



St Joseph College of Communication

Media Village, Changanassery

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004



VISION 2030

INSTITUTIONAL DEVELOPMENT PLAN

THE ENSEMBLE OF EXCELLENCE
A FUTURISTIC PERSPECTIVE FOR THE COLLEGE

MARCH 2020



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PROFILE OF THE COLLEGE

St. Joseph College of Communication (SJCC), established in 2004 with the vision of "transforming media for a wholesome world," is a Christian minority educational institution affiliated with Mahatma Gandhi University, Kottayam. It is owned and managed by the Archdiocese of Changanassery, which oversees reputable educational institutions such as St. Berchmans College, Assumption College, and six other colleges, along with more than 120 schools. The Archdiocese of Changanassery is well-known for its contributions to education, particularly in Kerala.

SJCC is the first of its kind in South India, offering seven undergraduate and five postgraduate career-oriented programs in media-related disciplines. These programs cover areas such as photography, cinematography, scriptwriting, direction, acting, sound design, visual editing, journalism, advertising, animation, design, visual effects, architecture, and artistry etc. The college campus, spread over 5.30 acres of land in Kurisummoodu, Changanassery, Kottayam District, Kerala, provides a conducive environment for learning. Its location is easily accessible by road and rail, making it convenient for students and faculty who commute daily.

The vision of the founding patron, Archbishop Mar Joseph Powathil, combined with the expertise of Mr. John Sankaramangalam and the dedication of Fr. Sebastian Punnassery, led to the establishment of St. Joseph College of Communication. Mr. John Sankaramangalam, the former director of FTII Pune and a national award-winning film director, brought deep knowledge, practical industry experience, and administrative skills to SJCC. Under his leadership, SJCC navigated uncharted territory as one of the first colleges for film and media studies in Kerala.

Vision: Transforming Media For a Wholesome World

St Joseph College of Communication is founded with the vision of transforming media to create a wholesome world. Transforming media means creating a media culture that is technologically competent and up to date; that provides a pleasant visual and listening experience; that reaches even to the poorest section of the society; and a media culture that educates, entertains and inspires. A wholesome world means a world in which

moral and spiritual values prevail; a world that gives justice to all sections of the society; and a world that cares for others.

Mission: Professionals With Integrity

The vision can be realised only when people with the right skills, aptitude, attitude and perspective are ready to devote their careers to serving society through media. Hence our mission is to bring forth creative, constructive and positive changes in the media industry by providing talented media professionals with sound knowledge, a high level of technical competence, the right vision and a high regard for moral and spiritual values. We aim at and are dedicated to the integral development of every student enrolled here and we strive hard to mould professionals who can inculcate values through visuals.

SJCC is committed to the mission of providing trained professionals with personal and professional integrity to the media and entertainment industries. Professionals with integrity means well qualified and skilled people who can utilise their knowledge, skills and talents for the betterment of society; who can uphold moral values and stand for the right; who can give voice to the voiceless; and in whom there is no dichotomy between what he/she believes and what he/she does.

Motto: Values in Visuals

We aim at and are dedicated to the integral development of every student enrolled here and we strive hard to mould professionals who can inculcate values through visuals.

For over two decades, the college has been dedicated to serving society by empowering the youth from all sections of society in Kerala through pedagogical methods that foster learning and creativity in media-related disciplines.

Programmes & Student Strength

The college that started with just 2 UG programmes and 11 students 20 years ago has now 925 students on roll for 7 UG and 5 PG Programmes. Since this is the first of its kind in South India hosting more than nine hundred students with similar interests and passions, the resource pool at SJCC and the exchange of ideas taking place here are unparalleled. The fame of the institution has spread throughout the state and hence we have students from every district of Kerala and even a few from outside the state. Qualified, technologically competent and skilled members of the faculty are a major

asset of SJCC. Most of them are creative and up to date with the technological developments in the field of media and communication.

