



Strategic Plan: 2023 – 2028

Scripps Howard School of Journalism and Communications

Hampton University

Adopted May 2023 (Revised September 2025)

Our Mission

The Scripps Howard School of Journalism and Communications aims to be recognized as a leading communications school in developing industry-ready, culturally literate, diverse and internationally competitive journalists and communicators with high standards of excellence.

Hampton University Mission Statement

The mission of Hampton is to promote learning, the building of character, and the holistic preparation of students for positions of global leadership and lives of service. The University is a historically Black, research-focused institution grounded in a commitment to an education for life, innovation, the creation of new knowledge and artistic works, and respect for diverse cultures.

Core Values

In maintaining THE Standard of Excellence, the following are expected of each member of the Hampton Family.

- **RESPECT**
To respect one's self and the dignity, feelings, worth, and values of others to foster a culture of service excellence.
- **PROFESSIONALISM**
To foster a personal professional work ethic and an open, fair, and caring environment.
- **INTEGRITY**
To respect the rights and property of others and to practice personal, professional, and academic integrity.
- **COMMUNITY**
To promote inclusion and democratic ideals, while striving to learn from the differences in people, ideas, and opinions.

Our Strategic Goals and Objectives

The Scripps Howard School of Journalism and Communications is committed to providing its students with a high-quality and well-rounded education while emphasizing fairness, balance, accuracy, integrity and high ethical standards in their work as professionals in the field of journalism and communications. The School has a global vision, to ensure students can participate in the journalism and communications fields and compete locally, nationally and internationally.

Couched in a strong liberal arts framework and grounded in the University's mission to develop graduates for professional leadership positions and scholarly service, the School's curriculum includes both theory and practice.

The School provides students with the fundamental skills inherent to journalism and communications that (1) stress thorough reporting, writing and critical inquiry and analysis of information for dissemination to publics in a diverse society, (2) advance the practice of journalism and communications with a sense of responsibility, and (3) contribute to the scholarly body of knowledge of journalism and communications.



The educational program reaches beyond the classroom through partnerships with businesses and professional organizations. The school values the creation of new knowledge, the enhancement of existing knowledge, and a faculty that exemplify both professional and academic scholarship. Along with the expectation of teaching excellence, faculty members provide professional and scholarly contributions to the journalism and communications body of knowledge through research, and creative and/or professional activity.

The “Hampton Ethos” is steeped in high standards of social responsibility, ethical accountability, and personal integrity. This serves as a foundation for students developing and applying essential skills to build and shape a value system good for a lifetime of service. Consistent with the University’s philosophy, the School embraces both freedom of expression and respect for self and others while rejecting deceptiveness and dishonesty.

The Scripps Howard School of Journalism and Communications is driven to continually refine through its graduates the role of media in a democratic society by advancing the free exchange of ideas and by seeking to add previously under-represented voices to the great national and global conversation. The School serves as a resource for media and communications professionals to share experiences and wisdom with our students and with each other, building stronger bridges of human relationships and understanding.

In aligning with the Hampton University Strategic Plan 2023 – 2033, the Scripps Howard School will determine six annual goals based on the following categories.

1. ELEVATE ACADEMIC EXCELLENCE

Primary Objectives

- a. Produce exceptional graduates who can help diversify the future leadership and workforce of the nation’s communication’s industry
- b. Continue building up the cadre of qualified faculty and staff to support curriculum and instruction
- c. Increase the number of awards won by students, faculty and staff
- d. Increase collaboration across departments at Hampton University to enhance curriculum offerings and expand student qualifications

Key Performance Indicators

- Improved industry placement for graduates in jobs or graduate school within one year of graduation
- Expanded faculty with expertise in digital and newer media
- Increased awards for the School’s students, faculty and staff
- Creation of new courses

2. INCREASE RESEARCH AND INNOVATION

Primary Objectives

- a. Ensure curriculum matches industry needs
- b. Support students, faculty and staff with upskilling
- c. Increase faculty research
- d. Integrate artificial intelligence responsibly in curriculum to ensure students are well prepared for the workforce

Key Performance Indicators

- Increase in participation of industry experts in classes
- Hire dedicated research professor



- Creation of new courses

3. IMPROVE OPERATIONS AND ENHANCE INFRASTRUCTURE

Primary Objectives

- a. Secure building
- b. Upgrade WHOV-TV studio control room
- c. Update equipment for classroom instruction to industry standard
- d. Upgrade WHOV-FM radio station and incorporate podcasting
- e. Enhance student spaces for study and collaboration
- f. Streamline processes in School – such as room booking and event scheduling

Key Performance Indicators

- Implement key card access to building by the end of 2023
- Improve student access to equipment and software for training
- Efficient organization of office processes and School events

4. INCREASE FINANCIAL SUSTAINABILITY

Primary Objectives

- a. Contribute at least 33.3% of operating budget annually
- b. Establish annual industry-focused career fair
- c. Increase partnerships for scholarships, fellowships and internships
- d. Create income-generating media products

Key Performance Indicators

- Increase in number of partnerships for the school
- Partner with media organizations to train students on content creation

5. ENHANCE STAKEHOLDER ENGAGEMENT

Primary Objectives

- a. Create the Global Media and Public Policy Center by Fall 2026
- b. Improve communications with the School's stakeholders
- c. Establish a working Advisory Council for the School to include alumni and industry experts
- d. Conduct targeted outreach to potential students
- e. Share consistent and targeted messaging on the School's successes

Key Performance Indicators

- Incorporate international experts into classes and School events beginning Fall 2023
- Increased media coverage
- Increased partnerships for the School
- Consistent engagement with alumni – e.g. annual Homecoming events

6. SUSTAIN ATHLETIC EXCELLENCE

Primary Objectives

- a. Train students for sports coverage
- b. Revamp WHOV-FM and TV coverage of sports
- c. Support student creation of sport programs



Key Performance Indicators

- Ensure students are integrated in coverage of sports and athletic events for the university

Hampton University Strategic Plan: <https://home.hamptonu.edu/strategicplan/>