing partnerships and establish new ones with HBCUs and HCIs, where feasible, to recruit master's and doctoral students.
- Work closely with DUS to encourage undecided students from under-represented populations to consider majors in the Bellisario College.
- Develop quality outreach programs, aimed at providing educational value and building relationships, to high-school journalism and communication programs in Pennsylvania with diverse populations.

Action Item Metrics

- Number of in-residence graduate students from underserved/under-represented populations.
- Number of undergraduate students from underserved/under-represented populations who declare a COMM major each year, whether new or already enrolled students.

2.2.2: The College will recruit partners to design, propose and implement an intercollege minor focusing on communication and social-justice movements.

Action Item Implementation Tasks

Seek partners from outside the College to join development of such a minor.

Action Item Metrics

Establishment of a minor that is sustainable and scalable as it grows.

2.2.3: The College will ensure that its student co-curricular enterprises are inclusive, reflecting diversity among students and providing leadership opportunities for all students.

Action Item Implementation Tasks

- Annually provide support, mentoring, guidance and incentives to all student organizations affiliated with the College to embrace diversity, equity and inclusion in their operating guidelines and procedures, activities, and leadership.
- Establish and sustain a Student Culture Committee in the College, charged with helping operations improve their engagement with all student populations and working closely with the College's Diversity and Inclusion Committee.

Action Item Metrics

- Engagement by traditionally underserved student populations in co-curricular enterprises associated with the College.

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2.3: Diverse and inclusive workplace

Unit Objective

The College will maintain an outstanding reputation at University Park and among our disciplinary peers as a diverse and inclusive workplace.

Action Items

2.3.1: The College will steadily increase diversity among faculty across all ranks, departments, and programs

Action Item Implementation Tasks

- Annually assess the part-time faculty workforce for World Campus to ensure it reflects the diversity among students in WC degree programs.
- Actively employ the College's Professional-in-Residence program to attract prospective faculty for a semester-long residency.
- Develop a scholar-in-residence/post-doctoral program designed to attract prospective faculty for semester- or year-long residencies.
- Recruit promising faculty, recruited through the College's PiR, post-doctoral and scholar programs, for full-time positions as they arise.

Action Item Metrics

Diversity among instructors/faculty in all programs, including online/World Campus programs, reported annually.

2.3.2: The College will maintain and, where possible, increase diversity in staffing

Action Item Implementation Tasks

- Annually share data on staff hiring (searches, finalists and appointments) with College leadership team.
- Engage University expertise in Educational Equity, Affirmative Action, Talent Management and Human Resources to widen applicant pools for all staff searches.

Action Item Metrics

Diversity among staff ranks, assessed annually.

2.3.3: The College will support and reward faculty and staff for contributions to an inclusive culture

Action Item Implementation Tasks

- Create and launch award recognizing faculty/staff contributions to inclusive, diverse culture in the College, to be presented at annual College award ceremony.
- Staff Advisory Committee will annually design and offer professional development/staff support programming that supports an inclusive culture.

Action Item Metrics

Award and professional development activities, annually.