

Strategic Plan & Execution

**Faculty of Journalism
and Mass
Communication**

2019- 2024

1. Introduction to IQAC

As per the responsibilities assigned, the Internal Quality Assurance Cell (IQAC) is for planning, guiding and monitoring Quality Assurance (QA) and Quality Enhancement (QE) activities of the institution. The Cell has undertaken the task of designing a Perspective Plan for the period of five years i.e. the academic year 2020-21 to the academic year 2025-26 for a quality growth. To assure a better quality output, indicators of different criteria determined by NAAC have been taken into consideration.

In the preparation of the Plan, the Cell has taken initiatives to accept inputs from the management, the faculty, the administrative staff, students of the Faculty, the parents and the peer colleagues.


Registrar
Rama University
Mandhana, Kaspur-209217

2. Five Year Strategic Plan and Execution (2020-25) of Department of Journalism & Mass Communication.

The most important objective will be to take the Department of Journalism and Mass Communication towards excellence.

KEY OBJECTIVES OF STRATEGIC PLAN 2020-2025

1. Starting an online media channel.
2. Developing infrastructure as per new trend in media industry.
3. Forming student clubs /sorting students - on the basis of their area of interest Photography, Acting, Writing, Production, Art direction, Direction, Cinematography, Development Communication, Advertising & Public Relations which are as follows;
 - Rama Debate Society
 - Rama Press Club (**Rama Samay (Departmental Newspaper)** to be continued and Contributed by Faculty and Students of the Department)
 - Rama Photography & Video Production Club
 - Rama Film & Theatre Club
4. Engaging students in more Active plans.
5. Conducting 2 Industrial visits each semester for students in big media houses.
6. Engaging students in more production works - Film making, Documentaries, News Packages.
7. Organizing Co-curricular Activities – Whole event list has been planned for the session, like we did in past - Graffiti art Competition, Open-Mic Competition, Nukkad Natak & street Play, Photowalk etc
8. More admissions in the future - on the basis of interest & specialization.
9. Conducting more Workshops and Seminars in each semester.
10. Organizing Panel Discussion, Debate Competitions on a big level in University campus on current topics.
11. Engaging students in Election related Programs - pre and post exit polls
12. Improvising the Syllabus as per new trend in media.
13. Running 3-4 Short term courses in an Academic year.
14. Special Saturday - Engaging students in some production work, conducting classroom Debate programme, Group Discussion, showing them some good & useful Documentaries.
15. Organizing guest lectures from people working in Media, Theatre, PR industry, Advertising Agencies.
16. More focus on online class pattern.
17. Conducting Awareness workshops in the city.
18. Making Root level programmes for social welfare of villagers & Labourers.

19. Organizing more class room activity - essay writing, Poster making, Speech programme to enhance their skills.

20. Promoting & Celebrating Media & Entertainment special days - World Theatre day, Journalism Day, Hindi Diwas, World Radio day etc.

Management	Faculty
<p>Dr. Prateek Kushwah <i>Director,</i> <i>Rama University,</i> <i>Kanpur</i></p> <p>Dr. Pranav Singh <i>Director-Public Relations,</i> <i>Rama University,</i> <i>Kanpur</i></p>	<p>Dr. Shivendu Kumar Rai <i>Acting Dean,</i> <i>Faculty of Journalism and Mass Communication,</i> <i>Rama University,</i> <i>Kanpur</i></p>

PURPOSE AND SIGNIFICANCE

Looking for the Rama University's Strategic Preeminence 2025 Plan, The Department of Journalism and Mass Communication' 2015-2020 Strategic Plans, this document constitutes the Department of Journalism and Mass Communication's goals for the next five years (2020-2025). The department believes that the attainment of each goal represents a key factor in preparation of students for their academic and professional success at the local, regional, national, and international levels.

VISION AND MISSION OF THE DEPARTMENT

A. VISION

The vision of the Department of Journalism and Mass Communication is to promote excellence in instruction, research and professional practice by preparing future journalists, professional communicators, and media practitioners.

B. MISSION

The mission of the Department of Journalism and Mass Communication at Rama University is to

prepare students with the high-quality education necessary to succeed as professionals and critical thinkers and to become productive citizens of their communities, the nation and the world. We cultivate diversity, interdisciplinary learning, creativity, freedom of expression, mutual respect, ethical conduct, social responsibility, and expertise in journalism and mass communication. Students are encouraged to integrate their knowledge and skills for service to their communities, career advancement, graduate study, and lifelong learning. The mission of the department also reflects the philosophy and supports the Ideals of the unit's accrediting agency, University Grant Commission and Press Council of India.

