

Executive Committee Retreat

August 21, 2020, 9 a.m. - noon

Bellisario College Updates:

Denise Bortree gave an undergrad update. With special thanks to Julie, we were able to shuffle the classroom schedules successfully. We also worked with media tech to provide students with the cameras/tripods/mics that they need for the entire semester. The New Faculty Orientation was a success with 17 new instructors this fall.



- Undergraduate courses for Fall 2020
 - In-residence sections: 202 (60% face-to-face/40% remote)
 - Classroom shuffle
 - World Campus sections: 43
- Equipment/Production courses
 - 35 course sections use photo or video equipment, total 578 seats
 - Collaboration between Bellisario College and Media Tech will provide students with camera for entire semester
 - Additionally, students will receive tripods and microphones
- New Faculty Orientation
 - 17 new instructors this semester (full-time/part-time/grad students)
 - 3 sessions on resources, teaching in Fall 2020, and lessons learned
 - Thanks to panelists (here in the room)

Anthony Olorunnisola: The Graduate Student Orientation was a success with 17 attending in person and 4 zoomed in.

Jamey Perry: DHs can review the Fa2020 Undergrad enrollment numbers in the Teams folder. Numbers, organized by major, show how many students are active in each department. Jamey will send an updated chart after the drop/add is complete.

Yu Tai Chung: Computer labs are up and running. Remember to store your documents on the cloud and backup your files when you return to your office computers.

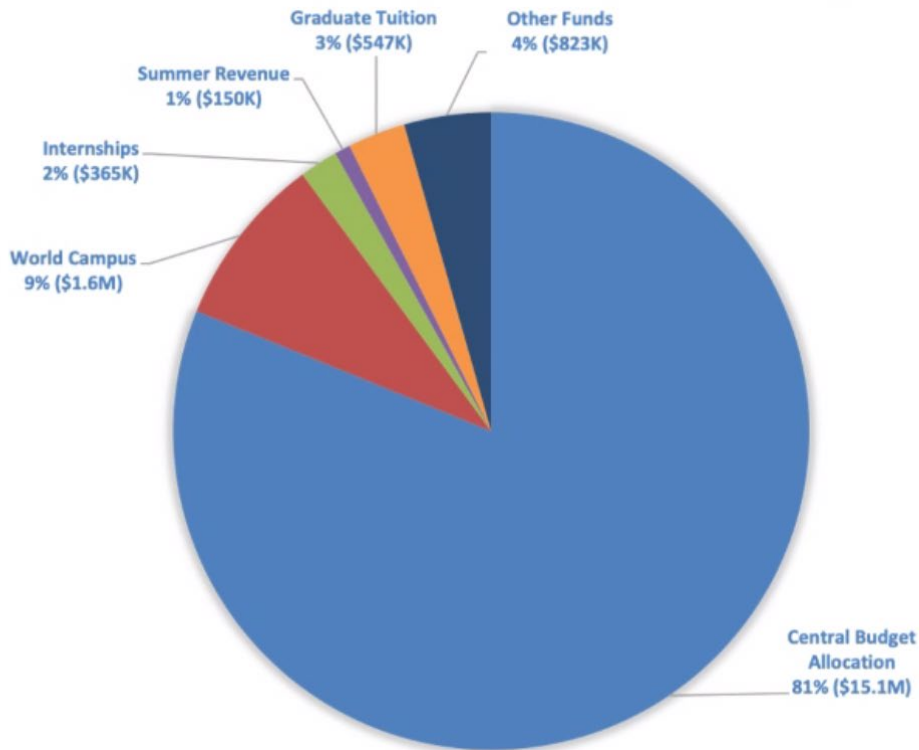
Karen Mozley-Bryan: All of the PPE has arrived to be distributed to Faculty/Staff working on campus.

Marie: Hollywood program Spring21 will not be in person, internships will be virtual.

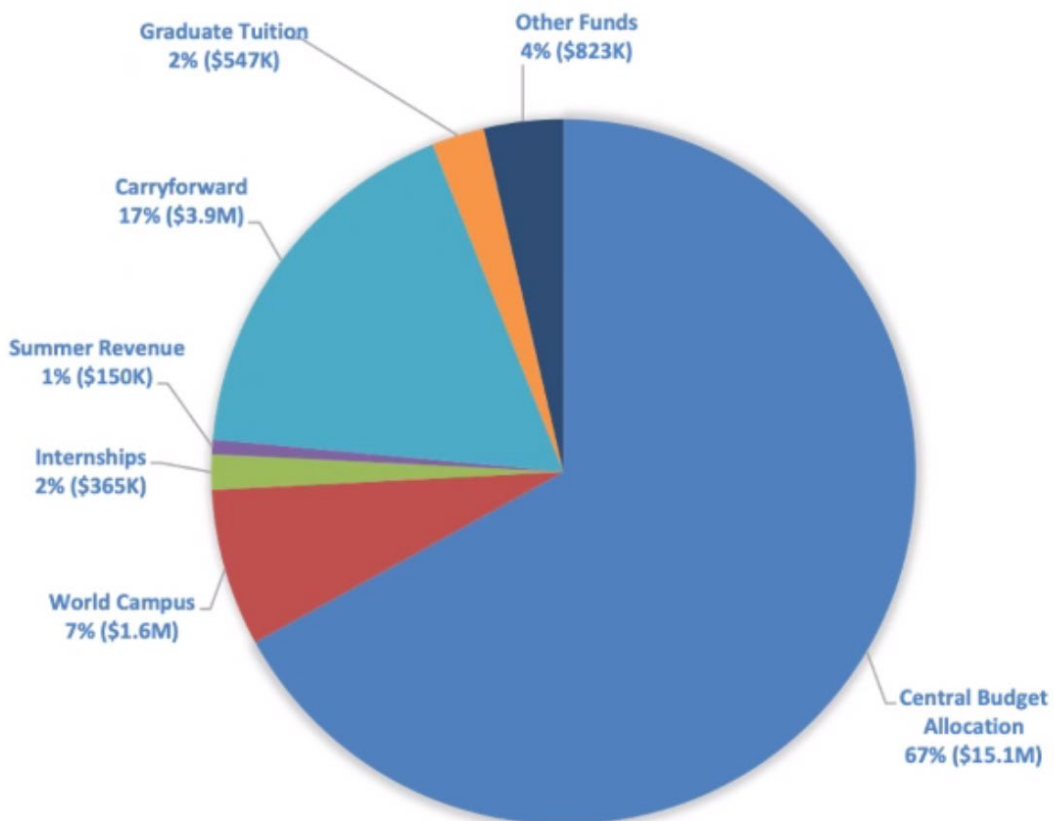
Jose: Alumni network is fully engaged and a resource for you all.

