St. Bonaventure University
Jandoli School of Communication

Diversity, Equity & Inclusion Plan
(DEI)

2024 - 2028

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The Overarching Goal of the Jandoli Diversity Plan

Create and encourage an intentional and departmental, strategic focus on *diversity, equity & inclusion.*

A steadfast, overt focus on DEI throughout the academic pipeline, from recruitment through degree completion and beyond, is essential to living our university mission, values and departmental objectives.

Enhancing cultural competency and embracing diversity is necessary for achieving a welcoming and inclusive community.

The DEI plan is aligned with our University values of Discovery, Community and Individual Worth.

Discovery

We steadfastly pursue intellectual, spiritual and personal growth in a way that reflects our belief in the wonder, excitement and joy of discovery along life's good journey.

Central to that journey is an appreciation for the best that has been thought, written and discovered.

It is our firm intent that our faculty and students add to this body of knowledge, sharing the adventure of inquiry in an atmosphere of academic freedom, both within and outside the classroom.

Community

We believe in an inclusive community that **values diversity** as a strength.

We foster and celebrate practices that nurture living and learning in an atmosphere of caring, respect and mutual accountability.

We seek to enhance the quality of life in the world around us, particularly by reaching out to the poor, the less fortunate and the disadvantaged.

We not only demonstrate this spirit of community on our campus; we manifest it wherever we go.

Individual Worth

At the core of our identity is a strong belief in the goodness of life and the God-given worth of **every individual.**

We treat all members of our community with **dignity** and strive to help them reach their full potential.

We commit ourselves to actions that **empower all** members of the St. Bonaventure community and encourage their full participation in creating our future.

This plan prepares us to broaden our knowledge to fully prepare **culturally competent faculty** and students to make valuable contributions as global citizens.

These values help guide us toward broadening our perspectives and enhancing our resources so that we have the tools needed to consistently analyze and improve.

Problem Statement

Despite many individual efforts to create an inclusive environment, DEI initiatives historically have been indirect and subtle rather than quantitative and systemic.

This plan focuses on instituting observable and measurable strategies and tactics to enhance and standardize diversity, equity and inclusion in ways that can be assessed and measured quantitatively to ensure we are reaching every student.

Diversity Defined

The Jandoli School of Communication's DEI plan defines diversity comprehensively, encompassing a wide range of human differences such as age, ability, race, ethnicity, gender, gender identity, gender expression, sex, sexuality, marital status, learning style, educational and regional background, national origin, religion, creed, social class socioeconomic status, occupation status as a veteran, language, and cultural heritage.

Supportive Data & Research

As part of plan development, best practices for diversity and inclusion in higher education research were analyzed and integrated. Pivotal to the plan was the U.S. Department of Education report from the Office of Planning, Evaluation and Policy Development, university institutional research data, and national census and employment data. These sources provided key data highlighting higher education DEI practices.

The federal Department of Education does not mandate or prescribe practices to institutions of higher education. However, the report contains examples of, and links to, numerous empirical and pragmatic resources created and maintained by public and private organizations. These resources demonstrate best practices for advancing diversity and inclusion in higher education. Our plan reflects the Department of Education's mission to encourage creation of diverse and welcoming campus communities for all students.

Higher Education Diversity Pipeline

Analysis of the nationally representative data emphasizes the importance of considering diversity throughout the higher education pipeline including:

Applications

Student engages in precollegiate activities, such as researching colleges or taking entrance exams, and applies or attempts to enroll at a postsecondary institution.

Admissions

College offers admission to student and student has adequate financial aid to make attendance and costs of living affordable.

Enrollment

Student enrolls and begins attending college.

Persistence

Student remains enrolled in college and successfully accumulates credits needed to graduate.

Completion

Student meets graduation requirements and college confers the student with a postsecondary credential.

We must create and foster an inclusion-forward student experience if we want to attract and retain a diverse student population.

Departmental Faculty and Student-Centered Touchpoints

This plan is integrated in each milestone in this timeline with a high priority on student touchpoints, specifically, those aspects of diversity and inclusion related directly to the Jandoli student journey.
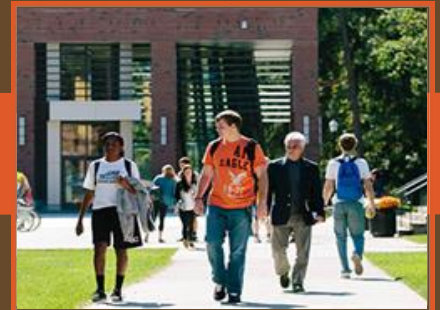
Advising

Classroom

Achievements

Environment

Curriculum

Student Life

5 Strategies

Strategy   **1**

Create a diversity advocate and committee

Strategy   **2**

Analyze and revise the core undergraduate and graduate curriculum/syllabi to meet diversity goals.

Strategy   **3**

Increase faculty/staff access to diversity resources and training.

Strategy   **4**

Identify and incorporate diversity and inclusion in the physical and digital space.

Strategy   **5**

Establish the Jandoli School as a University-wide DEI influencer.

Create a diversity advocate and committee
composed of 3 faculty members and at
least 1 student

Diversity Advocate and Committee roles and responsibilities:

1. Audit (bi-annually) faculty syllabi to ensure objectives and assessment related to diversity.

2. Create, promote and maintain a digital repository housing DEI and cultural competency resources.

3. Identify, attend and provide best practice diversity and cultural competence professional development department-wide training opportunities and recommendations.

4. A Jandoli DEI commitee member will serve on all faculty search committees for the Jandoli School.

5. Bi-annually audit the Jandoli physical and digital environment. Create a relevant plan to adapt the building and online aesthetic to foster awareness and acceptance of diversity and inclusion.

