

School of Communication, Journalism and Marketing

Mission, Values and Goals: Strategic Plan

Mission

The School of Communication, Journalism and Marketing is a diverse learning community that prepares students for professional careers in the communication industry, founded upon the free exchange of ideas and information with citizens, clients, and consumers. We engage extensively with industry, alumni, and Tāngata Whenua. We produce research of both local and global relevance.

Ngā Mātāpono: Our Key Values

Te Pou Aro Kōrero - the Māori name of our School, is built on the foundational role that the free flow of ideas and information plays in the functioning of a democratic society. Three values undergird our curriculum: Kōrero, Ngaiotanga and Matatini. Their English equivalents are: Free Exchange, Professionalism and Diversity. Each encapsulates the purpose of two of ACEJMC's values and competencies (VC).

Kōrero/Free Exchange denotes the free flow of ideas, information, speech, narrative, news, discussion and discourse and connotes truth and fairness in expression. In this way, it embodies two of ACEJMC's values and competencies:

VC1: apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.

VC6: demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Ngaiotanga/Professionalism signals our deep investment in the development of our students' ethical and professional integrity. We ensure that they know the history and role of their profession and know and can apply the ethical principles and codes of conduct of that profession, reflecting two of ACEJMC's values:

VC2: demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.

VC6: demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Matatini/Diversity defines our understanding of diversity and highlights our commitment to Te Tiriti o Waitangi, the Treaty of Waitangi, the founding document of Aotearoa New Zealand that establishes the bicultural nature of Aotearoa New Zealand. We nurture our

students' commitment to indigenous and other local forms of diversity and to global forms of diversity in an interconnected and multicultural world. This commitment to diversity reflects two of ACEJMC's values:

VC3: 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.

VC6: demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Goals

Goal One

The School will ensure an exceptional, distinctive and transformative learning experience for all our students. The single most important function of the School is to equip students with the values, competencies and skills they need as they embark on their chosen professions and take their place as informed citizens. As the digital era continues to transform the communication environment and reshape the communication profession, ensuring that students are equipped both with foundational competencies as well as adaptive capacities is becoming increasingly critical. For their education to truly count on all these fronts, students' experience with us has to be meaningful, focused, memorable and transformative.

Objectives

1. Faculty in the School will meet regularly to discuss teaching, learning and curriculum development.
 - a. Benchmark one: Disciplines will review curricula yearly and where necessary make improvements.
 - b. Benchmark two: Annual cross-campus all-School hui will highlight teaching and learning strategies and curriculum review and development.
2. Advisory boards will be actively involved in providing input into the shape of the School's programs.
 - a. Benchmark one: The advisory boards will reflect a range of professionals.
 - b. Benchmark two: All advisory boards will meet at least once a year.
3. Our teaching will use and leverage the best of contemporary technology.

- a. Benchmark one: Our communication lab facilities will be fully upgraded by 2025 on all three campuses.
4. Our students will be job-ready when they graduate.
 - a. Benchmark one: Over 90% of our graduates will be employed in relevant professions within a year of their graduation.
 - b. Benchmark two: We will conduct a biennial survey of employers to assess their satisfaction with the quality of our students.
 - c. Benchmark three: Our internship employers will report a high level of satisfaction with our student interns.

Goal Two

Faculty will produce and publish world-class and practice-relevant research, both for the international academic community and for the communication professions. This research will inform and underlie our teaching. Conducting rigorous academic research and disseminating the results in appropriate international and local forums are fundamental and defining features of academic life. Our work as researchers underlies our ability to participate in the free and open exchange of ideas and information, to ensure our relevance to the professions for which we educate and prepare our students, and to participate in the broader international academic dialogue about communication.

Objectives

1. The School will acknowledge, reward and advocate for existing areas of research excellence in CJM.
 - a. Benchmark one: School leadership will advocate for recognition of CJM researchers at School, College and University level.
2. Faculty will publish their research in well-regarded and professionally relevant outlets.
 - a. Benchmark one: All research active faculty will publish one peer-reviewed journal article or equivalent piece a year on a three-year rolling average.
3. The School will embark on increased staff research development.
 - a. Benchmark one: Members of the professoriate will lead 2-3 yearly seminars on topics ranging from methods, advice on handling journal referees, grant writing, etc.
4. The School will embark on research “impact” discussions.