Budget Update:

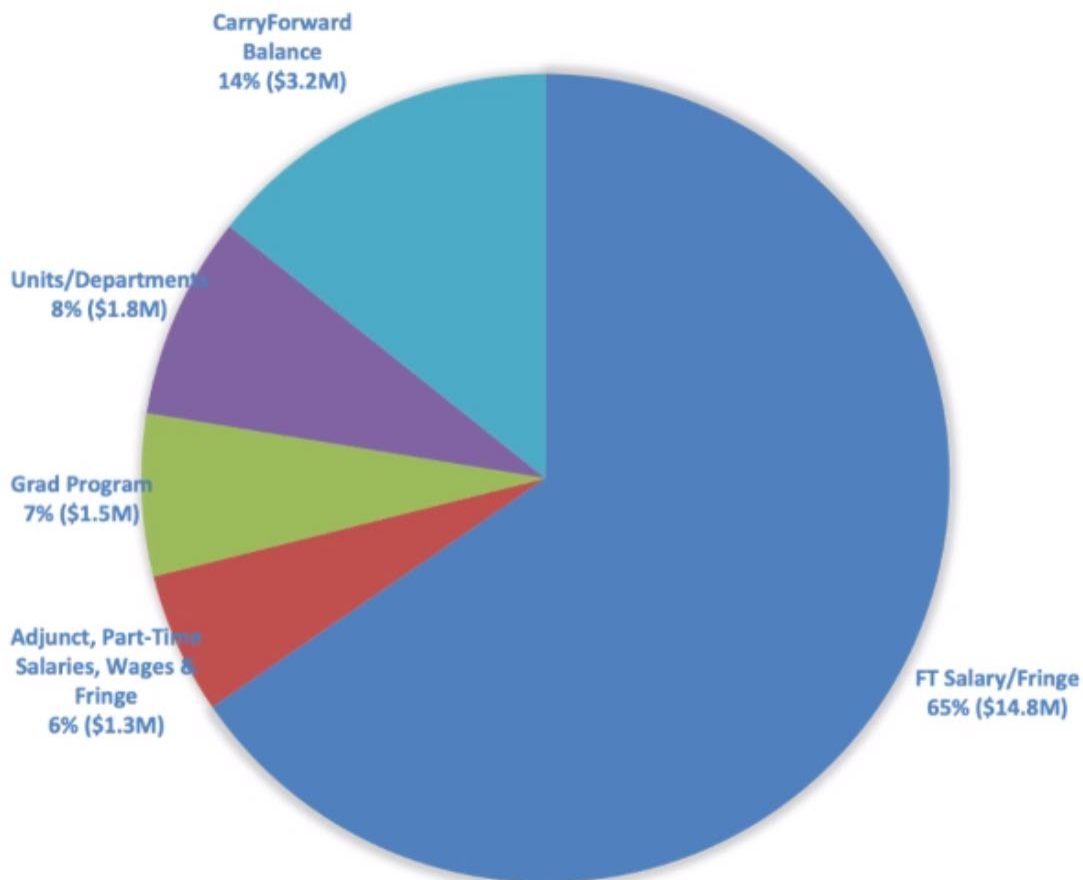
Bellisario College has \$18 million recurring revenue sources for '20-21



Our budget is just under \$22 million with the carry-forward money that is rolled over from previous years. Most of this carry-forward money is allocated for facilities



Our estimated operating budget '20-21 is over \$19 million



University will begin taking from college's carry-forward next year. \$500k from our general allotment.

We spent \$150k less from the travel and pcard restrictions and have incurred \$50k in COVID-related costs.

Two budgeted/approved positions in the works - Research generalist position- posting is up

Late September we should have a general sense of our budget after tuition is in. University sent out bills on August 10th and \$62 million (last year \$61 million at this time) with a goal of \$800-900million.

We were able to trim 3% from our budget but able to set aside for 'must-have' hires that will be sent to the Provost for approval:

Staff – Another adviser, Administrative support

Faculty – a tenure-track hire in AD/PR and Film

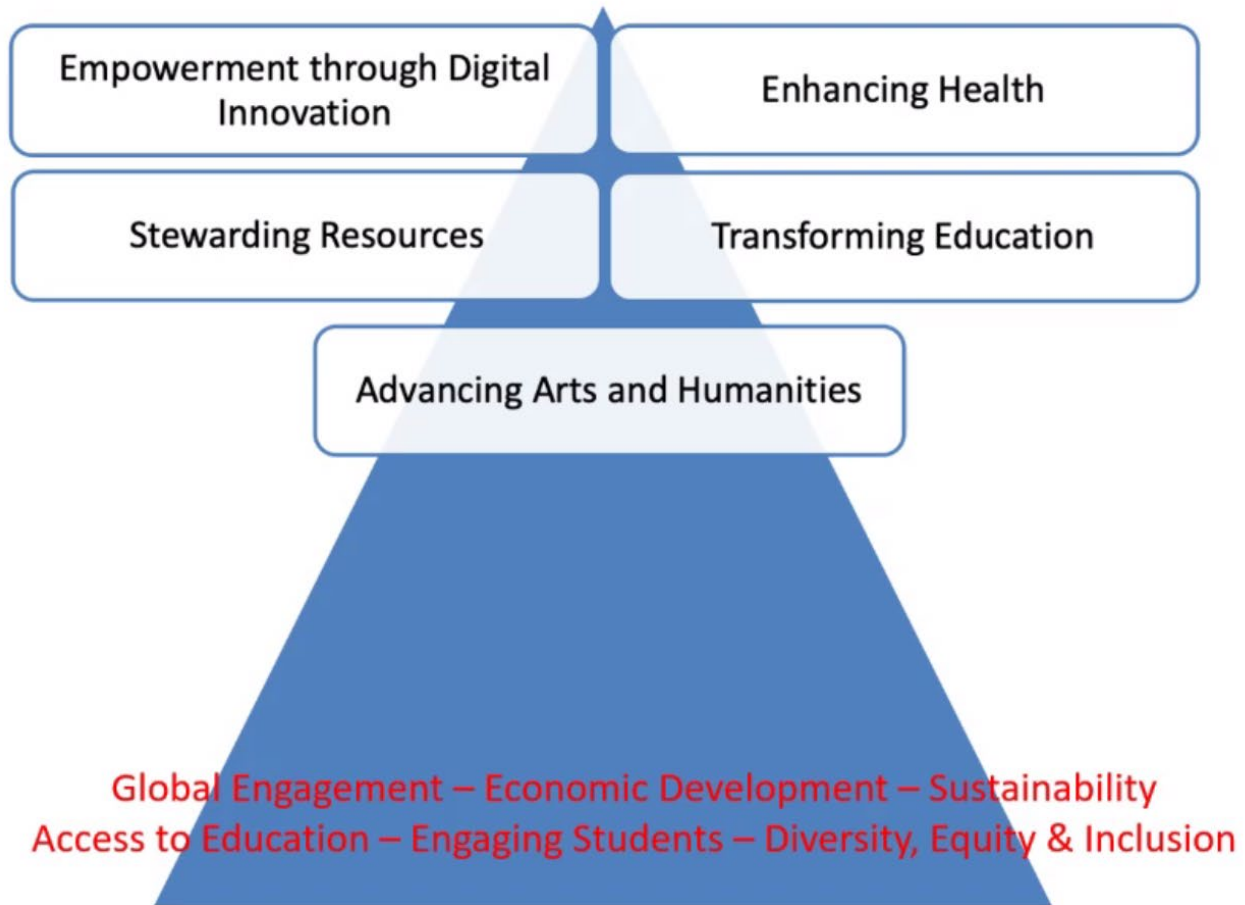
Department funds will be restored ASAP.

The donor funds that have some flex will be a part of the budgeting process.

In the longer-term we will continue to right-size the grad programs budget.

Looking ahead: Strategic Planning

This is the University's Strategic Plan 2016-20 and now extended to 2025



Our college houses a University signature initiative: [Center for Immersive Experiences](#) (CIE)

Another signature initiative is a [video series](#) housed in the Humanities Institute.

Bellisario College Strategic Plan 2021-2025 is being finalized this fall.

Mission and Vision Statement's have been reviewed and finalized. Send suggestions for edits to Marie.

Mission

The Donald P. Bellisario College of Communications is committed to excellence in teaching, research, creative activity, and outreach. We prepare students to contribute to a multicultural society as active, critical, ethical, and engaged participants. We promote effective, responsible use of communications, media and technologies by individuals, organizations, industries, and government.

Vision

We will:

- **Prepare** the next generation of digital storytellers, strategic and creative communicators, and scholars to become leaders in their fields and in society;
- **Influence** our disciplines and professions, along with policymakers and the public, by advancing knowledge that addresses the grand challenges of our time; and
- **Serve** the University and communities across the globe with our expertise, for the greater good.

We have five thematic areas that Bellisario College will focus on:

Ensuring student success

Advancing ethical leadership

Advancing equity, inclusion, diversity

Empowering through digital innovation

Impacting our communities

Influences on Bellisario College Strategic Plan:

Each thematic working group has put together a SWOT analysis (in teams)

Budget

Accreditation

University Requirements

Student success report suggests:

Annual survey of recent graduates to update curriculum

Focused preparation of graduate students for industry/professional careers

Digital Innovation (Led by Shyam Sundar)

Big Idea: Collaboration. We plan to leverage the media center to collaborate and link programs (MERL, Agency, newsroom) and create new opportunities such as COMM Ventures -- a fund that will help incentivize faculty members to engage students in creating startups.

Impacting communities (Led by Matt Jordan)

Big Idea: Media Foundation -Provide free content/stories to local media based on a set agenda focused on an annual/semester theme. The theme becomes an agenda for work across the media center.

Ethical Leadership (Led by Denise Bortree)

Big Idea: Required ethics course across majors to supplement our other strengths (Page center, journal, student honor code)

Next Steps –

Present to faculty/staff in September for comments.

Submit on November 15.

Priorities for Diversity, Equity and Inclusion

Identified action to move Bellisario college in the right direction:

- Monitor and share our data by annually sharing:

URM student recruitment/retention/graduation via an Accountability page

Faculty/Staff recruitment and hiring data on the Fac/Staff resource page

Student data by major/dept with department heads

- Examine and strengthen our curricula:

Examine department/major curricula: what are the barriers? What are the opportunities?

Design new minor or certificate program focused on issues of diversity/equity for aspiring communicators, with partner units

-Expand partnerships and initiatives

Faculty exchange with Morgan State, other HBCUs

Consider post-doc program with HBCU partners

Double-down on Professional-in-Residence Program

Launch Scholar-in-Residence program

Highlight/engage in PJP, HumIn Focus, Genocide/Human Rights initiatives

-Address practices to take down barriers and strengthen our community:

Consider specific needs around College response to community survey

Consider our criteria for annual reviews and faculty promotion

Consider consistent anti-bias training

Assess our efforts to provide outside-the-classroom support students from marginalized groups

-Examine and strengthen our programming and support

Examine support for change-of campus/transfer students. How can we ensure their success?