CORE VALUES

- Excellence, in teaching, learning, research and service;
- Creativity, in exploring new ways of knowledge through new findings;
- Entrepreneurship, through an emphasis on collaborative and interdisciplinary study;
- Ethical Conduct, by instilling a value system in students;
- Social Responsibility, dedicated to serving individuals, society and nation through outreach and community engagement;
- An inclusive approach, by respecting all individuals regardless of class, caste, religion, ability and gender; and
- Global Citizenship, by inculcating meaningful knowledge, skills and Global values

VISION 2030 PLANNING COMMITTEE

- Dr Thomas Padiyath, Manager
- Dr. Joseph Parackal, Principal
- Fr. Jophy Puthuparampu, Bursar
- Mr. Thomas Joseph, Vice Principal
- Dr. Joseph Sam, HoD
- Mr. Josy Joseph, HoD
- Mr. Jean Sebastian, HoD
- Mr. George John, Asst. professor
- Mr. Alwin Johnson, Asst. professor

THE PROCESS

The academic committee of the college deliberated on the future and development of St. Joseph College of Communication, Changanassery. The committee strategized that the multi-dimensional growth of the institution should be envisioned, and planned and an implementation plan should be devised in view of the future. It was decided that a strategic/perspective plan should be in place that should become a guiding document in the journey ahead. It was decided to constitute a committee entrusted with the responsibility of devising a Strategic Plan Document in line with the vision and mission of the college. The Governing Council of the college was apprised of the decision and it ratified the decision. Five important areas decisive for the future of the institution were identified and they constituted the strategic pillars for the institution. The five strategic pillars are:

1. **Institutional Growth:** Since its establishment in 2004 with two undergraduate courses and a small student and staff population, this self-financing college has developed into a leading institution for media studies. Presently, it offers seven undergraduate and five postgraduate courses, accommodating 1000 students and employing 130 staff members. We aim to evolve into an autonomous institution with a potential for excellence which offers top-tier undergraduate, postgraduate, and doctoral programs. Our focus will be on delivering high-quality education and fostering research in addition to producing media content.
2. **Academic System:** Envisioning academic programs, academic endeavours and curricula fitting to the national needs and to the needs of an emerging era through innovation and incorporation of quality which are inevitable for the right outcomes.
3. **Human Resource:** Enhancing and equipping the human resources, namely, the faculty, staff and students, is decisive in its journey towards excellence.
4. **Research:** SJCC advocates for research in media due to its ability to enhance objectivity and accuracy in various aspects of media, including media relations, journalism, public opinion polls, advertising, and public relations campaigns. By doing so, it helps to eliminate bias, misinformation, and errors, thus ensuring the integrity and credibility of media content.

5. Infrastructure: Augmenting and creating appropriate, modern and excellent infrastructure that contributes to an academic as well as research environment that facilitates the transfer, creation and delivery of knowledge.

The strategic planning committee interacted with the decision-makers regarding the modus operandi in devising the strategic plan. Inputs were collected from students, parents, alumni, faculty members, non-teaching staff members, industry experts and academicians. The views and insights of experts in the academic committee and governing body were collated. Inputs were also gathered through meetings of the staff council, general staff meetings, department meetings, alumni meetings and from the students' union. Based on the deliberations and inputs, a draft Strategic Plan 2020-2030 was devised and submitted to the Advisory Committee. The governing body thoroughly examined the draft plan, offering recommendations for improvement and refinement, and subsequently approved the Strategic Plan 2020-2030 with the necessary adjustments to ensure successful implementation.

VISION 2030 OVERVIEW

What

India's leading autonomous degree-granting College which could evolve into a university

Why

Meet national as well as institutional aspirations and objectives

How

Institutional Excellence
Flexible Academic Programmes
Human Resource Management
High-Quality Research
Adequate infrastructure

Enablers

Entrepreneurship
Alumni Engagement
Industry Engagement
Internationalization

Core Activities

Fostering a talented and dedicated workforce to serve the nation's needs
Conducting pioneering and impactful research that drives transformation and progress
Cultivating a culture of excellence, integrity, creativity, diversity, and academic freedom
Integrating community engagement and compassion to make a positive impact on society



VISION 2030-STRATEGIC PLAN

STRATEGIC GOAL I: St Joseph College of Communication targets to become India's leading autonomous degree-granting College by 2030 which could evolve into a university.