C. GOALS OF THE DEPARTMENT

The Department has developed the following goals that arise from its mission statement.

1. Cultivate in students the practice of acquiring interdisciplinary knowledge and developing analytical and critical skills for acquiring balanced views of world issues;
2. Develop in students good oral and written communication skills necessary to the journalism profession;
3. Develop in students at least one area of specialty and preferably the convergence of multiple areas in their chosen field;
4. Develop the ability of students to collaborate with specialists in other fields in order to be informative, analytical, and critical in their reporting on issues;
5. Cultivate in students and--an understanding of the historical, cultural, legal, ethical and moral contexts in which they apply their knowledge and skills;
6. Prepare students for employment and career advancement in local, national and international media markets;
7. Engage students in local community activities in order for them to apply their classroom knowledge to public use;
8. Encourage students to participate in scholarly work and creative productions; and
9. Encourage students to explore new channels of communication and collaborative work that transcends departmental and institutional boundaries.
10. Maintain strong relationships with alumni, community, business and non-profit sector.

These goals are intended to ensure that students will gain the necessary theoretical knowledge and practical skills that will enable them to function effectively and successfully in all facets of modern journalism, mass communication, and related fields.

D. OBJECTIVES OF THE DEPARTMENT

The Department will achieve the following objective in accordance with the University's and Department of Journalism and Mass Communication' strategic plans:

STRATEGIC DIRECTION 1: CURRICULUM AND INSTRUCTION

Goal 1: Adhere to and Strengthen the Required Accreditation Standards

- a. Plan for achieving full reaccreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)
- b. Incorporate and adhere all University Grand Commission and Press Council of India Values and Competencies into program and course offerings.

Goal 2: Continuously Update/Revise the Program Core to Reflect Market Demands and Changes.

- a. Ensure currency of courses, curricula, and instructional technologies

- b. Enhance language skills (grammar, spelling, punctuation, style, social and cultural elements)
- c. Enhance reporting and storytelling preparation (story conception, reporting, writing, editing, production)
- d. Incorporate new media production (text, photo, graphics, audio, video, convergence skills)
- e. Teach application of skills on blogging, website development, social media networking, and other emerging communication means
- f. Emphasize research (conceiving, conducting, reporting, interpreting, critiquing, augmenting)
- g. Expose students to market trends and employment opportunities/choices in the field
- h. Educate students in legal, ethical, social, historical, cultural, religious, technological, and other relevant matters

Goal 3: Enhance Program Assessment and Learning Outcomes

- a. Strengthen/improve the existing assessments
- b. Implement/offer the Freshman Orientation/Experience course
- c. Improve/update the Capstone course
- d. Ensure that all course syllabi have specific objectives and learning outcomes
- e. Adjust/modify programs to maximize effectiveness in teaching and learning

Goal 4: Employ Appropriate Instructional Hardware, Software and Laboratory Facilities

- a. To secure appropriate and sufficiently powerful hardware
 - new computers in instruction all abs
 - satellite, microwave or fiber optic linkage subsystem associated with the TV Studio
- b. To secure appropriate and sufficiently powerful software
 - software for photo, graphics, audio, video, Web, convergence skills
 - new non-linear video editing system
 - new software for use on Macs
- c. To ensure reliable and continual technical support for the hardware and software
 - Secure regular services of a TV Studio engineer
 - secure services of computer hardware and software technician

Goal 5: Enhance Cultural Diversity and Global Awareness

- a. Incorporate diversity and global issues into all courses
- b. Offer courses, seminar, and symposiums
- c. Increase student and faculty/staff diversity
- d. Encourage study abroad programs
- e. Establish international cooperation with universities
- f. Support faculty participation in international conferences/seminars

STRATEGIC DIRECTION 2: STUDENT PRODUCTIONS

Goal 1: Promote Application of Skills Outside of Course Requirements

- a. Promote student participation in departmental, regional and national contests
- b. Distribute student presentations on university, regional and national media outlets
- c. Establish regularly produced TV programs and their distributions via local cable, university channel, YouTube, and other venues
- d. Establish a regularly published Newsletter and engage students in its preparation
- e. Promote the serving of campus, regional and national clients by students

Goal 2: Enhance the Availability of Resources to Students

- a. Increase the availability of production hardware for on-location use
- b. Develop/acquire Web-/computer-based instructional tools for skill development
- c. Identify channels (e.g., print and electronic) for distribution of student work

