



## **Associate Dean of Inclusivity, Diversity, Equity & Accessibility (IDEA)**

The S.I. Newhouse School of Public Communications seeks an Associate Dean of Inclusivity, Diversity, Equity & Accessibility, who will envision, strategize, advocate, lead, implement, and oversee the school's IDEA efforts. This work will include developing an IDEA vision for the school; strategic and resource planning and reporting; developing and documenting IDEA policies and practice; prioritizing efforts targeting the recruitment and retention of staff, faculty, and students; and the expanding and deepening of discussions about diversity, inclusion, and related issues in the community and in the curriculum.

As an IDEA thought leader, subject matter expert and change agent, this role will help advance our efforts to cultivate an environment where everyone (faculty, staff, students, alumni, visitors) feels valued, has a sense of belonging, and is treated equitably. Careful measurements of IDEA efforts, their impact, and communication of these metrics to various stakeholders will also be a critical aspect of the role.

### **ABOUT SYRACUSE UNIVERSITY**

Syracuse University is a private, international research university with distinctive academics, diversely unique offerings, and an undeniable spirit. Located in the geographic heart of New York State, with a global footprint, and nearly 150 years of history, Syracuse University offers a quintessential college experience. The scope of Syracuse University is a testament to its strengths: a pioneering history dating back to 1870; a choice of more than 200 majors and 100 minors offered through 13 schools and colleges; nearly 15,000 undergraduates and 5,000 graduate students; more than a quarter of a million alumni in 160 countries; and a student population from all 50 U.S. states and 123 countries. For more information, please visit [www.syracuse.edu](http://www.syracuse.edu).

### **ABOUT S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS**

Widely regarded as the nation's leading school of communications, the S.I. Newhouse School of Public Communications at Syracuse University is home to approximately 2,000 undergraduates, 200 residential master's degree students, 200 online master's degrees students and 15 doctoral degree students. They

are among the best in the country, having secured a place in the school through a highly competitive admissions process. The typical admitted first-year student has a 3.8 GPA and an SAT score in the 1300s.

The school's 250,000-square-foot, three-building complex is a leading-edge learning environment where students are exposed to the tools and technologies used by professionals in the field.

In January 2020, the S.I. Newhouse Foundation announced a \$75 million gift to the Newhouse School, the largest donation to Syracuse University in its 150-year history and one of the largest ever to any communications school.

To learn more about the Newhouse School, visit <https://newhouse.syr.edu>.

### **Dick Clark Studios**

Named for legendary entertainer and alumnus Dick Clark '51, the Dick Clark Studios are a high-tech entertainment production environment that rivals many Hollywood studios. Features include a full soundstage suitable for live or digitally recorded productions; digital workflow that integrates studio and post-production facilities; a virtual studio that accommodates green screen production, still photography, digital cinema film-style production and other media applications; and high-definition production capability throughout the studios and control rooms, with the ability to shoot film-style 3-D production.

### **Alan Gerry Center for Media Innovation**

The Alan Gerry Center for Media Innovation is the creative hub where Newhouse expertise in content development and production meets the latest media technology and programming trends. Here, students are encouraged to experiment with new technologies including drones, large format interactive screens, 360 cameras, and technology that supports the creation of virtual and augmented reality programming. The center facilitates the development of content for next generation "screens" and distribution platforms and for entirely new devices. Collaborations with industry partners seek to create products and programs that have value in the marketplace.

### **Diane and Bob Miron Digital News Center**

The Diane and Bob Miron Digital News Center is dedicated primarily to news, talk, and magazine-style production, with multimedia capabilities and a file-based digital media environment. It houses a contemporary news set, a green screen, state-of-the-art lighting systems and cameras. An additional set is available for cable-style host/interview or "talk show" formats, and a control room with space for observers rounds out the teaching environment.

A fully produced, 30-minute, broadcast-quality show can be originated live from this facility, including real-time segments originating from other studios or remotes and packages that are played back from the video server.

## **Collaborative Media Room**

The Collaborative Media Room provides a central, flexible point of convergence for different media, including web, video, television and print production. [\*The NewsHouse\*](#), the school's student-produced multimedia news site, is headquartered here.

## **Real Chemistry Emerging Insights Lab**

The Real Chemistry Emerging Insights Lab is a state-of-the-art social media command center that serves as a central hub for the interfacing of digital media monitored and researched by faculty and students throughout the Newhouse School. The lab serves as a multidisciplinary research center, focusing on analytics, artificial intelligence, and digital and emerging media, as well as an active classroom and shared lab environment for projects undertaken by faculty and students.

