

DIVERSITY PLAN 2018-2023

(As presented in the School of Communication Strategic Plan)

School of Communication, UPR-Rio Piedras

Approved by Faculty: October 8, 2018

GOAL 5	CONSOLIDATE A DIVERSE AND STUDENT COMMUNITY OF EXCELLENCE								
ARTICULATION WITH THE STRATEGIC PLAN COMMITMENT 2023 AND INSTITUTIONAL PRIORITY PROJECTS 2018-2023									
PRIORITY AREA AND GOAL COMMITMENT 2023	Goal 2	OBJECTIVE COMMITMENT 2023	Objectives 2.1, 2.2 and 2.3						
INSTITUTIONAL PRIORITY PROJECT		ACADEMIC ENVIRONMENT AND TECHNOLOGICAL CULTURE							
Strategy, Project or Initiative	Measurable Objective			Budget		Assessment Plan			Actions
	Objective	Indicator of Success and Metric	Contribution to Achievement Strategic Plan Commitment 2018-2023	Source of income	Amount in \$	People) Responsible)	Methods	Status	
				Results	% Achievement				
1. Recruitment plan for high school students that attracts young people from all segments of society for the Baccalaureate Programs. 2. Recruitment plan for the Master's program. 3. Development of new areas of study at the graduate level. 4. Sustain optimal retention rates.	1. Increase to 45% by 2019 the number of high school students from public schools. 2. Implement for 2019 <i>Certification</i> No. 51, Academic Year 2017-2018, Academic Policy for Graduate Studies. 3. Implement in August 2019 the curricular review of the Master's Program approved by the CES in May 2018.	45% of baccalaureate students from public schools. 100% Implementation of <i>Certification</i> No. 51, Academic Year 2017-2018. 90% Student retention rate. Baccalaureate Program.	2.1.1 Offer professional and academic certificates, short courses of continuing education and distance academic programs in areas of greatest interest and impact for student success. 2.1.2 Implement a distance structure of student and teacher services that support the creation and supply of distance programs. 2.1.3 Ensure international projection through the successful implementation of	PO		Director Associate Director Master Program Coordinator Student Affairs Coordinator			

<p>5. Plan for the constant evaluation of retention and graduation rates in the baccalaureate and master's program.</p>	<p>4. Inclusion of graduate programs focused on areas such as, but not limited to, digital production and public relations and advertising.</p>	<p>60% Graduation rate in 4 years Baccalaureate Program.</p>	<p>the international agreements of academic programs of the Campus.</p>			<p>Graduate Program Coordinator</p>				
<p>6. Offer an innovative curriculum in communication in all concentrations of the baccalaureate and the graduate program.</p>	<p>5. Evaluation of programs of other communication schools within and outside the country with the purpose of creating a competitive curriculum, both at the undergraduate and master's level.</p>	<p>98% Student retention rate Master's Program.</p>	<p>2.2.1 Incorporate curricular and technological innovation and opportunities for entrepreneurship and social collaboration into academic programs and specialized services.</p>			<p>Coordinators of the Concentrations.</p>				
<p>7. Review and revise the current diversity policy of the School of Communication</p>	<p>6. Maintain the student retention rate in the baccalaureate above 90%.</p>	<p>95% Graduation rate in two years Master's Program.</p>	<p>2.2.2 Develop the formative experiences of research, creation, service to the community, internships and / or professional practices in the academic programs.</p>			<p>President of the Student Council of the School of Communication</p>				
<p>8. Offer courses, conferences and seminars that address issues about the plurality of identities in terms of gender, race, ethnicity, sexual orientation, religion, ways of thinking and being, cultural background, national origin, social class, age, political ideology and any other affirmation of individual identity.</p>	<p>7. Increase the 4-year baccalaureate graduation rate from 45 to 50% by 2020.</p>	<p>100% Review of the concentrations of the Baccalaureate Program.</p>								
<p>9. Encourage students to participate in extracurricular activities</p>	<p>8. Increase the student retention rate in masters above 89% by 2020.</p>	<p>100% Review Curricular Offer Graduate Program.</p>								
<p>10. Students will create and participate in competitions or contests.</p>	<p>9. Increase the two-year master's graduation rate from 85 to 90% by 2020.</p>	<p>30% Baccalaureate and Master's courses in hybrid or distance form.</p>								
<p>10. Review for 2019-2020 the three concentrations of the baccalaureate in</p>	<p>10. Review for 2019-2020 the three concentrations of the baccalaureate in</p>	<p>100% Drafting proposed new specialty of distance mastery.</p>								

