

**The University of Tennessee
Diversity Plan**

School of Advertising and Public Relations

Goal One: Create and sustain a welcoming, supportive and inclusive campus climate.

Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
Maintain a welcoming, supportive and inclusive climate in the School of Advertising and Public Relations	a. Insure that all students are invited to attend student meetings of professional groups and to join student clubs b. Encourage students from underrepresented groups to seek leadership positions in student organizations c. Strive for representations from underrepresented groups in school-sponsored field trips d. Continue to encourage both undergraduate and graduate students to apply to and continue to assist them in making application to the American Association of Advertising Agencies Minority Internship Program and the American Association of Advertising Agencies Outstanding Minority Student Recognition Program	Continuing Continuing Continuing Continuing	Faculty advisors to student clubs Faculty	Number of minority members of PRSSA and Student Ad Club each year. Two students from the School were recognized in these national program in 2005; the School will continue to strive to maintain this level of recognition

Goal Two: Attract and retain greater numbers of individuals from under-represented populations into faculty, staff, and administrative positions (particularly department heads, directors, deans, and vice chancellors).

Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
Achieve the faculty and staff diversity goals established by the Accrediting Committee for Education in Journalism and Mass	a. Continue to recruit underrepresented groups for faculty positions b. Seeking funding for lectureship positions and recruit from among underrepresented groups for these positions c. Continue to take advantage of and to develop additional recruiting opportunities at	Continuing Continuing Continuing	Director and assigned chairs of search committees Director	Number of applications received from underrepresented groups in each faculty search Presence of lecturers from underrepresented groups

Goal Three: Attract, retain, and graduate increasing numbers of students from historically under-represented populations and international students

Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
Continue to maintain a student body that percentage wise is higher than the University average for underrepresented populations	a. Maintain current national and international reputation for academic excellence, which has been identified as a major factor that attracts diverse undergraduate and graduate students to the program b. Encourage professional organizations in other countries (e.g., Korea), to develop scholarships for their students seeking entry to the University of Tennessee c. Continue to take advantage of and to develop additional recruiting opportunities at other nationally ranked programs	Continuing Continuing Continuing	Director, Associate Dean for Graduate Studies Director, Associate Dean for Graduate Studies Director, School faculty, Associate Dean for Graduate Studies	National rankings Amount of financial aid offered to under-represented groups Number of recruiting trips made each academic year

Goal Four: Develop and strengthen partnerships with diverse communities in Tennessee and globally.

Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
Include diverse communities in the mission and work of the School	a. When possible, reach out to minority-owned businesses to create local/regional public relations and advertising plans b. Identify and invite minority communication professionals to campus to meet with students	Continuing Continuing	Director and faculty Director and faculty	Number of minority businesses served Number of minority guests invited to speak each year

Goal Five: Ensure that curricular requirements include significant intercultural perspectives.

Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
Deliver an advertising curriculum and a public relations curriculum that include significant intercultural perspectives	a. Continue to review undergraduate and graduate teaching guidelines periodically for inclusion of intercultural perspectives b. Incorporate readings and videos addressing minority issues and advertising and	Continuing Continuing	Director and faculty Director and faculty	Content in each course devoted to intercultural perspectives

Goal Six: Prepare graduate students to become teachers and researchers in a diverse world.

Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
Continue to include discussion of diversity in the mentoring process of graduate students and in the formal education process	a. Continue to encourage attendance and participation in the on-going AMarketing and b. Incorporate stance on minority issues of accrediting bodies in to comm education graduate course c. Encourage interested students to do research on the contributions of underrepresented populations to the development and professional practice of advertising and public relations	Continuing Continuing Continuing	Director, Associate Dean Associate Dean Graduate faculty	Faculty and graduate students attending and/or presenting at the Seminar on Diversity and Marketing