

Oklahoma State University  
School of Media and Strategic Communications  
Strategic Plan 2024 and Beyond  
(Aligns with OSU Master Plan)

**IMPERATIVE #1/STUDENT RECRUITMENT**

- **Aligns with OSU Strategic Plan 1.1**
- **MILESTONES**
  - Increase awareness of Media and Strategic Communications programs
  - Define recruitment goals
  - Unified/coordinated recruitment effort
  - Define off-campus outreach strategies
  - Strategy to become competitive with the Spears School of Business
  - Develop a plan to better understand students' wants, needs, and concerns
  - Develop a plan to better understand industry wants, needs, and concerns
- **GOAL #1/INCREASE AWARENESS ON CAMPUS/ACTION STEPS**
  - Recruiting students to MC 1143 (Media in a Diverse Society) and the New course MC 2143 Media and Information Literacy.
    - Communication with academic advisers across campus with course information. Use new freshman advising units to get information out, especially advisers whose students expressed interest in our advising area group.
    - Invite freshman advisers to faculty meetings frequently.
    - Communication with freshmen academic areas similar to "Media House" (SMSC's Living Learning Community).
    - Print materials on bulletin boards across campus during class registration times.
    - Utilize student media outlets for promoting the availability of MC 1143 and MC 2143 as an elective.
    - Assure that instructors teaching MC 1143 and MC 2143 are delivering a consistently appealing and current course.
  - SMSC involvement in new GenEd Trails
    - Trail proposal in Media & Information Literacy (Digital Citizenship) to be proposed, accepted, and implemented. (Summer 2024)
    - Trail proposal for Sports in Society to be proposed, accepted, and implemented.
    - GenEd designations for new/existing courses associated with the trails to be proposed and assigned.
    - Use of the new course MC 2143 Media and Information

Literacy.

- Promotional videos/materials/events by Fall 2024
  - New SMSC website to be used as a recruitment tool.
  - Create an online magazine and social media content from study abroad courses.
  - Utilize the MESA group website to promote student research opportunities
- Majors fair each Fall Semester
  - Coordinate with existing SMSC clubs in the promotion and planning of the majors fair.
  - Coordinate with area high schools to make the event a field trip-like activity for participating programs.
- SPM 2843/SC 2183 recruitment (Each Fall Semester)
  - Communication with academic advisers across campus with course information. Use new freshman advising units to get information out, especially advisers whose students expressed interest in our advising area group.
  - Invite freshman advisors to faculty meetings frequently.
  - Communication with freshmen academic areas similar to “Media House” (SMSC’s Living Learning Community).
  - Print materials on bulletin boards across campus during class registration times.
  - Utilize student media outlets for promoting the availability of SPM 2843 and SC 2183 as an elective.
  - Assure that instructors teaching SPM 2843 and SC 2183 are delivering a consistently appealing and current course.
  - Scheduling the early-morning SPM 2843 section to encourage student-athlete enrollment.
- **GOAL #2/INCREASE AWARENESS OF OFF-CAMPUS/ACTION STEPS**
  - Formation of new SMSC Recruitment Committee (Fall 2024)
  - Use Student Services/Extension Committee to help with recruitment until the Recruitment Committee is running.
  - Renewed effort to make High School Journalism Day each fall a success. Involve O’Colly students and staff in this effort.
  - Restart OCMA awards and communication with other collegiate media advisors across the state.
  - Visits (virtual or in-person) to related high school classes or workshops. Connect elements of the diversity plan to reach all potential student demographics.
    - Ads for the Sports Media program at sporting events.
    - Place advertisements in HS football, basketball programs in targeted HS markets (OKC, Tulsa, North Texas)
      - ◆ Target states where the Academic Common Market would allow students to attend OSU for Sports Media with In-State tuition (currently Arkansas, Mississippi and Louisiana)

## **IMPERATIVE #2/ ENRICH THE STUDENT EXPERIENCE**

- **Aligns with OSU Strategic Plan 2.4, 4.1, and Imperative 5 overall**
- **MILESTONES**
  - Increase undergraduate involvement in the following
    - Study Abroad
    - Student Media
    - Student Organizations
    - Internships
    - High-impact learning opportunities
  - Students should have multiple of these experiences in their portfolios by graduation
- **GOAL #1/HIGH IMPACT LEARNING/ACTION STEPS**
  - Renewed focus on SMSC's long tradition of high-impact learning practices
  - Document high-impact activities from classes, student media, student organizations, etc.
  - Allocate funding to support such practices
- **GOAL #2/STUDENT ORGANIZATIONS AND MEDIA/ACTION STEPS**
  - Explore ways to increase SMSC student club and student media involvement.
    - Possible requirement on portfolios
    - Consideration for student awards based on involvement
  - Explore ways to reward faculty/staff who advise student organizations beyond their "service" requirement each year.
- **GOAL #3/INTERNSHIPS/ACTION STEPS**
  - Explore ways to increase the number of students doing official internships for credit.
  - Create an accessible database of potential internships that students can apply for with deadlines.
- **GOAL #4/CONTINUED STUDENT RESEARCH/ACTION STEPS**
  - Continued undergraduate student involvement with MESA Group headed by Dr.s Skye and Asya Cooley.
    - Paid and unpaid research assistants conducting open-source data collection, conducting field research, conducting in-depth interviews (some foreign language proficiencies required, conducting trend analysis on big data platforms.
    - Paid and unpaid opportunities to participate in grant writing, government research projects for SMA, DHS, & DoD; as well as opportunity to present research findings to the COE, Joint Chiefs, and academic communities.
    - Paid and unpaid opportunities to produce media content related to MESA group research projects for distribution to the U.S. intelligence community.
  - Faculty to provide a list to SMSC staff at the end of each year.
- **GOAL #5/LIVING LEARNING COMMUNITY (MEDIA HOUSE)/ACTION STEPS**
  - Fill Media House floor each year.