	<p>alignment with the performance and evaluation of student learning and the standards of the ACEJMC, after the re- accreditation process of 2019.</p> <p>11. Review the Master's Program Curriculum in accordance with the provisions of <i>Certification</i> No. 51, Academic Year 2017-2018 of the Academic Senate and with the new professional demands in the field for 2019-2020.</p> <p>12. Achieve that 30% of the courses of the Baccalaureate and the Masters are offered by distance education and / or hybrid or distance form by 2021.</p> <p>13. Creation of a Master's online degree by 2021 and in coordination with the School of Technology and Information Sciences.</p> <p>14. Review the current diversity policy of the School of Communication in accordance with the new institutional</p>	<p>100% Diversity policy review and approval of the School of Communication.</p> <p>100% Offer of courses, conferences and seminars around diversity.</p> <p>100% Integrate microsite on the website with samples of work done by students.</p> <p>100% Digital publication of the annual edition of the magazine "Intersections" and keep previous editions accessible.</p> <p>At least three (3) officially active student organizations for the 2019-2020 period, and maintain or increase that amount annually.</p> <p>At least three (3) contests or contests</p>								
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	<p>certifications and diversity practices established by government institutions.</p> <p>15. 80% of courses, conferences and seminars include projects, reading materials, audiovisuals, research, conferences or presentations on diversity issues.</p> <p>16. 10% of the courses, conferences and seminars reflect in their conception issues of diversity as a central theme.</p> <p>17. Strengthen student recruitment strategies through the School of Communication webpage.</p> <p>18. Promote the creation and participation of students in student organizations of the School of Communication and Interfaculty.</p> <p>19. Promote student participation in competitions in order to gain experiences for academic success and professional exposure.</p>	<p>created and held at the School.</p>								
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	<p>20. Promote the creation of competitions or contests organized by the School and / or Student Organizations</p> <p>a. Integration of the Student Council in the collaboration and creation of competencies</p> <p>21. The Student Council of the School of Communication will identify and promote the participation of students in competitions or contests directly related to the discipline of studies.</p> <p>a. Prepare an annual record of student participation in these contests or competitions and the recognitions received by the students of the School.</p>									
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GOAL 6	STRENGTHEN PUBLIC AND PROFESSIONAL SERVICE LINKS BETWEEN THE SCHOOL AND THE EXTERNAL COMMUNITY									
ARTICULATION WITH THE STRATEGIC PLAN COMMITMENT 2023 AND INSTITUTIONAL PRIORITY PROJECTS 2018-2023										
PRIORITY AREA AND GOAL COMMITMENT 2023	AREAS 3 and 4 GOALS 9		OBJECTIVE COMMITMENT 2023	OBJECTIVES 3.1,4.1						
INSTITUTIONAL PRIORITY PROJECT			SUSTAINABLE MANAGEMENT AND TECHNOLOGICAL CULTURE							
Strategy, Project or Initiative	Measurable Objective				Budget		Appraisal Plan			Actions
	Objective	Indicator of Success and Metric	Contribution to Achievement Strategic Plan Commitment 2018-2023	Source of income	Amount in \$	People) Responsible)	Methods	Status		
								Results	% Achievement	
1. Strengthen the links of the School with the community, communication professionals and alumni. 2. Strengthen the links of Radio Universidad with the country. 3. Strengthen the participation of students of the School in the Radio, Film and Television Unit by integrating them into projects generated by this unit and with the support of teaching mentors. E.g.: production of radio programs in our public radio station, short films, recording and / or transmission of academic activities, etc. 4. Establishment of activities and continuing education programs.	1. Strengthen the electronic publication in order to maintain a continuous communication with alumni. 2. Develop campaigns to collect donations among alumni. 3. Strengthen the Alumni Chapter of the School of Communication. 4. Offer support to the Alumni Chapter of the School of Communication in organizing and carrying out training and social activities. 5. Develop by August 2019 a continuing education program for the improvement and updating of communication professions, 6. Organize each academic year activities with at least one high school community that promotes media literacy and the development of journalism in the community's high schools. 7. Reinforce during 2019 the electronic page of Radio Universidad. 8. Continually reinforce and improve the website of the School of Communication.	100% Semester electronic publication for alumni. 100% Establishment of a continuing education program. 100% Completion of campaign to collect donations among alumni. 100% Completion of four projects that contribute to the community. 100% Execution of activities in high schools of the Rio Piedras community. 100% Execution of Radio Amigos activities to comply with CPB requirements. 100% Celebration of artistic and cultural activities that allow the collection of external funds, to meet CPB requirements.	3.1.3 Promote the establishment of discussion and entrepreneurship forums that contribute to the development of the country, including the emphasis on the dimensions of university social responsibility and community involvement. 3.1.4 Promote the implementation of an attractive cultural offer for the diverse internal and external groups to the Campus, and that stimulates the humanistic and creative reflection. 3.1.3 Promote the establishment of discussion and entrepreneurship forums that contribute to the development of	PO PPI D CR		Director Associate Director Area Coordinators Ex-alumni Committee Curriculum Committee WRTU Development Committee				

<p>5. Strengthen the academic experience of the student through participation in community service projects (intramural project) to offer public relations and publicity work to the community.</p>	<p>9. Increase the participation rates of the community in Radio Amigos de Radio Universidad activities.</p> <p>10. Increase the participation of students in the workshop spaces of the Radio, Film and Television Unit, promoting the strengthening of academic competences in the areas of production and management with faculty mentoring.</p> <p>11. Promote the creation of audiovisual projects generated by students with faculty mentoring that have an impact of service to the community.</p> <p>12. Strengthen the participation of students and faculty in the media.</p> <p>13. Offer summer camp for high school students to serve the community and to promote student recruitment.</p> <p>14. Establishment of an intramural project to offer Public Relations and Publicity services to the community.</p>	<p>60% Intervention of students and faculty in the media.</p> <p>100% Prepare proposal for summer camp 2019.</p> <p>100% Perform the summer camp with a minimum of students that makes it self-sustaining and that also allows obtaining external funds.</p> <p>100% Present the proposal for the creation of the REPU services agency through intramural practice.</p>	<p>the country, including the emphasis on the dimensions of university social responsibility and community involvement.</p> <p>4.1.2 Strengthen the Alumni Division in order to enrich the relationship of the Campus with its graduates.</p> <p>4.1.5 Implement innovative ways to collect new operational revenues.</p>							
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