Work closely with student media and co-curricular organizations: What are the barriers to inclusions?

-Media Center Launch

Initiatives that focus on inclusivity and collaboration (grants for Spring-Fall initiatives; leverage EOPC funding)

-Invest Future Funds in Ed Equity Scholarship

-Expand College DEI Committee

-Publish our commitment prominently on our website

(Bellisario College statement on Diversity, Equity and Inclusion and DEI data below)

The Donald P. Bellisario College of Communications recognizes that humanity includes people with diverse identities as they relate to gender, race, ethnicity, condition of ability and sexual orientation, and that each individual is unique. We believe that equitable access to media and communications technologies is essential. **Everyone has the right to acquire information and be heard.**

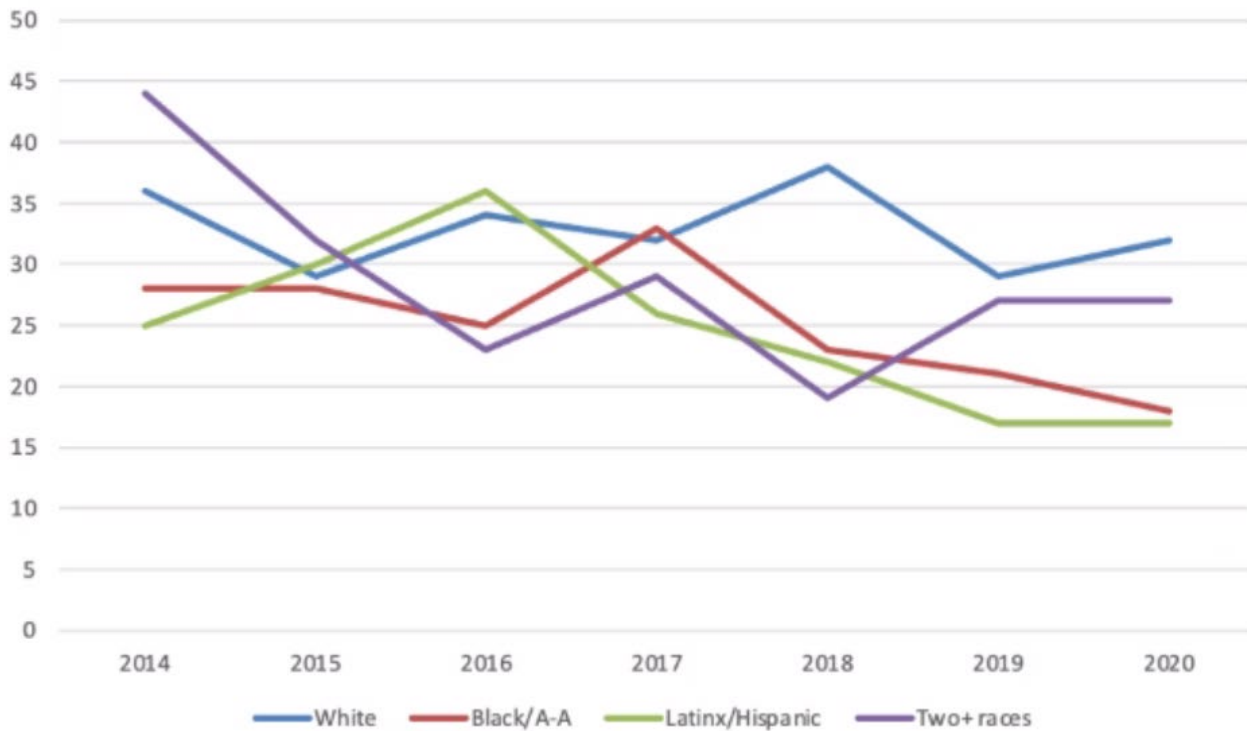
Communication professionals should understand and reflect the diversity and complexity of people, perspectives and beliefs in a global society. **We are committed to equity and inclusion within our programs and among our faculty, staff, and students.** We strive to reinforce inclusive excellence in media and in communication technologies through our teaching, research, and service.

- We will maintain an environment of respect and inclusion for faculty, staff, students, and members of the communities we serve;
- We will foster an environment that supports the expression of diverse points of view;
- We will provide **curricula, programs and environments** to students, faculty and staff that reflect the diversity of our communities, promote multicultural awareness, and challenge oppression;
- We will **ensure equitable access** to our facilities, programs, resources, and services, and that our policies and practices reinforce our values;
- We will design our **hiring and promotion practices** and review procedures to attract, retain, and develop diverse talented faculty and staff; and
- We will **address and remedy unfair disparities in areas such as representation, retention, learning outcomes, and graduation rates.**

