

Tombras School of Advertising and Public Relations

Diversity, Equity, and Inclusion Plan (Finalized Aug 18, 2023)

Fall 2023- Summer 2025

Goal 1. Position Advertising and Public Relations as a Desirable Career for Tennessee High School Students of Underrepresented and Marginalized Communities

Target audience: (1) Prospective students (Students from Flagship High Schools and Undeclared students in the College of Communication and Information Sciences) and (2) High School Teachers

Strategy: Engage 500 Tennessee High School students in hands-on learning opportunities around AD/PR. Provide High School Teachers with opportunities to learn about AD/PR and classroom resources.

Objectives:

- 1.1. Get 50% of engaged students to express an interest in Advertising and Public Relations as a potential career
- 1.2. Educate 80% of all students engaged about the relevance of this industry to their culture and community
- 1.3. Educate 80% of all students engaged about the opportunities to study advertising and public relations at the Tombras School
- 1.4. Educate 80% of all teachers engaged about the opportunities of a career in Advertising and Public Relations

Goal 2. Maintain a welcoming, equitable, and inclusive Tombras School culture that fosters student retention and success

Target audience: (1) Tombras School students (both grad and undergrad) (2) Tombras School Faculty, and (3) Tombras School Staff

Strategies: (1) Offer students career development, enrichment, and engagement opportunities & (2) Be a resource and support for faculty in continuing to foster a welcoming and inclusive learning environment

Objectives:

2.1. Educate 80% of Tombras School faculty and staff about best practices for creating a welcoming, equitable, and inclusive school culture for students

2.2. Engage 80% of the Tombras School faculty in revising their curriculum to incorporate relevant intercultural and diverse perspectives

2.3. Increase the number of students participating in professional development and mentoring opportunities by 30%

2.4. Ensure at least 70% of Tombras School students report feeling that they are being well served by our advocacy and support offered to them at the school level

Goal 3. Maintain a welcoming, equitable, and inclusive Tombras school culture that fosters faculty and staff recruitment, retention, and success.

Target audience: (1) staff (2) faculty

Strategies: (1) Work with the CCI DE&I Committee to offer Staff and Faculty development, enrichment, and engagement opportunities around DE&I & (2) Be a resource and support for faculty in continuing to foster a welcoming and inclusive learning environment

Objectives:

3.1. Educate 80% of faculty and staff in the Tombras School about current DE&I issues and best practices

3.2. Ensure 80% of the Tombras School faculty and staff feel that they are being well served by the mentoring and professional development support offered to them at the school level

3.3. Ensure 80% of the Tombras School faculty and staff report feeling engaged and having a strong sense of belonging to the Tombras School

Goal 4. Strengthen the reputation of the Tombras School as a National DE&I leader in Advertising and Public Relations

Target audience: (1) CCI faculty, staff, and students (2) UTK Faculty, staff, and students (3)

Fellow AD/PR academics (4) Current graduate students (5) AD/PR industry professionals (6)

Secondary Audience: Prospective students, faculty and staff

Strategies: (1) Support and promote faculty research in Diversity, Equity, and Inclusion (2)

Objectives:

4.1. Increase the visibility of the Tombras School faculty and graduate student research and service in the areas of DE&I by 30%

4.2. Prepare 60% of Tombras School graduate students to become advocates for DE&I in their workplaces

4.3. Engage at least one faculty, one graduate student, and one staff member in producing original research and/or community engagement projects related to DE&I