



COMMUNICATION DEPARTMENT  
BUFFALO STATE • The State University of New York

**SUNY Buffalo State Communication Department  
Diversity and Inclusiveness Plan**

Updated and approved November 2018

## **The Communication Department will continue its commitment to diversifying its faculty and working to meet the needs of its diverse student population.**

**Strategy – Curricular Diversity.** We will continue to offer a comprehensive curriculum that presents concepts of diversity and inclusiveness, both to increase knowledge and understanding among students and to better prepare students for the diverse environment in which they will live and work. (cf. Buffalo State Strategic Plan, Goal 1, Focus Area 1)

Action Step – Inclusive Pedagogy. We will continue to utilize inclusive pedagogy in updating current curriculum and creating new curriculum.

Oversight: Curriculum Committee

Metric: #/% syllabi documenting inclusive pedagogy

Action Step – Class Resources. We will use texts and other materials that appropriately cover material related to diversity and multiculturalism, or will adopt or create supplemental materials to accomplish this.

Oversight: Curriculum Committee

Metric: # texts or supplemental materials used in courses, including online materials

Action Step – Experiential Learning through Global & Local Collaborations. We will continue to facilitate service learning opportunities in our classrooms, promote local, national and global internships, and work to increase the number of opportunities for integrated learning, including learning communities in and outside of Buffalo (cf. Buffalo State Strategic Plan, Goal 1, Focus Area 1). We will continue to promote affordable international experiences for our students (cf. Buffalo State Strategic Plan, Goal 1, Focus Area 1)

Oversight: Student Enrichment Committee

Metric: # of syllabi documenting service learning; statistics on students participating in international programs

**Strategy – Student Diversity.** In addition to attention to diversity and inclusiveness in recruiting efforts outlined in Goal 2, we will cultivate, promote, and support our diverse student body. (cf. Buffalo State Strategic Plan, Focus Area 1).

Priority Action Step – Assessment. We will research through focus groups, surveys and other methodologies the knowledge, attitudes and opinions of students concerning issues of diversity, inclusiveness and multicultural/global understanding as they relate to each major. These will be conducted as part of the department's assessment program.

Oversight: Assessment Committee

Metric: Research report

Action Step – Networking. We will promote scholarships, internships, professional service prospects, networking through professional organizations, and other educational opportunities of particular interest to students of under-represented populations.

Oversight: Department chair

Metric: # of student applicants from under-represented populations

**Strategy – Faculty Diversity.** We will utilize effective strategies for recruiting and retaining as diverse a faculty as possible and to invite members of under-represented populations to interact with students. (cf. Buffalo State Strategic Plan, Goal 1, Focus Area 3)

Priority Action Step – Visitors. We will be proactive in including members of under-represented populations among invited guests, speakers and presenters within the department. Each faculty member who uses guest lecturers will be encouraged to invite members of under-represented groups.

Oversight: Department chair

Metric: # visitors

Action Step – Full-Time Faculty. We will strengthen our hiring process and engage in effective outreach in soliciting applications for faculty positions with particular attention to recruiting under-represented populations.

Oversight: Recruitment Committee

Metrics: Job descriptions; posting data; applicant statistics

Action Step – Diversity Hires. We will continue to take advantage of SUNY opportunities to hire qualified persons with diversity credentials even when local funding for new hires is unavailable.

Oversight: Recruitment Committee

Metric: # offers made to candidates

Action Step – Part-Time Faculty. We will actively solicit the Western New York professional media community for applications from members of under-represented populations. We will support part-time faculty from under-represented populations by lobbying for better pay and providing mentorship and other staff development opportunities.

Oversight: Department chair, full-time faculty

Metric: # of part-time faculty hired from marginalized communities

**Strategy – Advocacy.** The Communication Department will advocate for diversity and inclusiveness and an appreciation of diversity as it relates to both the scholarship and practice of communication. (cf. Buffalo State Strategic Plan, Goal 3, Focus Area 1)

Priority Action Step – Diversity Education. We will provide forums and resources to students, alumni and media professionals on issues related to diversity within the communication context.

Oversight: Faculty Concerns Committee

Metric: # resources provided

Action Step – Community Involvement. We will maintain an involvement both academically and professionally through membership in and working relationships with professional and media organizations focused on or representing diverse and under-represented groups.

Oversight: Department chair

Metric: # of events, memberships, and professional activities