

Howard University
Cathy Hughes School of Communications

STRATEGIC PLAN 2020-2024

For nearly fifty years, the Cathy Hughes School of Communications has served as a leader producing the largest number of African American graduates in communications and media. Since our founding in 1971, we have promoted excellence in teaching, learning, research and cultural activities. The school is the third largest of the university's 12 schools and colleges and has trained communication and media professionals in premier programs such as public relations, journalism, film, audio production, organizational communication, speech-language pathology and graduate programs. The goals and priorities set in the five-year strategic plan lay the foundation for our future.

Mission Statement

The mission of the Cathy Hughes School of Communications is to prepare graduates to exercise global leadership within and across diverse communities, locally, nationally and globally through communication research, professional practice, innovation, job creation, social justice and service via cutting-edge knowledge, skills and technology.

The mission is aligned with the mission of Howard University. It is a mission founded and grounded in ethics, academic freedom, the disciplined and rigorous pursuit of knowledge, a commitment to social advocacy and social justice, and a responsibility for leadership in the complex and multifaceted field of communications, as both academicians and professional practitioners.

(The School of Communications mission statement was revised as part of the SOC Bylaws on Sept. 17, 2013. The Howard University Board of Trustees granted approval on Jan. 23, 2015.)

Vision Statement

The School is multidisciplinary, committed to being an academic, applied professional and research program of the first rank. We prepare students for leadership in a changing, technology-driven and communication-focused society. We seek to establish and maintain institutional linkages both nationally and internationally which extend and strengthen the visibility and impact of the School across the professional and academic community. Consistent with the historical and steadfast mission of Howard University, the School acts to promote liberation from social justice, including systemic racism in the United States and abroad.

Core Values

In addition to the core values embraced by the University, the Cathy Hughes School of Communications is committed to excellence in all aspects of our professional and academic life. Both in principle and in practice, we are committed to respect for and elevation of the inherent dignity of all human beings. In this regard, we value and commit ourselves to a life of human service and to maintenance of the highest ideals of ethical integrity.

Goal 1	Teaching Engagement: Increase the focus on faculty on faculty development in teaching. Identify and collect information on CETLA and other professional development at yearly evaluations.
Goal 2	Recruitment & Retention: Create a dynamic environment of learning and growing, internships, field study and experiential learning to support student involvement and matriculation. Provide academic advising and programs to support enrollment growth and retention.
Goal 3	Social Justice/Advocacy: Encourages students and faculty to lead in ensuring social justice and in advocating for our communities from gentrification and policy research, to voter registration, and juvenile justice with communication disorders we remain supportive of community outreach. This goal aligns with <i>Howard Pillar 3, Serve The Community</i>
Goal 4	Faculty Research and Extramural Funding: Increase the focus on faculty research through intramural and extramural grants and foundation funding. Promote efforts to seek new revenue streams by pursuit of grant, foundation funding, and contracts to support research and program needs. <i>Howard Pillar 2, Inspire New Knowledge</i>
Goal 5	Grants and Fundraising: School adopted the university’s <i>Howard Pillar 5, Achieve Financial Stability</i> in the <i>Howard Forward 2019-2024 Strategic Plan</i> . Its formal adoption serves as a sustaining commitment for the School in general as well as all four departments. Its adoption will ensure continuing efforts of the school and the departments to initiate and sustain fundraising activities that benefit the school, departmental programs, and students.
Goal 6	CHSOC 50th Anniversary: The school’s 50 th “Golden” Anniversary will be in 2021. Develop a core Dean’s Anniversary Committee to coordinate efforts to reach alumni to become Alumni Ambassadors as well as engage them in joining efforts to plan, fundraise, and promote the school for years to come.
Goal 7	New Building. Continue work with senior administration for plans to relocate the school in a different facility in conjunction with the long-term plan to formalize a process for a new building for the school, which may include partnership or alliance with other schools, colleges or units. Support CHSOC Board of Visitors, outreach to all internal and external constituents, and fundraising initiatives for the building

The Howard University: Howard Forward 2019-2024 Strategic Plan outlines 5 goals:

1. Enhance Academic Excellence
2. Inspire new knowledge
3. Serve Our Community
4. Improve Efficiency & Effectiveness
5. Achieve Financial Sustainability