SWOT for COMMUNICATION/JOURNALISM

Communication/Journalism Department Mission

The Communications/Journalism Department seeks to educate young men and women for the purposes of public life and for the fulfillment of their personal goals. The mission of the Department is to prepare students for careers in journalism, communications and related fields and for graduate study. The Department informs its learning, teaching and mentoring with scholarly inquiry in the history, law, ethics, and professional and creative processes and effects of journalism and communications.

Strengths of our Program
Development of new curriculum
Strong core of faculty with professional experience
Small class sizes
Accessibility/availability of relevant technology to students
Student-run media to supplement department programs and courses

Weaknesses of our Program
Decline of participation in student run media, particularly lack of competition for student leadership roles
Capstone curriculum has uneven results
Extended focus in writing curriculum
Professional placement for program graduates in this economy
Opportunities for interactive media courses
Need for more opportunities and choices in curriculum, such as certificate programs

Opportunities for our Program
More outreach to the community (projects/potential students)
Outreach should give professional experience for students and give us funding sources for technologies
Promotion of projects throughout the community (on and off campus)
New technology and opportunities in new media market – collaboration of students with professionals
Higher caliber of students (quality over quantity)
Professional emphasis of Communication/Journalism Department
Creating specialization
Media Literacy training (helping educators teach new media and emerging technologies)
General Education courses to educate student population as media consumers

Threats to our Program
Economics – budget cuts and underfunding
Decline in ability to hire faculty
Lagging behind on emerging media and technologies
Overcrowding of classes due to budget cuts
Aging electronic media facilities and equipment of student run media operations
Student and class diffusion to other non-impacted departments
Lack of department promotion (within and outside of Communication/Journalism)
Research opportunities within department/our research should not be limited to traditionally academic publications
Programs and certifications entirely online
Expectation of professionals to accept theoretical aspect of curriculum
Pennsylvania School Districts are under budget pressure and cutting vital offerings, such as student newspapers or advanced writing classes