

# Strategic Planning

## Penn State – Bellisario



# Mission

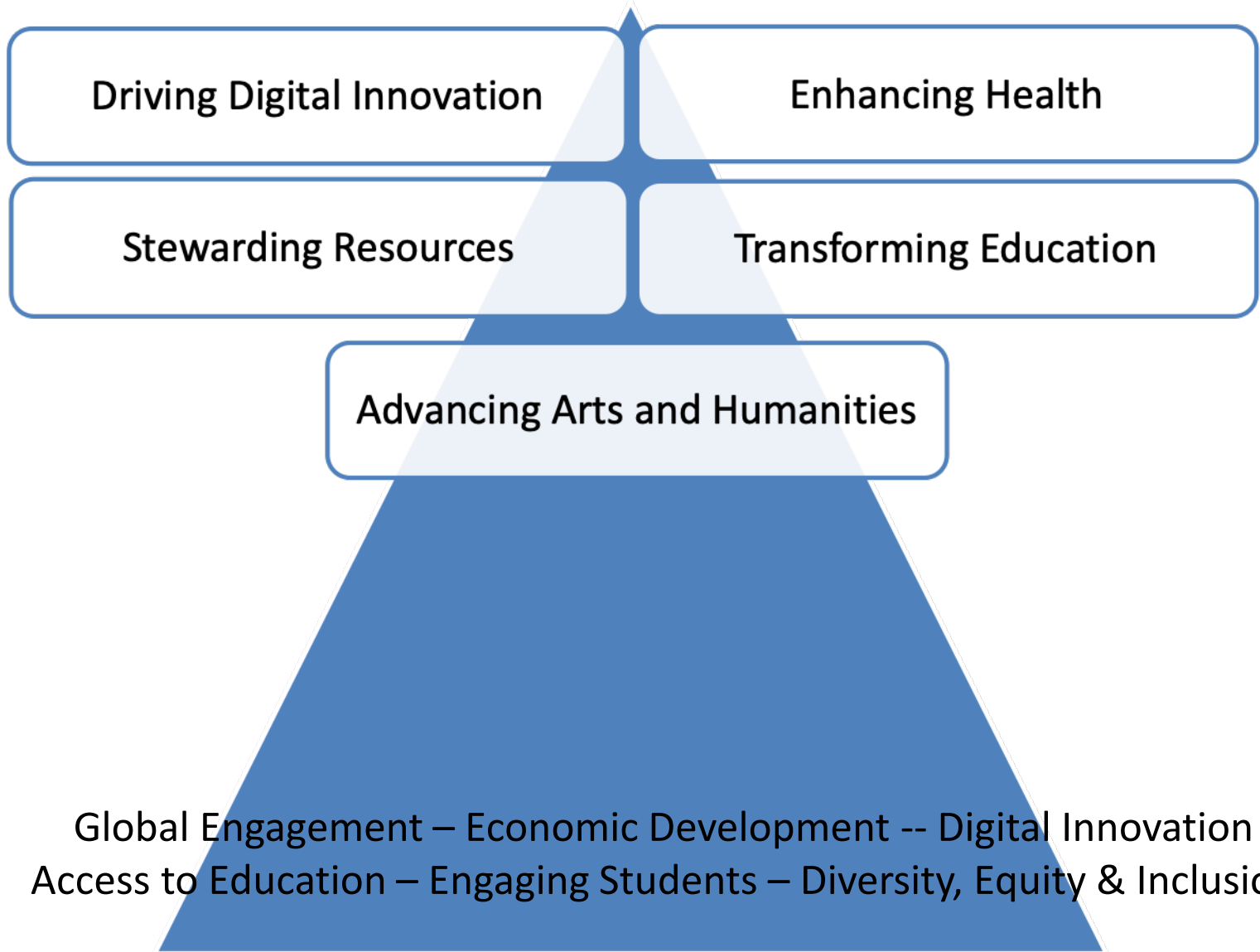
The Donald P. Bellisario College of Communications is committed to excellence in teaching, research, creative activity, and outreach. We prepare students to contribute to an information-rich society as active, critical, ethical, and engaged participants. Through our work, we promote effective, responsible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



