



Strategic Plan 2023–2026

Adopted Sept. 14, 2023

Our mission

Why do we exist?

The Donald W. Reynolds Journalism Institute (RJI) at the Missouri School of Journalism empowers journalists with knowledge, tools and funding to strengthen journalism through practical innovation.

Our values

What behaviors are at the heart of our identity?

We pledge to live by the following values, to reflect them in our policies and practices and to model them as we work collaboratively to inform and engage journalists:

- Diversity, equity, inclusion and belonging
- Helpfulness
- Public benefit
- Transparency

We also uphold the values of the University of Missouri:

- Discovery
- Excellence
- Respect
- Responsibility

Our vision

What are we creating?

We experiment with new ways to inform audiences, build trust and inspire people to make their lives and communities better.

Our desired outcomes

Where do we want to be in five years?

- Top-of-mind resource for community journalists and news organizations seeking expertise, proven tools and collaborative partnerships to strengthen journalism
- Portfolio of partnerships that drive practical innovation and positive change in community news organizations
- A bold, collaborative and industry-focused research agenda that advances the broader impact of RJI
- Recognition of RJI's leadership in building models and practices of trusted communication and community engagement that improves civic life



Donald W. Reynolds
Journalism Institute

University of Missouri
rjionline.org



Our core strategies and key initiatives

How will we get there?

Strategy 1

Foster INNOVATION in journalism, with an emphasis on benefiting small and medium-sized, community-centered news organizations and journalists

Success measures

- Ease of adoption of programs and products by journalists and newsrooms
- Measurable impact of projects, programs and resources funded and/or launched by RJI
- Newsrooms and journalists adopting new practices and technologies through utilization of our resources and projects
- Projects with a demonstrable impact on geographic, interest or other communities
- Collaboration with journalists, newsroom, faculty and student

Strategy 2

Build RJI's capacity for COLLABORATION with a broader range of partners, including MSOJ faculty, staff, students and news organizations

Success measures

- Inquiries from prospective partners
- Diversity, industry relevance and impact of collaborative innovation projects
- Visibility of RJI collaborations

Strategy 3

Support RESEARCH that advances the understanding, practice and business of journalism ("broader impacts"), with an emphasis on impact for small and medium-sized, community-centered news organizations

Potential success measures

- Diversity, industry relevance and impact of collaborative research projects
- Visibility of RJI projects in industry and academic publications, blog posts, media mentions

Strategy 4

Measure, communicate and leverage the IMPACT of RJI initiatives and benefits to the fields of journalism and strategic communication

Potential success measures

- Interactions with industry (emails, phone inquiries)
- Social media interactions (comments, retweets) across official and other social media accounts
- Participation on panels at industry conferences
- Number of webinars and attendance numbers
- Articles/interviews in industry publications and on industry websites



Donald W. Reynolds
Journalism Institute

University of Missouri
rjionline.org