## **Technology**

Newhouse's classrooms are web-ready and feature cutting-edge software that support advanced multimedia presentations.

Laboratory computers are equipped with motion graphics, 3D animation, and research tools. Students learning about visual media have access to digital imaging, Final Cut editing, digital sound editing, and Adobe Creative Cloud applications. Our professional photography studio offers Profoto D4 strobe equipment and lighting attachments, as well as HDSLR and digital Mamiya medium-format camera gear.

Field equipment includes dozens of digital video camera systems (HD tape and tapeless formats), lights, microphones, and other production accessories.

Newsroom computers use the Associated Press Electronic News Production System, and students edit digital radio news stories using Audacity. Paperless workflow follows that of a professional network operation.

Post-production facilities contain nonlinear editing stations (Avid, Adobe Premiere, and Final Cut Pro); a 16-channel, digital music recording studio; two digital post-production sound studios equipped with Pro Tools HD and 5.1 surround sound capabilities; an extensive sound effects and music collection; Photoshop, After Effects and Cinema 4D graphic systems; and an encoder and server for video streaming on the web.

The Newhouse School is an Avid and Apple authorized training partner and offers courses that lead to Avid certification.

## **DIVERSITY, EQUITY, AND INCLUSION**

**Curriculum:** The Newhouse School offers courses that explore issues of diversity in various media and types of media content, as well as courses that explore concepts of identity, stereotypes, racism, misogyny, and other issues. All Newhouse students are required to take a course on race, gender, and the media.

**IDEA (Inclusion, Diversity, Equity and Accessibility) Committee:** A combined committee of faculty, staff and students supports the school's efforts to enhance diversity, equity, inclusion and accessibility through programming, information gathering, and advocacy. In the past year, committee members have worked to offer training opportunities for faculty, expand diversity fellowships for students, deliver culture-changing dialogues on race and ethnicity, and launched a bias-reporting survey to improve and establish a transparent and effective structure for handling bias incidents. Their overarching goal is to ensure a sense of belonging for all who enter the Newhouse School.

**Commitment to Diversity in Hiring:** Search committees work to produce diverse applicant pools for faculty and staff positions through targeted advertising and recruiting.

**Leaders in Communications:** This monthly speaker series brings [media](#) leaders, influencers, and newsmakers to the Newhouse School for candid and insightful conversations with students and other guests. With a special emphasis on current trends and challenges, the series helps students keep abreast of a quickly changing communications industry and provides them with a connection to the professions they will eventually lead. The series also offers valuable networking and learning opportunities, as guests visit classrooms or student organizations in addition to participating in the public conversation. [Past guests](#) include [Nikole Hannah-Jones](#), MSNC's Jonathan Capehart, and David "Shingy" Shing.

**Diversity Fellowships for Students:** In the past five years, the school has partnered with several media companies with the goal of [providing paid opportunities for students of color](#) with the goal of diversifying media. Recent partnerships include [Forbes](#), LinkedIn, Bustle Media Group, Time, Insider Inc., and a Black filmmaker fellowship with Blue Chalk Media.

**Conversation on Race and Entertainment Media:** This annual event features figures in the entertainment industry discussing issues of concern to an increasingly diverse industry and audience. Recent guests have included Anthony Sparks, showrunner, head writer and executive producer on OWN'S *Queen Sugar*; Jonathan Jackson, co-founder and head of corporate brand at BLAVITY; and Dana Gills, director of production and development at Lionsgate.

**Inclusion@Newhouse:** These regular, generally agenda-free open forums allow students—especially those from marginalized identities—to discuss their experiences and find support from peers, faculty, and staff.

[Graduate Newspaper Fellowship for Minorities.](#) For more than 20 years, the Newhouse School has worked to diversify newsrooms and editorial offices through this fellowship, which is supported by the Newhouse Family and Advance Media. The highly competitive, 18-month program provides two generous awards each year to minority students who have majored in subjects other than journalism as undergraduates. It is supported by the Newhouse Foundation, a private foundation established by Samuel I. Newhouse.

**Newhouse Ambassadors:** Students from diverse backgrounds participate in the recruitment of undergraduate students through the Office of Admissions and establish the Newhouse Office of Recruitment and Diversity as a support space for students.

**Multimedia Resource Library:** The Newhouse faculty maintains a growing collection of media and communication-related articles, audio, and video pieces on issues in diversity, equity, inclusion, and accessibility.

