

The University of Tennessee				
Diversity Plan				
School of Advertising and Public Relations				
<b>Goal One:</b> 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	Continuing	Faculty advisors to student clubs	Number of minority members in PRSSA and Student Ad Club (While we have no exact count of the numbers of minority students, there is good representation.) Faculty contribute annually to supporting School minority representation at the AEJMC national conference.
	b. Encourage students from underrepresented groups to seek leadership positions in student organizations	Continuing	Faculty	Both PRSSA and Student AAF have had minority members as officers in the past four years.
	c. Strive for representations from underrepresented groups in school-sponsored field trips	Continuing	Faculty	There has been minority representation in all school-sponsored and club-sponsored 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	Faculty	Two students from the School were recognized in these national programs in 2005, 2006, and 2008. One student each in 2007 and 2009.
<b>Goal Two:</b> 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 Communication for schools that are accredited by this national accrediting body	a. Continue to recruit underrepresented groups for faculty positions	Continuing	Director and assigned chairs of search committees	Number of applications received from underrepresented groups in each faculty search (In 2005 five of 32 applicants and in 2009 10 of 35 applicants self-identified as either African-American, Hispanic, or Asian.)
	b. Seeking funding for lectureship positions and recruit from among underrepresented groups for these positions	Continuing	Director	Presence of lecturers from underrepresented groups
	c. Continue to take advantage of and to develop additional recruiting opportunities at other nationally ranked programs	Continuing	Director	Search committees contact faculty at all communication doctoral programs to solicit applications from underrepresented groups
<b>Goal Three:</b> 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	Continuing	Director, Associate Dean for Graduate Studies	National rankings
	b. Encourage professional organizations in other countries (e.g., Korea), to develop scholarships for their students seeking entry to the University of Tennessee	Continuing	Director, Associate Dean for Graduate Studies	Amount of financial aid offered to under-represented groups
	c. Continue to take advantage of and to develop additional recruiting opportunities at other nationally ranked programs	Continuing	Director, School faculty, Associate Dean for Graduate Studies	Number of recruiting trips made each academic year
<b>Goal Four:</b> 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	Continuing	Director and faculty	Number of minority businesses served. Twenty-two students in PR 470 class prepared a marketing and public relations campaign for <i>Mundo Hispano</i> , a bilingual Hispanic newspaper serving East Tennessee.
	b. Identify and invite minority communication professionals to campus to meet with students	Continuing	Director and faculty	Number of minority guests invited to speak each year
<b>Goal Five:</b> 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	Continuing	Director and faculty	Content in each course devoted to intercultural perspectives
	b. Incorporate readings and videos addressing minority issues and advertising and public relations	Continuing	Director and faculty	
<b>Goal Six:</b> Prepare graduate students to become teachers and researchers in a diverse world.				
Objectives	Strategy/Tactics	Date	Responsible Party	Benchmarks
	a. Continue to encourage attendance and participation in the on-going AMarketing and Diversity@ seminar sponsored by the Department of Marketing, Logistics, and Transportation	Continuing	Director, Associate Dean	Faculty actively participated until this program was canceled
Continue to include discussion of diversity in the mentoring process of graduate students and in the formal education process	b. Incorporate stance on minority issues of accrediting bodies in to comm education graduate course	Continuing	Associate Dean	
	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	Graduate faculty	Contributions by minority practitioners have been added to the content of several courses.