Recruitment –URM (domestic) from 2014 compared to 2019

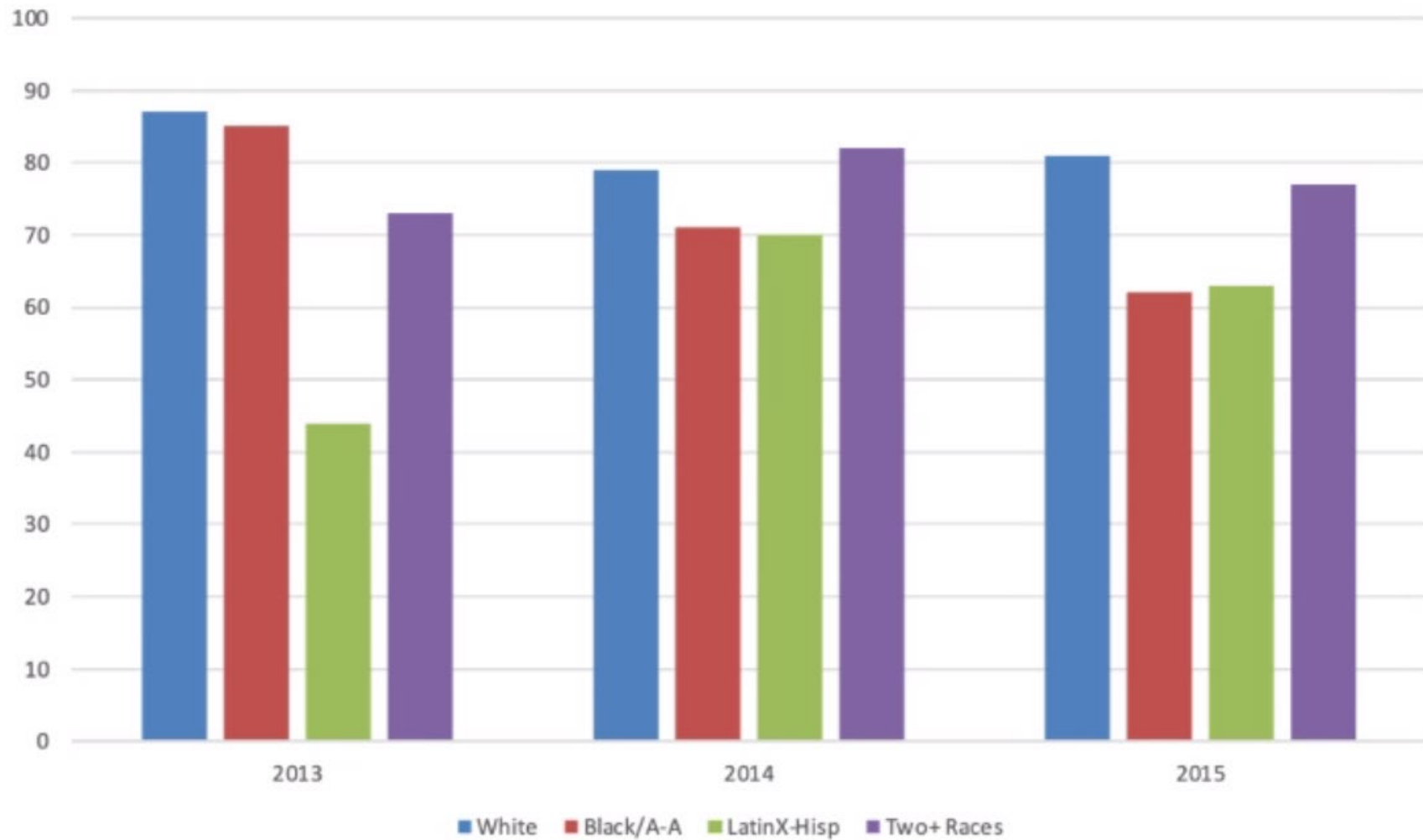
URM	2014	2019	URM Change	Majority Change
Applications	820	1086	+32%	+17%
Offers	370	632	+71%	+47%
Paid Accepts	97	123	+27%	+20%

Yield Rates (Offer-PDACC)