Goal 3: Strengthen the Relationships between Courses and Campus/Local media

- a. Form a professional Advisory Board for the department
- b. Invite campus/local media practitioners to serve as guest speakers
- c. Use campus media outlets as sites for student practicum's
- d. Use campus media as outlets for student work (audio, video, web, and print)

STRATEGIC DIRECTION 3: INSTRUCTIONAL OUTCOMES ASSESSMENT

Goal 1: Develop an Assessment Plan that Gauges the Effectiveness of Curriculum

- a. Measures that cover elements from curriculum core and individual concentrations
- b. Measures that cover elements from conceptual and professional aspects of the field
- c. Measures that may be applied early and late (repeated) during the tenure of students
- d. Criteria for assessment that are addressed with quantitative and qualitative measures
- e. Criteria that call for the utilization of internal and external expertise in assessment

STRATEGIC DIRECTION 4: FACULTY DEVELOPMENT

Goal 1: Promote Exchange and Collaboration among Faculty

- a. Implement a system of mentoring that uses departmental and other mentors
- b. Promote collaboration among departmental faculty on instruction, research, and service
- c. Promote faculty collaboration in teaching through department course scheduling
- d. Encourage inter-departmental and interdisciplinary research and creative work

Goal 2: Encourage/Support Individual Faculty Development

- a. Enhance the expertise of faculty in the use of software employed in advising
- b. Enhance the expertise of faculty in the application of instructional technology
- c. Promote the enhancement of the skills of faculty in their professional specialties
- d. Support faculty participation in workshops, seminar, and courses

STRATEGIC DIRECTION 5: FACULTY PRODUCTIVITY

Goal 1: Maximize Faculty Creative and Professional Contributions

- a. Through University, regional, national and international media outlets
- b. Through participation in University, regional, national and international contests
- c. Through the provision of media services to various clients
- d. Through support for leadership roles in national professional organizations

Goal 2: Strengthen/Increase Faculty Scholarly/Creative Output

- a. Award research releases to Department of Journalism and Mass Communication faculty for scholarly/creative activities
- b. Encourage and support faculty presentations at national/international conferences
- c. Support and facilitate intra-disciplinary and cross-disciplinary research collaboration
- d. Encourage and support faculty grant initiatives/proposals

STRATEGIC DIRECTION 6: STUDENT ADVISING AND SERVICES

Goal 1: Maximize Student Retention and Graduation Rates

- a. Hire at least one full-time professional academic advisor for the department
- b. Enhance facilities, laboratories, physical appearance of the department
- c. Enhance faculty and staff interaction with students
- d. Use qualitative and quantitative research to inform intervention in student retention
- e. Encourage faculty advisors to assist in student retention
- f. Encourage student organizations and peer networks as helpers in student retention

Goal 2: Maximize the Positive Perception Students of the Advising Process

- a. Assess the availability and accessibility of advisors
- b. Assess the knowledge and accuracy of advisors
- c. Assess the reliability and responsiveness of advisors
- d. Ensure the confidentiality of student information known to advisors

STRATEGIC DIRECTION 7: INTERNSHIP AND EXTERNAL RELATIONSHIPS

Goal 1: Establish a Center for Internship and External Relations

- a. Expand internship opportunities and enhance procedures
- b. Ensure the presence of academic, community, and industry members on the board
- c. Facilitate exchange between the board and the faculty, college, provost, chancellor
- d. Engage students, alumni, faculty, and friends in outreach/community activities

Goal 2: Establish a Strong, Committed, and Diverse Advisory Board

- a. Link with industry and community organizations
- b. Request participation in program instructional assessment
- c. Engage in fundraising and other resource development
- d. Advance the departmental imperatives in the university
- e. Enhance campus/community engagement through sustained activities/ programs

Goal 3: Strengthen Alumni Engagement and Fundraising Efforts

- a. Develop innovative programs to keep alumni connected with the department and with each other
- b. Create a new framework to provide professional networking opportunities and career advancement
- c. foster a culture of philanthropy by increasing alumni giving in myriad ways to include time, talent, efforts and financial resources
- d. Align the mission of the department of journalism and mass communication alumni Council with Preeminence 2020

STRATEGIC DIRECTION 8: GRADUATE AND CERTIFICATE PROGRAMS

Goal 1: Establish an Interdisciplinary Graduate Degree Program/s

- Survey regional needs and propose a viable Master's program
- Hire qualified/strong faculty with doctoral degrees
- Join with an appropriate department/s in developing the program
- Draft a proposal and secure the required resources from the College/ University
- Implement the program in a way that makes maximum use of departmental faculty
- Promote/advertise the program