**Margins:** This group of Newhouse students provides support and mentorship for students of color, LGBTQ+ students, and international students. Margins helps students (many of whom are first-gen) navigate life at Syracuse University, provides social and professional opportunities for members, and connects them with strong career role models through an alumni network of BIPOC professionals.

**Support:** The Newhouse School has created opportunities for donors to direct their support to several funds designed to honor our commitment to diversity, equity, and inclusion. [Learn more about the Newhouse School's Forever Orange DEI initiatives.](#)

*Syracuse values diversity, is committed to inclusion and seeks to provide access for all people, including those with disabilities.* [Learn more about disability and accessibility at Syracuse University.](#)

## LEADERSHIP



Mark Lodato joined Newhouse during the COVID crisis and led the school's successful reopening after nearly six months of remote instruction.

In his first week as dean, Lodato created the Dean's Student Leadership Council to improve connectivity and communication between school leadership and students. He also established new Diversity, Equity and Inclusion committees on the Newhouse Advisory Board and the Newhouse 44, the school's alumni networking, and mentorship group.

He began building industry partnerships to support students' academic and professional growth, including a partnership with Yahoo News and alumnus Marquise Francis '13 that led to the creation of a new digital journalism course. He facilitated the transition of Syracuse radio station WAER into the Newhouse School, creating increased opportunities for students and a strengthened support system for the successful NPR station. A central piece of his vision is to build professional partnerships that provide professional publishing opportunities for students. To assist with this work, he hired an executive editor for the school who will oversee creating those partnerships and will work with students to elevate their work for those outlets.

Ensuring the Newhouse School remains a leader in communications education, Lodato launched committees focusing on journalism, sports and online education, and increased research funding. He also expanded the leadership team to ensure his cabinet included an associate dean singularly devoted to diversity, equity, and inclusion. Before his appointment, one administrator oversaw diversity, research and scholarly activity, and international initiatives.

In memory of his late predecessor, Lodato established the Lorraine Branham Scholarship Program to recruit and support Newhouse students from socioeconomically disadvantaged populations and other underrepresented groups. The program includes up to 10 scholarships awarded each year; "Finish Line" scholarships for rising juniors and seniors who need financial assistance to complete their degrees; and a

merit-based Branham Prize for incoming first-year students. He also created an award in her honor for the school's celebrated [Mirror Awards](#) that recognizes media organizations for the hiring and development of diverse leadership talent. In its inaugural year, the award went to [Brown Girls Doc Mafia](#) and was accepted by co-Founder Iyabo Boyd.

Lodato joined the Newhouse School after more than 14 years at Arizona State University's Walter Cronkite School of Journalism and Mass Communication, where he most recently served as associate dean and associate general manager at Arizona PBS. At ASU his portfolio included supervision of the Cronkite School's broadcast and sports curriculum. A member of the leadership team, his duties also included undergraduate recruitment and retention, student services, establishing new media partnerships, and development. He is the 2014 recipient of the ASU Faculty Achievement Award for Excellence in Curricular Innovation and a member of the Scripps Howard Academic Leadership Academy class of 2013. Lodato has served on multiple site teams for the Accrediting Council on Education in Journalism and Mass Communications.

At the Cronkite School, Lodato established new partnerships with leading media corporations including NBC News, ABC News, Meredith Corporation, Scripps Corporation, Fox Sports Arizona, Univision, and Cox Communications. He supervised the Cronkite School and Arizona PBS broadcast news operations, including the national award-winning television newscast, "Cronkite News." Under his leadership, Cronkite School broadcast students consistently ranked among the nation's best in premier journalism competitions, including the Hearst College Journalism Awards, the Society of Professional Journalists Mark of Excellence Awards, and the Broadcast Education Association Festival of Media Arts awards.

Lodato joined the Cronkite School after working 16 years as an award-winning television reporter and anchor for television stations in Washington D.C., San Francisco, Phoenix and Ft. Myers, Fla. A native of Menlo Park, Calif., Lodato holds a bachelor's degree from the University of Missouri and a master's degree in higher education administration from Arizona State University.

## **CAMPUS AND THE SYRACUSE AREA**

Syracuse is a medium-sized city situated in the geographic center of New York State approximately 250 miles northwest of New York City. The metro-area population totals approximately 500,000. The area offers a low cost of living and provides many social, cultural, and recreational options, including parks, museums, festivals, professional regional theater, and premier shopping venues. Syracuse and Central New York present a wide range of seasonal recreation and attractions from water skiing to snow sports.