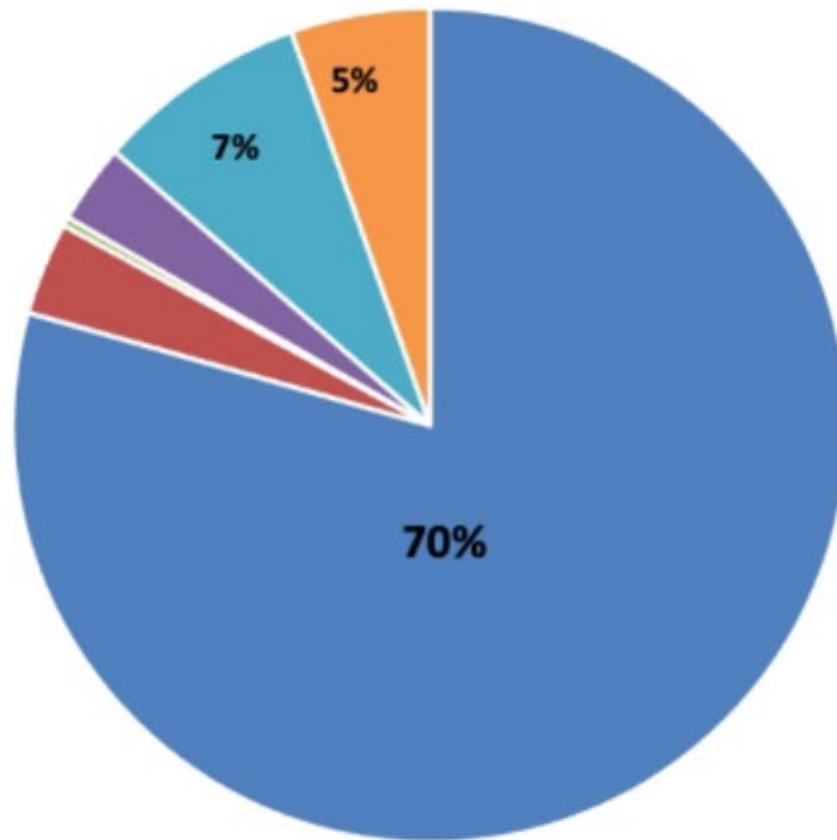
Graduation

Four-year graduation rates (%) for students starting in COMM



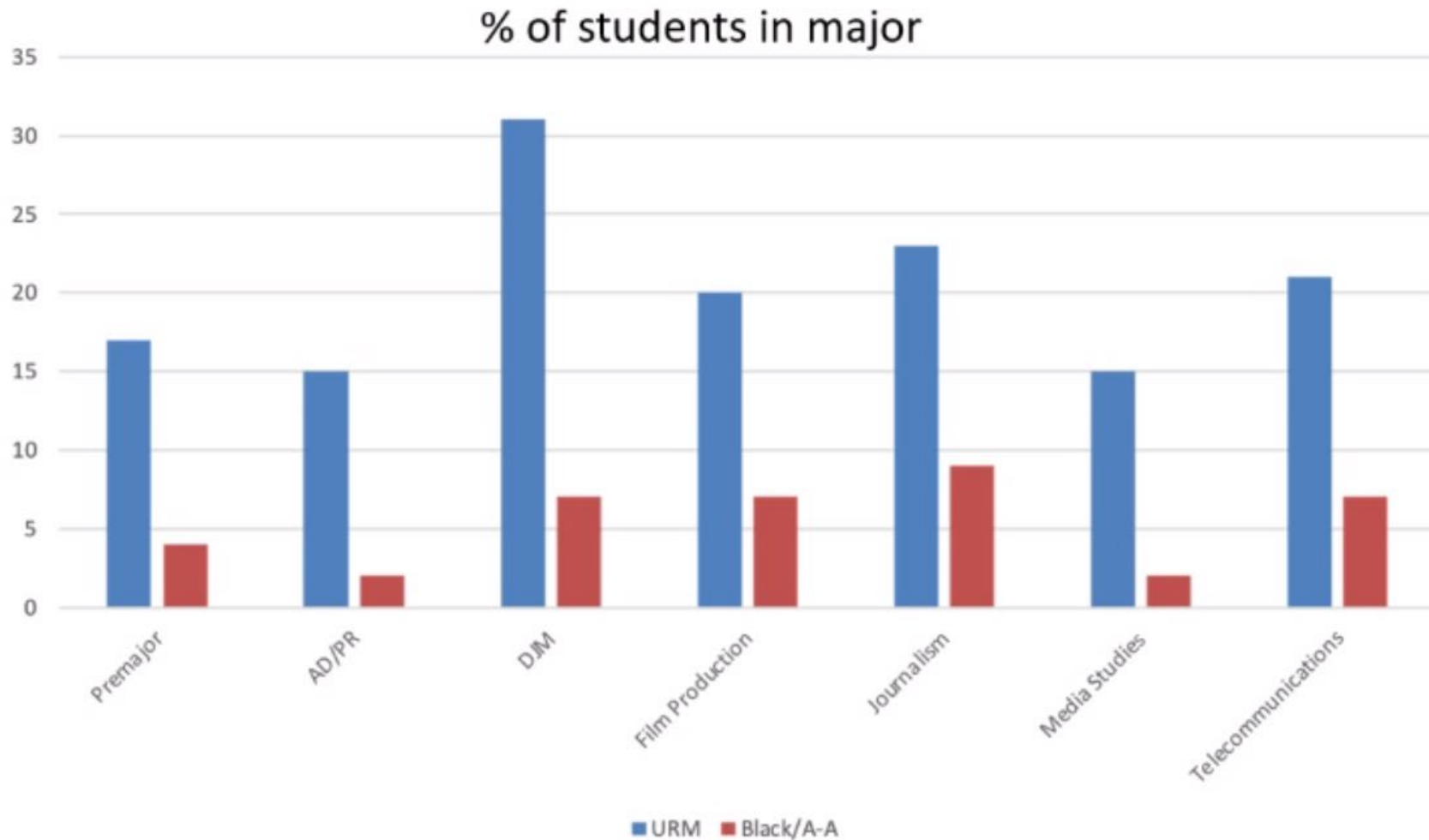
Snapshot

Undergraduate Students in Bellisario, Fall 2019

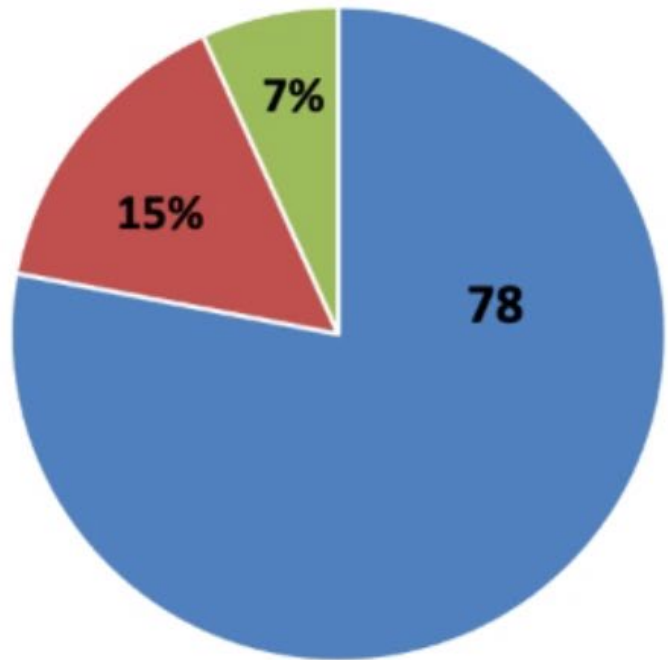


■ White ■ Two+ ■ Pacific Isl/Am Ind ■ Asian ■ LatinX/Hispanic ■ Black/A-A

Our profile: By major



Faculty and staff



■ White ■ Black, Hispanic, N.A., Asian ■ Undeclared

Faculty



■ White ■ Black, Hispanic, N.A., Asian ■ Undeclared

Staff



■ White ■ Black, Hispanic, N.A., Asian ■ Undeclared

Strategic Planning