- Coordinate activities through Graduate Assistant and Student Services Committee.
- Improve faculty engagement with Media House. Monthly activities.
- Diversify Media House by getting more SC and MMJ majors to participate.

## **IMPERATIVE #3/ SOCIAL MEDIA STRATEGY**

- **Aligns with OSU Strategy Imperative 1**
- **MILESTONES**
  - Develop a social media strategy
  - Identify the most efficient channels for communication
  - Identify relevant information for communication and develop a centralized resource to access
- **TARGET AUDIENCE**
  - Prospective students
  - Current students
  - SBJ/SMSC Alumni
  - Potential donors
  - Local/state/national media
  - Professionals in the field
- **GOAL #1-ESTABLISHING AND MAINTAINING A SOCIAL MEDIA PRESENCE FOR THE SMSC AND THE ACTIVITY OF ITS FACULTY, STAFF, AND STUDENTS/ACTION STEPS**
  - Utilize the Strategic Communication Club as social media influencers for SMSC. Connect with courses, events, awards, and other content of general interest to engage current and prospective students.
  - Utilize select courses to drive and analyze social content.
  - Creating monthly analytic reports
    - Tracking click-throughs of website content.
    - Tracking videos watched (e.g., Time Spent Viewing Videos).
    - On-campus vs. off-campus traffic
  - Develop a system allowing faculty, student leaders to share timely news
    - This should include coordination with Megan Horton at brand management, who seeks to create a club in order to cultivate a larger brand awareness on social media for OSU.
    - Provide updates on relevant research, travel, and awards relevant to students and faculty with the SMSC.
    - Use a system for recruiting research subjects for faculty, graduate, and undergraduate studies
  - Creating an SMSC master calendar of School, University events, etc.
    - Design an electronic master calendar with access given to the administrative office, faculty, and instructors, and designated student media and club leaders (designate an individual for coordination).
    - Identify methods for student notification of major events beyond e-

- mails.
    - Person coordinating master calendar staying in communication with A&S communication staff for sharing information concerning upcoming SMSC events or achievements by SMSC faculty, students, and alumni.
  - Ensuring that at least 75% of SMSC posts have still/moving images
    - Providing a list of ideas for faculty members, such as monthly podcasts highlighting faculty expertise and ongoing research.
    - Providing training on equipment and access to SM platforms so that faculty members can upload relevant content.
- **GOAL #2- USE SOCIAL MEDIA AS A RECRUITMENT TOOL FOR HIGH SCHOOL STUDENTS/ACTION STEPS**
  - Utilize the Strategic Communication Club as social media influencers for SMSC. Connect with courses, events, awards, and other content of general interest to engage prospective students.
  - Survey incoming students for exposure to recruitment content.
- **GOAL #3- USE SOCIAL MEDIA AS A CONTACT TOOL FOR IDENTIFIED POTENTIAL DONORS /ACTION STEPS**
  - Create a list of potential donors in coordination with annual giving in order to follow those individuals on social media.
  - Create targeted content with SMSC social media influencers to engage potential donors and allow them to feel connected to the program.

## **IMPERATIVE #4/ FUNDRAISING**

- **MILESTONES**
  - Identify the top three funding needs
  - Identify fundraising mechanisms through
    - Individual interviews
    - Professional contacts
    - OSU Foundation
    - Alumni
- **GOAL #1/IDENTIFY CRITICAL NEEDS/ACTION STEPS**
  - Faculty development
    - Develop funding for faculty professional development
    - Encourage grant-writing
    - Increase funding for faculty travel (increased from \$1,000 annually to 2,000 annually in AY 2023-4. Looking to increase again by AY 2025-6)
    - Increase the number of Graduate teaching assistants to provide support to research faculty. (Increased from 10-12 in AY 2024-5)
  - Student experiences
    - Work with alumni/donors to develop funding for high-impact student learning experiences through clubs, courses and student media
    - Find funds to send students who win competitive awards for their

- work to receive those awards
  - Communicate back to donors regularly about successful student work.
- Financial aid
  - Increase funding for student scholarships from \$100,000 to \$150,000.
  - Increase funding to \$50,000 per year to support internships and study abroad experiences (student enrichment/high impact).
- **GOAL #2/IDENTIFY FUNDRAISING MECHANISMS/ACTION STEPS**
  - Increase Foundation visits to key donors
  - Expand the scope of solicitation visits to include more mid-career alumni
  - Utilize more PhilanthroPete campaigns for an increased number of smaller gifts to support student experiences.
  - Develop a one-page sheet of fundraising priorities for the Foundation to use on Donor visits without the Director.