

**JOURNALISM DEPARTMENT STRATEGIC PLAN
2026 – 2028
Adopted Fall 2025**

Our vision is for SF State Journalism students, among the nation's most culturally and ethnically diverse, to reimagine journalism and media organizations as truly representative of a free, multi-cultural and open society.

Our mission is to empower students through education, experiential learning and community, equipping them with the skills, ethics and values to seek truth and hold power accountable with rigorous, inclusive journalism that fuels social change and reinforces a healthy democracy. They learn to be accurate, credible, ethical and responsible to the communities they serve.

GOAL 1: Create a proposal for the unification of Journalism and BECA, retaining both departments' values and principles

Strategies:

- Increase curricular opportunities for students in both departments to adapt to a changing landscape
 - o Documentary photography certificate
 - o Broadcast journalism certificate
 - o AI journalism certificate
 - o Additional cross-listed classes
 - o Shared pre-requisites
 - o Joint "Day of AI in Media"
- Include multiple stakeholders including students, alumni and community in planning
- Create structure for shared spaces and equipment
 - o Shared cage in 2026
 - o Podcast studio in 2026

GOAL 2: Increase visibility of the department and importance of journalism

SF State strategies:

Cross listed Jour/BECA Social media class

Reinstate department communication intern(s) in Spring 2026

- o Provide work study, elective, or capstone credit
- o Social media
- o Credentials of our faculty
- o Reports on news of the industry with faculty comment
- o Alumni newsletter

- Stories on students who win awards
 - Promote "Why Accreditation"
- Assignments in Jour 300GW and Jour 221
 - Students will interview alumni for social media posts
- Update the promotional materials for the department
 - Spring 2026 laptop camera covers
- Request funds from Student Affairs and Enrollment Management
- Request university to link to and have QR codes to publications in Campus Memo
- Request university to have publications on Canvas, Gateway and other university pages
- Request university include still of Xpress on screens around campus and in the student center
- Department will place ads in the publications when students win awards
- Journalism will have a presence during registration week
 - Provide curriculum and other materials
 - Show awards
 - Show value of accreditation
- Add job skills and career paths to all course descriptions
 - Faculty will begin by adding these to their spring courses
- Add accreditation info to every faculty's bio page along with the "value of accreditation" information
- Update hallway photos with alumni photos

External Strategies:

- AggreGator – A project linking alumni stories
- Reinstate alumni newsletter via communication interns
- Send journalism materials to undeclared students (Beginning of each semester)
- Attend and host JACC NorCal, SoCal
- Continue working with high schools
 - E.g. Contra Costa Youth Journalism
- Organize SPJ panels with strong alumni and faculty presence
- Open up events to non-journalism students
 - Advertise on campus screens and fliers
- Leverage visibility for fundraising opportunities - \$10,000 each year for 5 years
 - Hold fundraising events during alumni gathering including a student showcase
 - Consider a joint fundraiser with City College
 - To supplement printing costs
 - To send students to conferences

- To bring students to SoCal JACC
 - To help fund the AggreGator
 - To help fund stipends for J575 Community media class
- Include ask in the alumni newsletter
- Strengthen partnerships with ethnic journalism and local journalism outlets through classes
- Continue to leverage faculty relationships with news organizations and news leaders
- Send alumni newsletters and communications to friends of journalism such as SPJ and Press Clubs.

3. Goal: Recruit 3% more students and retain 70% (up from 63%) students

Recruitment Strategies:

- Engage with top high schools SF State students come from in SF
 - Lincoln
 - Galileo
 - Washington
 - Balboa
 - Jefferson
- Focus on high schools with Newspapers
 - Lincoln
 - Washington
 - Mission
 - Riordan
 - Terra Nova
 - Ruth Asawa SOTA
- Engage top feeder community colleges
 - City College
 - Skyline College
 - Diablo Valley College
 - College of San Mateo
 - DeAnza college

Retention Strategies:

- Advising orientations
 - Group advising once schedule is released for freshman and sophomores and individual for juniors and seniors
 - Invite current students to help answer questions
- Strengthen faculty and staff ability to serve this generation of students
 - CSU First Generation programs
- Create more opportunities for community and belonging
 - Celebrations for awards

- Recognition parties
- Articulate the skills and tools of journalisms into multiple career paths
 - Update bulletin
 - Add to each syllabus
- Incorporate using the tools of journalism to navigate the journalism landscape into curriculum
- Create stronger pathways that show how journalism opens doors
 - Bilingual degree
 - Communication is a key job description
 - City of San Francisco partnership
- Communicate with students in the way they get information
 - Instagram groups for events
 - Use Navigator for texting students
 - Give students information on Slack and maintain faculty presence
 - Put QR codes for social media on fliers
- Increase visibility of career readiness and prepare graduates for evolving jobs
 - Day of AI and Journalism
- Hold more career workshops engaging alumni

4. Goal: Adapt curriculum to contemporary modes of news production and consumption

Strategies:

- Digital first curriculum
 - Curriculum needs to focus on how students consume media
 - Identify emerging trends and technologies to integrate into journalistic work
- Offer students opportunities to publish in publications earlier
 - Extra credit when publishing from class work
 - Hold open houses for publications to learn about publishing opportunities
 - Bring editors into classes
 - Designate a specific person and provide clear instructions on how to freelance
- Create a four-year internship plan
 - Add plan to Student Success Plan
 - 1st Year – getting familiar with internship opportunities
 - In classes and through workshops
 - 2nd year – create cover letters, resumes and portfolios
 - In classes and through workshops
 - 3rd year – apply for internships

- 4th year – apply for more competitive internships
- Reduce units in major and minor
- Add job skills to roadmaps and course descriptions
- Create a class in visual editing
- Hold digital skills workshops and invite non-journalism students
 - Utilize expertise of organizations like IRE, SPJ, NPPA, CalMatters
- Graduate students who know how to engage their communities
 - Through assignments in curriculum
 - Incorporate product thinking and design thinking into classes
 - Show students how to adapt to evolving styles of journalism
- Create a certificate in journalistic content creation