

**RADFORD UNIVERSITY  
SCHOOL OF COMMUNICATION**

**DIVERSITY PLAN**

**PREAMBLE**

The School of Communication is committed to diversity as a fundamental value in fulfilling its mission. It is important to acknowledge and appreciate the variety of characteristics that make individuals unique in an atmosphere that promotes and embraces individual and collective achievements. The School recognizes the critical importance of educating its students to embrace diversity as an important consideration in their careers and as a means of contributing to society.

Diverse individuals and groups bring varied human characteristics to the School. Dimension of diversity include, but are not limited to, race, ethnicity, gender expression/identity, sexual orientation, age, disability, national origin, socioeconomic status, marital status, faith or non-faith perspectives, military experiences and political thoughts.

A diverse school provides for a diverse classroom setting, which facilitates exchange among individuals with different perspectives. The School will expose students to alternative viewpoints and will encourage critical thinking related to diversity and to multicultural and global issues. In addition to ensuring that diversity is an emphasis in classes and curriculum, the School will work to ensure that diversity is reflected in student, administrator, faculty, and staff recruitment, and in its activities, initiatives, programs and outreach.

The School will actively demonstrate Radford University's values for diversity and inclusion:

*Foster an inclusive and welcoming campus environment; provide social and educational experiences for students, faculty, and staff that will enhance their cultural experiences, to encourage greater global citizenry; have an actively engaged campus community that is aware of and appreciates, multiculturalism and the multi-faceted aspects of our identity that each of us brings to the table.*

All faculty, staff and administrators share responsibility for achieving these diversity goals.

**Action Plan**

In recognition of their commitment of the following goals, administrators, faculty, and staff should note their contributions to diversity and inclusion in their faculty annual reports. When noted in the faculty annual reports, the School's Director should acknowledge those contributions in the evaluation.

**Goal 1 – Climate**

The School is committed to a climate in which students, faculty, staff and administrators can freely express themselves and interact with individuals from diverse backgrounds. The School will take active steps to foster a diversity-friendly environment so that individuals, from various backgrounds and perspectives, will feel included. This plan also is intended to foster mutual respect among those diverse individuals.

In keeping with the diverse culture of the University as a whole, the School will promote openness, acceptance and inclusiveness. The School is firmly committed to fostering free speech as guaranteed by the First Amendment.

**Strategies:**

1. A statement about our commitment to diversity will be included in the School's print and digital productions related to recruitment, retention, and other appropriate communication initiatives.
2. The School will encourage administrators, faculty, and staff to get diversity training and experiences that will serve to promote a diverse and accepting culture and climate.
3. The School's administrators, faculty and staff will work to ensure that students are provided with an open and inclusive environment and will value diversity in hiring and appointing student workers and members of other groups where opportunities exist to foster a diverse environment. All hiring advertisements will include language encouraging applications from diverse background.
4. The School will seek to recognize administrators, faculty and staff who have contributed to the advancement of a climate of inclusiveness and acceptance or by nominating them for similar recognition by professional or academic groups.
5. When students are involved in work related to the School's decision-making process, the School will value diversity in students and alumni representation.

**Goal 2: Student Recruitment and Retention**

A goal of the School is to attract, recruit and retain undergraduate and graduate students to achieve a diverse student body. The School will emphasize and promote diversity in its outreach and service to professional organizations, the community, high school and college students and teachers, and other groups. In such interactions, administrators, faculty, staff and students will encourage positive attitudes toward multiculturalism and showcase the School's commitment to diversity.

**Strategies**

- 1) Design and update regularly the recruitment materials of School of Communication to reflect its commitment to diversity. This includes such materials as brochures, poster folds, and contact cards that are distributed by the Admissions Office.
- 2) As a means of achieving its diversity goal, the School will make students aware of campus resources that provide scholarship and financial aid assisting students with diverse backgrounds. This may include relevant links on the School's website.
- 3) The School will seek relationships with professional and academic organizations, programs and/or conferences that promote diversity, as a means of providing additional ways for students to learn about diversity, as well as to network with professionals from diverse backgrounds and perspectives.
- 4) The School's Diversity Committee will serve as a sounding board for ideas from students on ways to foster diversity within the School and will provide support for diversity initiatives.

5) The School will encourage students to engage in Radford University's Scholar-Citizen initiative, experiential learning endeavors, and service-learning projects in the community that expose students to diversity issues beyond their previous experience.

6) The School of Communication will use various social media channels to publicize School-related activities and events that promote diversity issues and/or attract students from a diverse group.

### **Goal 3: Administrator, Faculty and Staff Recruitment and Advancement**

The School will consistently endeavor to recruit, retain, and promote administrators, faculty and staff members to facilitate diversity. The School will strive for representation at or above that of the overall University, to increase diversity as defined in the preamble. The School will foster and support research and creative activity that addresses issues of diversity and multiculturalism.

#### **Strategies**

1) All search advertisements will include language that encourages applications from diverse groups, including women and minorities.

2) All search committees will strive to include a diverse membership, such as including faculty members from outside or student representation.

3) The School will seek to have its searches be as broad as possible, utilizing as many publication outlets as resources allow, to have a more diverse and qualified pool of candidates from the increased exposure.

4) Search committees will identify and update venues for reaching under-represented prospects. Members of the search committees will make contact, when appropriate, with diverse potential applicants, individuals and organizations that would add to faculty diversity.

5) The School of Communication will strive to develop a pool of adjunct instructors whose backgrounds and talents strategically align with our goals. Specifically, we will proactively reach out to qualified potential instructors who:

— Represent diverse groups, including women and minorities, at percentages to achieve representation at or above that of the overall university.

— Contribute competencies, skill sets, or professional or academic associations, that help to support the School's commitment to diversity.

6) The School will participate in conferences and meetings to increase its recognition among potential minority administrators, faculty, and staff candidates.

7) Administrators, faculty and staff will be encouraged to attend and participate in conferences with diversity themes.

8) The School will encourage women and minority members of the faculty, administrators and staff to take part in leadership training, including but not limited to those programs sponsored by the University, academic or professional organizations.

9) The School will foster collaborative faculty research that includes female and minority faculty.

10) Faculty will be encouraged to include diversity issues in their research.

11) The School will pass along any information regarding fellowships and grants that promote diversity.

### **Goal -- Curriculum**

The School will develop and monitor its curriculum to ensure that it addresses issues and contributions of domestic and international diverse groups. The School will also provide support for co-curricular activities that contribute to and promote an understanding of diversity.

### **Strategies**

1) In all syllabi, faculty will be encouraged to include the following statements: "The School of Communication is committed to diversity as a fundamental value in fulfilling its mission. The School recognizes the critical importance of educating its students to embrace diversity as an important consideration in their careers and as a means of contributing to society. This course supports the diversity statement by including \_\_\_\_\_."

2) All undergraduate students are required to take at least two courses in national and international perspectives as a part of their General Education requirements.

3) Faculty of the School will strive to support and attend campus and community sponsored events that highlights multicultural and diversity programming.

4) The School will encourage the development and offering of classes emphasizing diversity in both the undergraduate and graduate program at least once every year.

5) Students will be encouraged to participate in national, state, and local conferences, programs, lectures, and other events that promote diversity.

6) Students will be encouraged to participate in Study Abroad and Study Away programs and international internships such as those offered by the School of Communication. When possible, the School will make the Study Abroad and Study Away programs more financially viable to recruit more diverse participants.

7) The School will support a variety of initiatives and groups that promote diversity. These include hosting events that addresses diversity, having representatives from relevant professional organizations visit the School as guest speakers, and in other capacities.