



STRATEGIC PLAN

2014-2015 through 2018-2019



PennState
Donald P. Bellisario
College of Communications

bellisario.psu.edu

@PSUBellisario



Mission

To prepare students to take their place in an information-rich society and in the professions as active, critical and ethical participants. Our activities promote effective, responsible use of communications media and technologies by individuals, organizations, industries and government.

Vision

To lead the way in preparing the next great generation of digital storytellers to enter the communications fields. We will also enhance our reputation for excellence in the professions and in society through engagement, cutting-edge research, and outreach that has far-reaching, enduring impact.

Executive Summary

As the largest nationally accredited mass communications program in the United States, we focus on preparing students for work and life in an information-rich society, creating new knowledge to benefit citizens and the professions, and engaging with the global community.

Our strategic plan positions the Donald P. Bellisario College of Communications to build on its rich history, which dates to the early 1900s, thanks to the commitment and strengths of our people — alumni, faculty, staff and students. At the same time, the plan provides opportunity, outlining areas for us to grow and improve, while enhancing our programs and increasing our impact on campus, in the community and across the world.



Dean Marie Hardin

Our strategic plan builds upon a necessary foundation of ethics and appropriately focuses largely on our classrooms and programs. As we meet our mission to educate an ever-changing and everyday-more-diverse population — in person and online, on campus and far beyond — our plan enables us to make an impact at Penn State and across the world.

STRATEGIC GOALS

Contribute to a culture of ethics and integrity at Penn State and provide ethical leadership for the professions.

Integrate our Honor Code into the life of the College, using it to reinforce the responsibility of students to work ethically in the professions and contribute to society as responsible citizens. Also work across Penn State, in the community and in the professions to promote an understanding of ethics and integrity.

Honor Code

As a member of the Penn State community and the Donald P. Bellisario College of Communications, I pledge to be an honorable student.

I will be responsible for the integrity of my work, and encourage my peers to do the same.

I will respect the dignity of all individuals in the Penn State community.

I will act in an ethical manner by being open-minded, honest and law abiding to the best of my ability.

I pledge to carry this commitment to act with honor and integrity into my professional life.

Sustain and enhance our reputation for prioritizing student success in all our endeavors.

Sustain our student-focused approach with relevant, up-to-date curricula, strong advising, expanded co-curricular programs, and career development opportunities. Attract high-quality students who are ready to engage and excel, and maintain strong retention and graduation rates for all students.



STRATEGIC GOALS

Expand our reach, to new populations and in new settings, with high-quality programs and service.

Aggressively, responsibly and sustainably grow our World Campus and online offerings; expand our outreach to high school students; and serve the professions and community through a variety of efforts, including public scholarship and service learning.



Impact the professions and society through our research, creative activity and public scholarship.

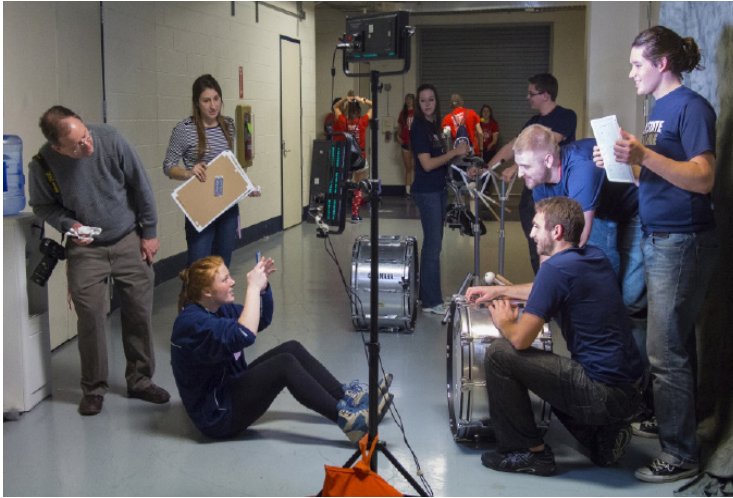
Encourage faculty, Centers and Institutes to work on projects with demonstrable impact on social challenges while involving students in these engagements and attracting external grant support.



STRATEGIC GOALS

Steward our resources, relationships and investments.

Support students and faculty with up-to-date tools and technologies for creativity and research through investing wisely, sustaining our resources, and creating mutually beneficial relationships with other academic units and organizations.



Reflect and promote an appreciation of diversity in our classrooms and among students, faculty and staff.

Promote an inclusive understanding and appreciation of diversity while maintaining a welcoming campus climate and supporting and graduating a diverse student body. Continue to recruit and retain a workforce that values and reflects diversity.



STRATEGIC GOALS

Expand our international activity, interacting with and making an impact on the global community.

Expand opportunities for students to gain a global perspective, and develop sustainable global partnerships that benefit students and aid the research and outreach work of faculty members.



ABOUT THE COLLEGE

The Donald P. Bellisario College of Communications at Penn State provides the opportunities and resources of a large university with the personalized feel and support of a small school. As the largest accredited program of its kind in the nation, students can find a place where they can fit and succeed. The College is home to four academic departments that offer five undergraduate majors and two graduate programs. Two of our undergraduate majors (advertising/public relations, journalism) are among the top 20 for enrollment at Penn State, and the overall undergraduate program is the sixth-largest at the University. Our communications program has been accredited — first as a department (1948), then school (1989), then college (1995) — by the Accrediting Council for Education in Journalism and Mass Communication for more than 60 years. The principles of the accrediting process include a commitment to diversity and inclusiveness, a focus on outcomes-driven learning, and accountability to the professions and the public.

This publication is available in alternative media upon request.

The University is committed to equal access to programs, facilities, admission, and employment for all persons. It is the policy of the University to maintain an environment free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, physical or mental disability, gender, perceived gender, gender identity, genetic information, or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University's educational mission, and will not be tolerated. Direct all inquiries regarding the nondiscrimination policy to Dr. Kenneth Lehrman III, Vice Provost for Affirmative Action, Affirmative Action Office, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Email: kfl2@psu.edu; Tel 814-863-0471. U.Ed. Com 17-114

**BIG SCHOOL
RESOURCES.**
Small school feel.