## **THE ROLE OF THE ASSOCIATE DEAN OF IDEA & KEY RESPONSIBILITIES**

- Lead IDEA strategic planning and plan implementation, serving as the focal point for all IDEA-related initiatives, including identifying and building new initiatives that demonstrate the school's commitment to creating a welcoming, inclusive environment and to fostering a sense of belonging among all students, faculty, staff, alumni, and visitors.

- Collaborate with relevant offices to assist in school and university-wide efforts to recruit diverse faculty, staff, and students, helping to create a conducive environment to retain a diverse campus community through work on search committees and in the creation of programming for new faculty and in talent development.
- Serve as an advocate and mentor for faculty, staff, and students, especially those from historically underrepresented and marginalized groups.
- Collaborate with chairs and dean's leadership team to create faculty development programs focused on creating and assessing diverse classrooms.
- Demonstrate substantial experience and judgment in intergroup or interpersonal relationships, abilities that will be used to bridge acute differences of understanding that involve members of the community, including faculty, staff, and students and that may include collaborating with trained campus mediators for planned initiatives or leading school efforts to address breaking events or issues.
- Develop and teach 1-2 classes per year.
- Represent the Newhouse School on university IDEA committees and councils.
- Stay abreast of current IDEA trends and benchmarks in industry and higher education.
- Identify and bring to campus an annual roster of engaging and diverse industry leaders, thinkers, and scholars for speaking events, panel events, and workshops designed to educate and inform the Newhouse community.
- Support, mentor, and create programming for marginalized students, included but not limited to international students, students from underrepresented racial and ethnic groups, students with disabilities, LGBTQ+ students, and students from diverse socioeconomic backgrounds to ensure that student retention efforts are adequately supported, ongoing, and successful.
- Partner with relevant university officers to address issues of accessibility of campus buildings, facilities, and grounds.
- Work with the dean's cabinet members to ensure that equity efforts are included in all school initiatives and provide support to those seeking to deploy equity strategies and anti-racist initiatives.
- Lead and/or contribute to campus-wide discussions relevant to equity such as town halls, affinity spaces, and safe spaces to address contemporary national issues.

- Work with the dean to develop measurements to determine the success and effectiveness of IDEA initiatives, work.

## **DESIRED QUALIFICATIONS AND CHARACTERISTICS**

The new Associate Dean will bring high-level strategic thinking, broad institutional perspective, and positive energy to this key role in the Dean's office. The ideal candidate will have a professional and/or scholarly record commensurate with appointment as a faculty member (associate professor, professor, or professor of practice) within a department in the Newhouse School and deep experience with inclusivity, diversity, equity, and accessibility strategies and best practices in higher education or industry related to the Newhouse School. An advanced degree is preferred but not required. They also will bring many of the following skills, experiences, and attributes to their work:

- Subject matter expertise and record of advancing inclusivity, diversity, equity, and accessibility, including but not limited to academic research, community leadership, or public service;
- The ability to conceptualize strategic initiatives and then lead their day-to-day implementation and ongoing assessment;
- A nuanced understanding of the issues across all aspects of diversity, not limited to but including race, gender, identity, orientation, religion, ability, socioeconomics, and nationality;
- The ability to build relationships of trust and shared purpose across a wide range of stakeholders including faculty, students, staff, administrators, and industry partners;
- A strong sense of how to approach complex conversations and interactions with diplomacy, insight, and emotional intelligence;
- Well-developed conflict resolution skills and the ability to respond with equanimity to crisis and highly sensitive situations;
- Exceptionally strong communication skills, particularly in the areas of writing and public speaking; and
- An understanding of and commitment to the mission, vision, and institutional priorities of Syracuse University.

## CONTACT

For best consideration, please send all nominations and applications to:



Susan VanGilder, Managing Director  
Sara Swisher-Anderson, Senior Associate  
Storbeck Search  
[SyracuseNewhouseIDEA@storbecksearch.com](mailto:SyracuseNewhouseIDEA@storbecksearch.com)

*Syracuse University respects and values diversity, including but not limited to differences in age, ability, ethnicity, family structure, gender identity, national origin, physical attributes, race, religion, sexual orientation, and socioeconomic level. We actively promote and develop a school community that is culturally competent, socially responsible, and globally engaged.*

*Syracuse University does not discriminate in any term or condition of employment on the basis of race, color, religion, sex, sexual orientation, ancestry, citizenship, national origin, age, disability, veteran status, genetic information or any other characteristic or status protected by federal, state or local law.*