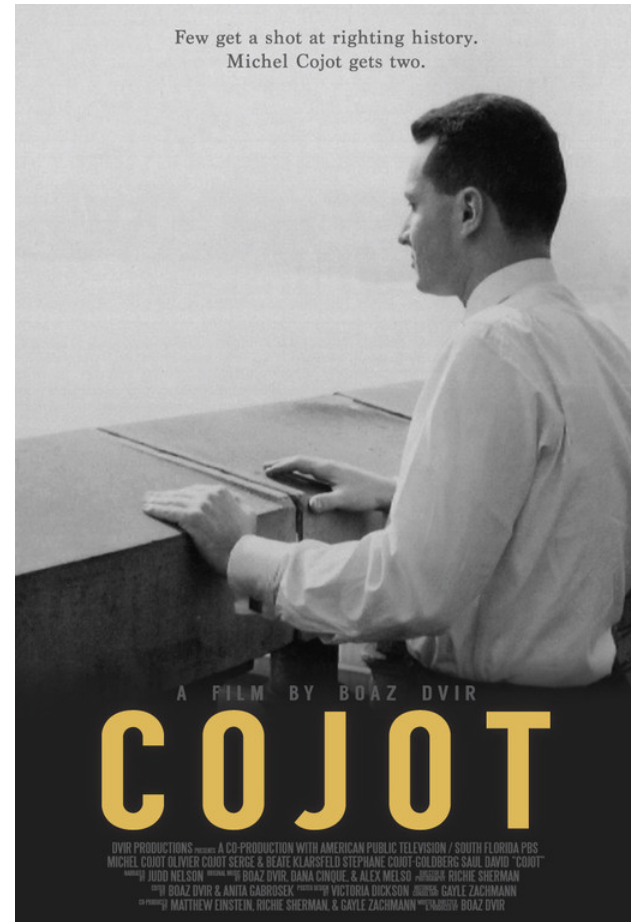
# Vision

We will prepare the next generation of digital storytellers, strategic and creative communicators, and scholars 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