6. Create and implement a departmental diversity, equity and inclusion onboarding process.

Analyze and revise the core undergraduate and graduate curriculum/syllabi to meet diversity goals.

1. Ensure 75% of undergraduate and graduate core courses include DEI learning objectives and assessment specified in the course syllabi and that these courses be spread over the duration of their experience.

2. Audit annually classroom resources (textbooks, videos, etc.) to monitor, provide feedback to faculty and encourage the use of representative, timely resources.

3. Monitor, update and promote the online DEI resource repository.

Increase faculty/staff access to diversity resources and training.

1. The Jandoli diversity advocate will work with internal and external DEI experts on regularly scheduled faculty workshops.

2. The diversity advocate and committee will identify and attend best practice diversity and cultural professional development training. They will recommend bi-annual faculty/staff professional development opportunities related to DEI and cultural competency.

3. As appropriate, the diversity advocate and committee will make recommendations for Jandoli students to engage in intercultural and inclusive activities and training.

Identify and incorporate diversity and inclusion in the
physical and digital space.

1. The diversity advocate and committee will monitor physical and digital
    visual assets to ensure they represent diversity and inclusion.

2. Respond and represent inclusivity through the posting of DEI assetts
    including our diversity goals and inclusive photos, posters and digital
    display screens in classrooms, in the hallways throughout the Murphy
    building and in online and digital platforms.

3. Post awards and distinctions that include diverse award winners unique to
    the Jandoli schools' initiatives to promote DEI, including ongoing department
    awards such as the Annual Woman of Promise Award and the American
    Advertising Federation (AAF) national award winners of the Multicultural
    Advertising Students of the Year.

4. Monitor and communicate these initiatives on the Jandoli website, and on
    traditional and social media channels.

Establish the Jandoli school as a University-wide DEI influencer.

1. Create and support activities, events, and communications that exemplify diversity, equity, and inclusivity.

2. Spearhead campus-wide (and beyond) DEI initiatives, that create awareness and broaden perspectives.

3. Ensure our media outlets recognize and overcome biases, prejudices and limited viewpoints and communicate effectively.

4. The diversity committee will collaborate with faculty advisors to regularly engage students in creating posters, art, photography and other collateral materials tied to diverse national events for year-round inclusion in the physical (Murphy) and virtual (social media) spaces. We will use visual cues to build awareness and acceptance and foster celebration.

Initiatives Throughout the Higher Education Pipeline

This plan focuses on creating a more inclusive environment in the short-term in order to create a program that attracts and retains a more diverse student body in the long-term.

Retention

Ongoing assessments of our department and campus climates as they relate to diversity in order to identify areas for improvement.

Research shows different groups of students perceive discrimination differently on college campuses. These assessments will inform a continuous process of planning, implementing and reflecting on progress made and lessons learned, including meeting the needs of diverse and underrepresented groups both academically and socially.
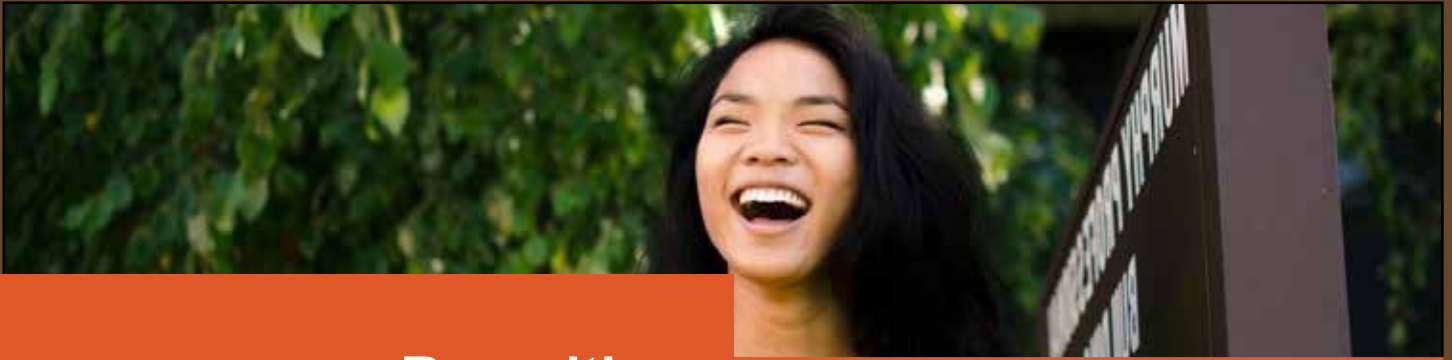
Recruiting

The Jandoli School will work closely with the office of admissions to identify and recruit from diverse high schools in targeted communities in the university's primary recruitment area.

Additionally, we will work to better collaborate with the Arthur O. Eve Higher Education Opportunity Program (HEOP), designed to make sure that each student's individual needs — academic, personal and financial — are met through counseling, tutoring and comprehensive financial aid.

Hiring Faculty

A Jandoli diversity advocate or committee member will serve on all faculty search committees for the Jandoli School and work with the dean reviewing the inclusiveness of the search at all stages of the process, including at the end or before an offer is made.

All searches will include a statement encouraging diverse candidates to apply. The position announcement will be shared with organizations and networks focused on under-represented groups. The Jandoli School will be proactive in recruiting a diverse group of adjunct faculty.

"I stand here today as an example of the future. My standing at this podium today shatters stereotypes," Loney said in her speech. "I am a woman of the ghetto, a woman of color, a woman of size and a woman of unorganized music-blaring and indecisiveness." ~Makeda Loney, Woman of Promise

Summative Statement

We reiterate our commitment to the intentional creation of an inclusive educational environment – an environment that quantitatively and measurably leads toward an ever-closer alignment of our own values with the needs of an increasingly, wondrously diverse world.

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