

Academic Department/Division Diversity Reporting Guide

- 1. Name of Department/Division**
 - a. Department of Communication
- 2. Academic Year for Report**
 - a. Fall 2017-Spring 2018
- 3. List of Degree Program Courses which highlight or support diversity awareness/engagement in the course or degree curriculum.**
 - a. SCOM 1014 American Sign Language
 - b. SCOM 1113 Introduction to Speech Communication
 - c. SCOM/MCOM 3213 Business and Professional Communication
 - d. SCOM 3613 Small Group Communication
 - e. SCOM 3133 Interpersonal Communication
 - f. SCOM 4023 Nonverbal Communication
 - g. MCOM 2123 Introduction to Mass Communication
 - h. MCOM 2023 Media History
 - i. MCOM 2113 News Reporting
 - j. MCOM 3053 Principles of Advertising and Marketing
 - k. MCOM 3103 News Editing
 - l. MCOM 3343 Sports Reporting
 - m. MCOM 3463 Introduction to Strategic Communication
 - n. MCOM 4432 Introduction to Media Research
 - o. MCOM 4213 Mass Communication Law and Ethics

The programs of the Communication Department (Mass Communication and Speech Communication) provide various opportunities for students to develop diversity awareness and practice diversity engagement. Students learn about different cultures and co-cultures and develop strategies to effectively meet various communication goals in diverse settings. The Mass Communication coursework also addresses diversity from a historical perspective by examining the impact of various populations on the media.

The Communication Department also houses the general education courses SCOM 1113 Introduction to Speech Communication and SCOM 1014 American Sign Language. In SCOM 1113, faculty address tailoring presentations to listeners based on demographics, circumstances, etc. and the cultural

differences in nonverbal behaviors and signals in SCOM 1113. The foundation of SCOM 1014 is based on the two perspectives of deafness, the Deaf culture and deafness as a disability. Differences between the beliefs, behaviors, traditions, etc. of mainstream U.S. culture and the Deaf culture are examined.

4. Extra-curricular or co-curricular activities housed within the department/division or which are sponsored by the department/division that highlight or support diversity awareness and engagement.

- a. Completion of feature stories over Northwestern students from various countries, cultures, socio-economic backgrounds, etc.
- b. Student media coverage of related topics including on-campus events and months of observance
- c. Completion of advertising and marketing projects for different target audiences and subsets of those audiences
- d. Participation in student journalism and broadcast organizations (campus meetings and state conferences)

5. Internship placements that encourage or require interaction with underserved, minority or socio-economically disadvantaged populations.

All mass communication majors must complete internships. Each of our majors must seek out, apply for, and be selected to complete an internship in the media or other communication-based area. In some cases, our students completing internships in newspaper and broadcast are required to cover people and/or events related to underserved, minority, and/or socio-economically disadvantaged populations. These opportunities, however, vary significantly and are many times determined by the newsworthy events that occur at the time of the individual student's internship.

6. Explanation of how department provides support for or outreach to minority students.

Faculty of the Communication Department consider students' needs and circumstances when determining how to help our students both in and out of the classroom. In the classroom, faculty employ various teaching methods and strategies to better meet the needs of all students. At times, this requires one-on-one assistance to bridge gaps. Class sizes are monitored to allow for lower student to faculty

ratio. Faculty strive to provide students with appropriate resources based on their needs and circumstances when providing academic advisement. Faculty also work with university staff (Financial Aid, Student Services, etc.) to help provide students' with needed resources and meet the needs of more students.

In addition to providing support for minority students, faculty of the Communication Department volunteer to help disadvantaged populations by delivering meals on wheels and participating in the free lunch program in the summers.

7. Training or conference attendance for faculty and staff that included diversity awareness and/or engagement and number of attendees.

Faculty attend on-campus seminars and workshops to learn more about different student populations and how to better help these students. (Faculty attended on-campus seminar on international students' experiences in October 2017. Faculty attended on-campus workshop addressing first generation college students in March 2018.)

Faculty regularly participate in faculty development events to add to their teaching methods to better meet the needs of more students in the classroom.

A member of the Communication Department faculty serves as Chair of the Faculty Development Advisory Board planning and attending various events. Many events are related to diversity awareness and engagement. Three seminars open to all faculty were offered on designing accessible online materials. In addition, research on various software programs used to create accessible materials was completed so appropriate purchases could be made for the Faculty Development and Resource Center.