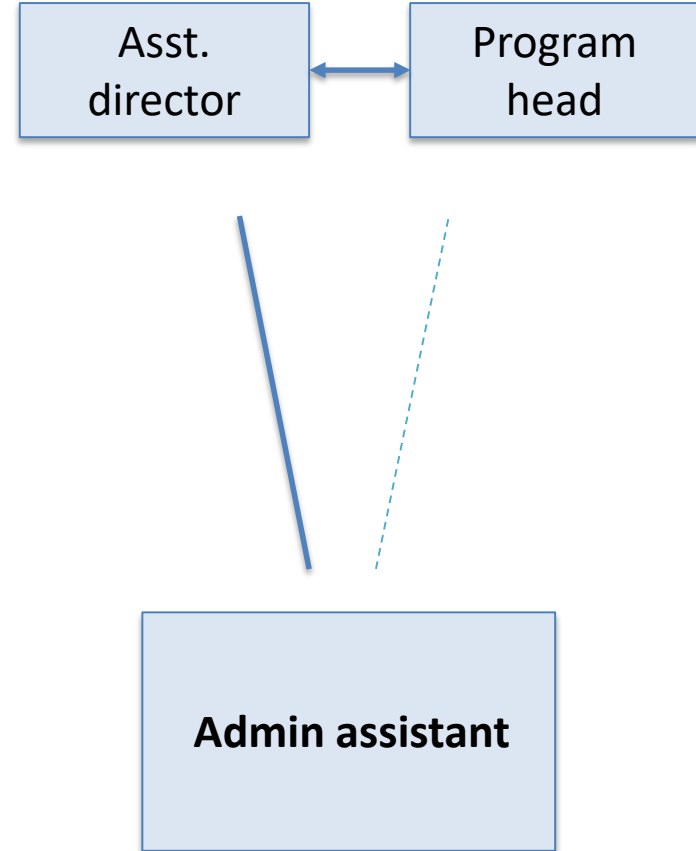
**July 31:** Plan submitted

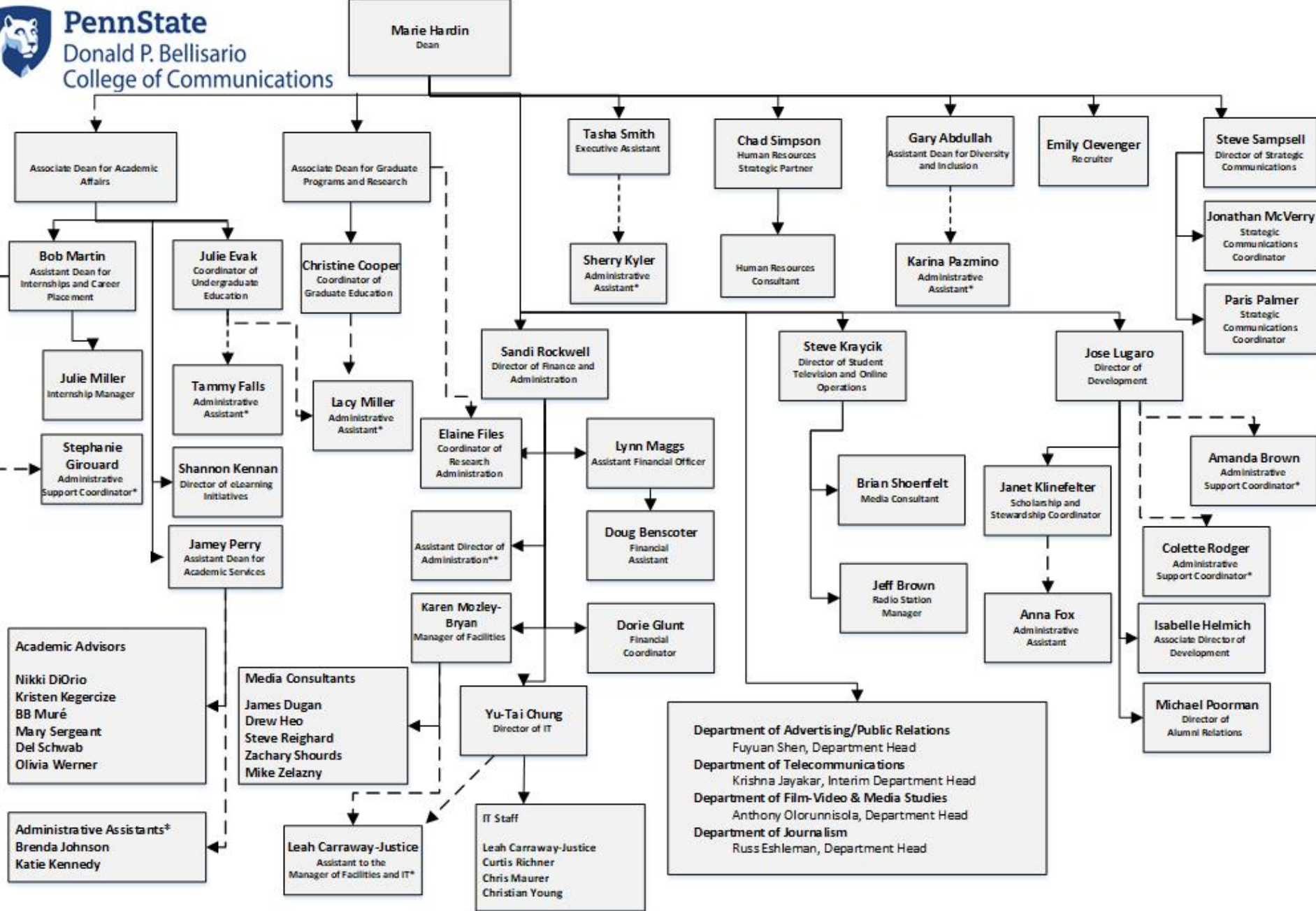
**December:** Dept./program plans due; College plan finalized for launch in 2020



## 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.







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**