- a. Benchmark one: A school-wide discussion on research impact will take place annually.
5. All three campuses will hold regular research seminars to showcase research work by School faculty and visitors.
 - a. Benchmark one: Each campus will hold at least three research seminars a year.
 6. The School will internationalise its research profile.
 - a. Benchmark one: The School will invite 5-10 international researchers to present research within the School each year.
 - b. Benchmark two: Staff will publish more than 50% of their work in internationally ranked journals relevant to the communication, journalism and/or marketing discipline.

Goal Three

The School will cultivate meaningful and extensive relationships with its stakeholders to ensure the continued relevance of our teaching and research. It is vital our teaching and research engage directly with the aspirations, needs and problems faced by our wide range of stakeholders, including employers, community groups, government agencies, activists, industry bodies, tāngata whenua, alumni and the international community. Robust engagement does not imply simple endorsement: for the School, it involves connecting, supporting, challenging, questioning, inspiring, provoking, coaching and championing the complex mosaic of groups who have a stake in the effective functioning of the School.

Objectives

1. The School will maintain advisory and liaison committees for its programs.
 - a. Benchmark one: Advisory boards for key programs will be maintained and where necessary enlarged.
2. Faculty will be connected with specific sets of stakeholders.
 - a. Benchmark one: All faculty will identify specific groups of stakeholders they have engaged with during the period of the next five years.
3. The School will improve its alumni engagement.
 - a. Benchmark one: The School will develop an alumni list and initiate and maintain communication at least once a year.

4. The School will establish a set of industry-sponsored prizes for all its major undergraduate and graduate programs.

Goal Four

The School will ensure that its programs are both nationally and internationally recognized by industry and the academy. Our location in Aotearoa New Zealand not only defines us but affords us a novel and original perspective on practice, pedagogy and inquiry. It is critical that our programs be internationally visible and recognized for their distinctive and exceptional content.

Objectives

1. The School will be accredited by major regional and international professional bodies in the field of communication.
 - a. Benchmark one: The School will retain ACEJMC accreditation.
2. The School will actively promote its programs internationally.
 - a. Benchmark one: At least two of the School's undergraduate programs will be promoted by the Massey Business School for new international student enrolment by 2025.
 - b. Benchmark two: At least one of the School's undergraduate programs will be added to one of the Massey Business School offshore offerings by 2025.

Goal Five

The School will ensure it contributes to public understanding about social, economic, cultural and environmental issues facing Aotearoa New Zealand, including those that affect Tāngata Whenua. Communication processes significantly and profoundly shape contemporary society. As educators, it is essential we ensure our students will participate in their communication professions in a manner that a) promotes the free and fair exchange of information and ideas, b) is inclusive and respectful of diversity, and c) directly addresses the needs of our complex 21st century world, thereby creating a more informed, understanding, progressive and inclusive society.

Objectives

1. The School will continue to incorporate Māori perspectives into its curriculum.
 - a. Benchmark one: The Treaty of Waitangi will be taught in at least three courses in our undergraduate and graduate programs by 2024.
2. The School will make recruiting of diverse faculty an on-going and continuous effort.

- a. Benchmark one: At least 50% of all new hires in the next five years will be women.
- b. Benchmark two: The School will hire at least two Māori faculty by 2025.

Goal Six

The School will ensure faculty and students participate in a strong, vibrant and inclusive workplace culture. The quality of workplace relationships, the active participation of faculty in collective governance and the establishment of trust by both students and faculty in the School are foundational to ensuring a healthy workplace culture. Faculty and students will only achieve their full potential if they feel valued and respected, and work in a positive, supportive and collegial environment.

Objectives

1. The School will work to improve teamwork and morale on all campuses.
 - a. Benchmark one: Members of the School Leadership, as well as members of professional staff, will regularly undertake training in the areas of teambuilding, dealing with complaints, bullying and harassment and personnel management.
2. The School will work closely with People and Culture and the Massey Business School to continually develop a cross-campus collective identity.
 - a. Annual retreats will be organized for the whole School re-starting in 2023.

(Adopted, October 2013; Reviewed by the School Executive, June 2014; Revised Nov 2014; Revised June 2015, Revised November 2015, Revised February 2021).