Goal 2: Establish an Interdisciplinary Online Professional Certificate Program/s

- a. Assess the need and feasibility of offering an online certificate program
- b. Collaborate with an appropriate department to plan and propose the certificate

- c. Identify and secure resources
- d. Obtain approval
- e. Promote/advertise the program locally and nationally

STRATEGIC DIRECTION 9: ENHANCE STUDENT RECRUITING AND ENROLLMENT

- a. Create a promotional/marketing package for the department
- b. Visit local high schools and colleges
- c. Invite high school and college academic advisors to the campus
- d. Schedule regular student tours
- e. Engage faculty, staff, and current students in recruitment activities
- f. Utilize the social media (blogs, twitter, facebook, instagram, youtube, etc.)

STRATEGIC DIRECTION 10: INTEGRATION OF CAMPUS MEDIA

- a. Transfer TV Studios, Radio Station, and The A&T Register (student newspaper) to the department
- b. Encourage and support cooperation and collaboration between the media and department
- c. Integrate the operations to form a multimedia platform
- d. Enhance student engagement in the operations of the media
- e. Engage faculty and staff in programming and content development
- f. Secure a closed-circuit television channel for distribution of student and faculty work

CURRICULAR ASPECTS

1. Appointment of Qualified Teachers

- Qualified and experienced Academicians to be appointed against all sanctioned posts through rigorous process of interview and demo lectures as per norms and faculty improvement programs would be conducted subsequently.
- Appointment procedure to be fulfilled before the start of academic term so that faculty will be available for all subjects to conduct all lectures right from beginning of the academic year.

Year	FACULTY ENHANCEMENT PLAN	QUALITY CONTROL and MANAGEMENT
2020-21	<ul style="list-style-type: none">• 60% faculty should be submission PhD• All Faculty Should have at least a minimum of two Research paper published in recognized and peer reviewed Journal	<ul style="list-style-type: none">• Rest should be mandatorily enrolled in PhD
2021-22	<ul style="list-style-type: none">• 80% faculty should be PhD• All faculty to take up MOOCS (SWAYAM)	<ul style="list-style-type: none">• Faculty retention to be stabilized• Recruitment cycle to be conducted in session starting• mid-session departures to be controlled
2022-23	<ul style="list-style-type: none">• 100% Faculty to be PhD• All faculty to take up MOOCS (SWAYAM or Foreign Universities) mandatorily• All faculty members to design proposals for Research Project	<ul style="list-style-type: none">• Planning and proposing Social Research Projects to be sponsored by Funding Agencies.
2023-25	<ul style="list-style-type: none">• All vacancies filled as per norms• Research Advisory Committee(RAC) to be formed for better academic excellence	<ul style="list-style-type: none">• Invitation of Research Experts from Other Reputed Universities in order to form RAC.• Planning and proposing Social Research Projects to be sponsored by Funding Agencies.

Conduct of Periodic Audits and NBA/ NAAC reaccreditation

- The Faculty to conduct periodic audits of the Faculty (in addition to Regular Financial Audit of every year) by inviting team of academic peer experts and action to be initiated on their recommendations.


REGISTRAR
Rama University
Mandhana, Kanpur-209217

- The proposed audits to be undertaken in the next 5 years are :
 1. Academic audit (every year)
 2. Structural Audit

All Audit Reports to be shared for the knowledge of all the stake holders.

2. Add on Courses

1. Short Tem Courses

2021	Video Production (Stop Motion Animation, White Board Animation, Cinematography and Story Boarding)	Complete design to be archived in case of repetitive demand for implementation
2022	Advertising and Graphic Designing (Layout, Designing), Adobe-Photoshop, Lightroom, Illustrator	Complete design to be archived in case of repetitive demand for implementation

2. Online Programs:

2021	• A short term Online Course on Research Methodology	• Tie-up with other institutes/ industry for training, Sponsoring Agencies
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Community Engagement Plan

- More tie-ups with NGOs
- Adoption of more Villages
- Assist government and local bodies in Community projects

Industry Interaction Plan

- Invite Industry experts for motivating students and provide practical knowledge through lectures and Workshops.
- Strengthen Campus placement and training facility by building more Industry- University Relationships
- Promote student to work on real projects for industries.

Proposal

- A design of a new course- **Diploma in Animation and Design** is in process according to the needs and requirement in Academics
- Involvement of Top Executive in Print and Electronic Media in events.
- Appointment in Teaching and non-teaching positions.
- Association of top journalist from print and television for interaction with students.
- Collaboration with National Agencies, Corporate Organizations, Universities.