Penn State – Bellisario



Mission

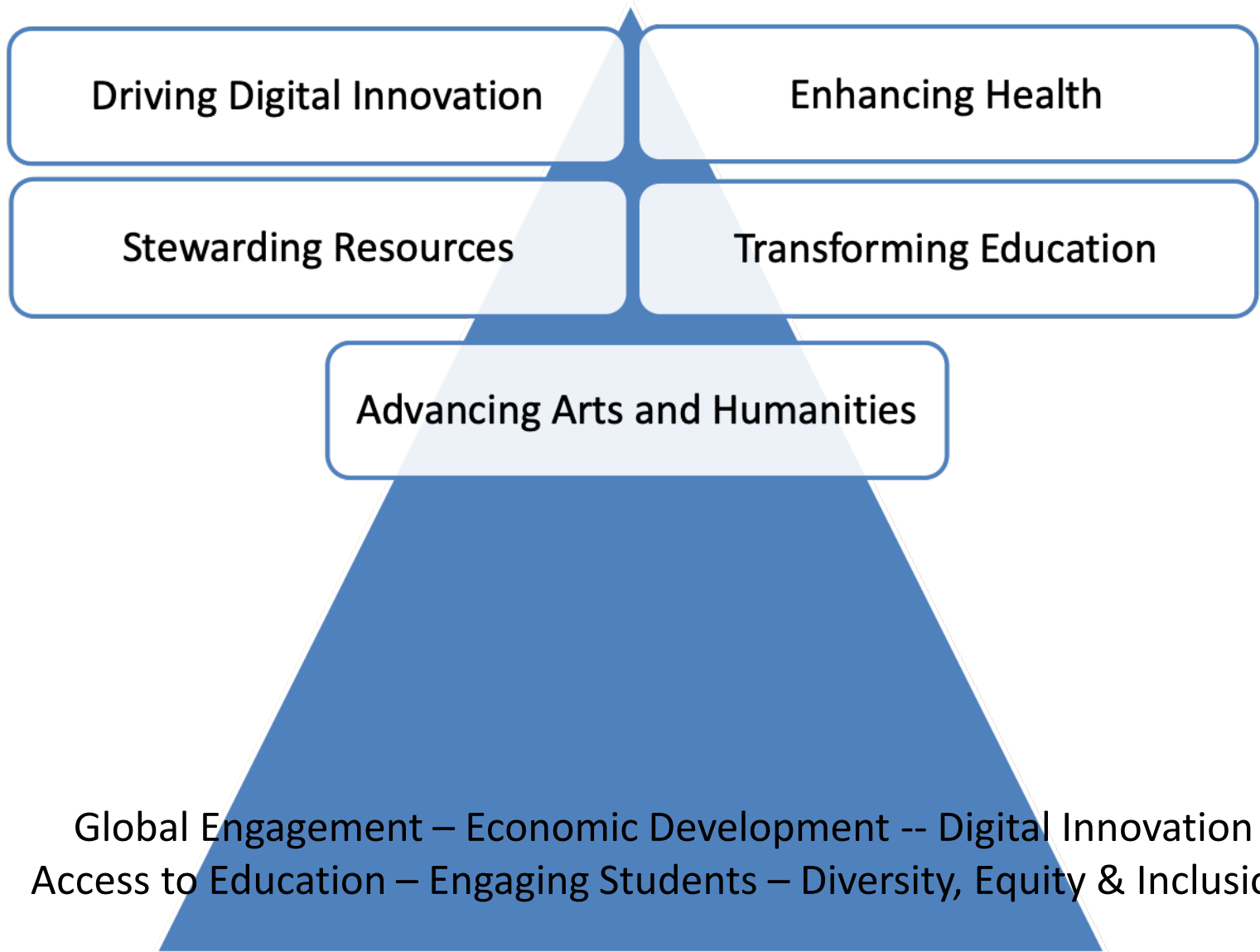
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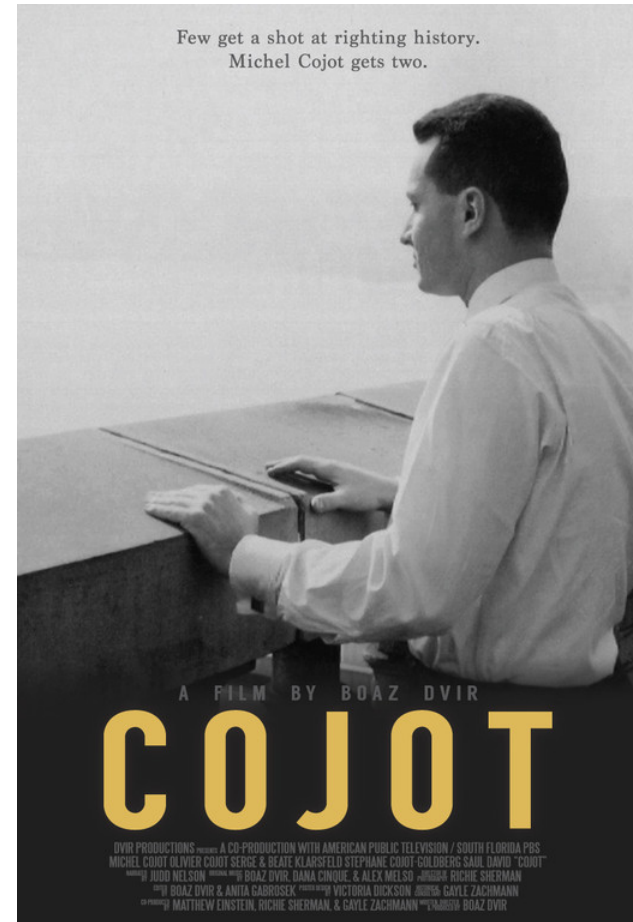
Vision

We will prepare the next generation of digital storytellers, strategic and creative communicators, and scholars for leadership; we will influence our related disciplines, professions, policymakers, and the public by creating and advancing knowledge that addresses the grand challenges of our time; and we will extend our expertise in service to the University and communities across the globe.





Our "Commitment to Impact"



Bellisario Strategic Plan 2014-19

- Provide **ethical leadership**
- Prioritize **student success**
- **Expand our reach** with new programs
- Produce **impactful** research, creative activity
- Steward our **resources**
- **Emphasize diversity**, equity, inclusion
- Expand **global/international activity**



Bellisario Strategic Plan 2014-19

Focused on **core operations**

Comprehensive

Pushed College forward in
key areas

Focused on **core operations**

Overly broad

College-dept. **disconnect**
Few metrics



Bellisario Strategic Plan 2020-25

We will engage **academic departments and various standing committees and programs** in the College. Those include:

- Diversity, Equity and Inclusion Committee
- Graduate Program faculty
- Dean's Advisory Council and Staff Advisory Committee
- Student Leadership Cabinet
- GSIC



Bellisario Strategic Plan 2020-25

Each academic department: Please generate **five ideas (goals, initiatives)** for the **College** strategic plan, keeping in mind:

- The **new environment** created by our media center
- The **University's** priorities
- Our **previous plan**

DUE: March 20, via shared Google document



Bellisario Strategic Plan 2020-25

Jan 2020

July 2020

Dec. 2020



Feb.-April: Idea generation and review

May: Core goals finalized

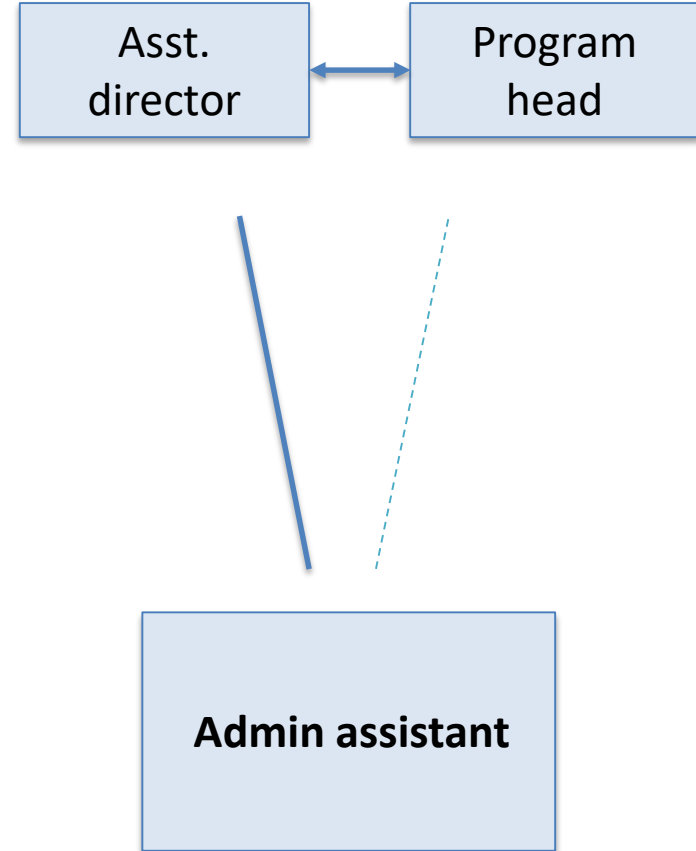
July 31: Plan submitted

December: Dept./program plans due; College plan finalized for launch in 2020



Assistant Director of Administration (reports to Sandi Rockwell)

- **Common** across University
- Allows program heads to **focus on goals**
- Allows **coordination of projects** across multiple areas
- **Level-sets** across job categories
- Allows **uniform application** of policy
- **Encourages** cross—training, growth, and promotion for admins
- **Requires strong working relationship** between asst. director and program head.



Marie Hardin
Dean

Associate Dean for Academic Affairs

Bob Martin
Assistant Dean for Internships and Career Placement

Julie Miller
Internship Manager

Stephanie Girouard
Administrative Support Coordinator*

Academic Advisors
Nikki DiOrio
Kristen Kegercize
BB Muré
Mary Sergeant
Del Schwab
Olivia Werner

Administrative Assistants*
Brenda Johnson
Katie Kennedy

Julie Evak
Coordinator of Undergraduate Education

Tammy Falls
Administrative Assistant*

Shannon Kennan
Director of eLearning Initiatives

Jamey Perry
Assistant Dean for Academic Services

Media Consultants
James Dugan
Drew Heo
Steve Reighard
Zachary Shourds
Mike Zelazny

Leah Carraway-Justice
Assistant to the Manager of Facilities and IT*

Associate Dean for Graduate Programs and Research

Christine Cooper
Coordinator of Graduate Education

Lacy Miller
Administrative Assistant*

Elaine Files
Coordinator of Research Administration

Assistant Director of Administration**

Karen Mozley-Bryan
Manager of Facilities

Yu-Tai Chung
Director of IT

IT Staff
Leah Carraway-Justice
Curtis Richner
Chris Maurer
Christian Young

Tasha Smith
Executive Assistant

Sherry Kyler
Administrative Assistant*

Sandi Rockwell
Director of Finance and Administration

Lynn Maggs
Assistant Financial Officer

Doug Benscoter
Financial Assistant

Dorie Glunt
Financial Coordinator

Chad Simpson
Human Resources Strategic Partner

Human Resources Consultant

Department of Advertising/Public Relations
Fuyuan Shen, Department Head
Department of Telecommunications
Krishna Jayakar, Interim Department Head
Department of Film-Video & Media Studies
Anthony Olorunnisola, Department Head
Department of Journalism
Russ Eshleman, Department Head

Gary Abdullah
Assistant Dean for Diversity and Inclusion

Karina Pazmino
Administrative Assistant*

Steve Kracyik
Director of Student Television and Online Operations

Brian Shoerfelt
Media Consultant

Jeff Brown
Radio Station Manager

Emily Clevenger
Recruiter

Janet Klinefelter
Scholarship and Stewardship Coordinator

Anna Fox
Administrative Assistant

Jose Lugaro
Director of Development

Amanda Brown
Administrative Support Coordinator*

Colette Rodger
Administrative Support Coordinator*

Isabelle Helmich
Associate Director of Development

Michael Poorman
Director of Alumni Relations

Steve Sampsell
Director of Strategic Communications

Jonathan McVerry
Strategic Communications Coordinator

Paris Palmer
Strategic Communications Coordinator



Sustainability Council Presentations
(90 seconds each)

College of Nursing

College of Arts & Architecture

College of Earth and Mineral Sciences

College of Medicine-Hershey Medical Center

College of Engineering

College of Liberal Arts

Eberly College of Science

College of Health and Human Development

Smeal College of Business