Strategy 1: To be a NAAC accredited institution by 2024 so that quality can be ensured and services can be delivered in a reliable and secure manner to the satisfaction of the stakeholders.

Strategy 2: To be counted as one of the most highly reputed higher education Institutions in India by performing well in the NIRF India Rankings. Perform well in other national and international rankings, surveys, accreditations and certifications.

Strategy 3: Improve student diversity on the Campus by recruiting international students and students from other states.

STRATEGIC GOAL II: SJCC will align programs with NEP 2020, ensuring academic excellence, quality, and relevance. Programs will be regularly reviewed and refined to prepare students for success in a competitive global landscape.

Strategy 1: Conduct a feasibility study to identify new degree programmes and introduce them. Redesign the curriculum of the existing programmes by 2024 and submit it to the university for approval. Introduce flexibility in the curriculum through a wide choice of electives and multi-disciplinary diversification.

Strategy 2: Identify and implement programs and value-added courses, workshops and seminars for skill development, entrepreneurship and employability. Promote and increase the students' and faculty participation to acquire certificates by taking online courses on recent advances in technology, like MOOC, MOODLE and NPTL etc.

Strategy 3: Envision PO, PSO, and CO of the degree programmes and train and implement the paradigm of Outcome Based Education (OBE) in curriculum and syllabus by 2024.

STRATEGIC GOAL III: Streamline HR operations through merit-based hiring, staff development, and student engagement. Implement a paperless office using ERP system Workflow.

Strategy 1: Recruitment will be purely merit-based by giving preference to candidates with PhD and post-doctoral exposure. Faculty will be provided with continuous training and professional development programs for enrichment and for equipping for tech-enhanced teaching. Promotions will be based on assessments of performance in several dimensions: teaching, research, student mentoring, sponsored research, collaboration with industry, involvement with society, Institute service and national-level activities including both quantitative and qualitative norms.

Strategy 2: Enrich Student development through pedagogical innovation, multifaceted integrated learning and student-centric training. Students will be exposed to skill enhancement programmes, extension activities, cultural and sports festivals, innovation, entrepreneurship, start-ups and hackathons for imbibing innovative expeditions. Innovation Cell will be instituted by 2022. The placement of students will be fine-tuned to meet the aspirations of the students and the expectations of employers.

Strategy 3: Strategize and implement e-governance in Administration, Admission, Finance and accounts, Evaluation system, and teacher-student activities.

STRATEGIC GOAL IV: Improve research outcomes through the publication of scientific articles, journals and books.

Strategy 1: To be a Research centre approved by the university by 2026 so that PhD programmes can be initiated. Students of UG and PG programmes can also pursue their research in the final year.

Strategy 2: Teachers will be encouraged to enrol in PhD programmes and faculty members with Ph.D. who meet university stipulations will have obtained Ph.D. guideship within 6 months after becoming eligible.

Strategy 3: Facilitative steps will be implemented to accelerate quality research work. Publication in top journals and presentations at venues where the world's leading researchers are present will be encouraged.

Strategy 4: Consultancy initiatives including training and infrastructure will be strengthened. The expected amount collected via consultancy fee by 2026 is expected to be Rs. 10 Lakhs per annum.

STRATEGIC GOAL V: Enhance college infrastructure to accommodate the increase in intake, research, knowledge development and transfer; contribute to an enhanced quality of life on the campus.

Strategy 1: Enhance the infrastructure and facility in tune with changing technological needs. Construction of well-furnished studios, stop motion labs, edit suits, theatre, architecture drawing rooms and conference hall will be completed by 2022. Upgradation of computer labs, library, administrative office, classroom ICT facilities, internet connection bandwidth and Wi-fi will be completed by 2023.

Strategy 2: Enhance sustainable, energy-efficient and eco-sensitive infrastructure and facility in tune with changing technological developments. More than 90% of Lighting and other electric requirements are to be converted to LED lighting, LED fans, and other energy-efficient devices by 2025. Installation of the solar panel system on other buildings other than the main block and wastewater treatment plants will be completed by 2027.

Strategy 3: Construction of new multi-storied buildings to accommodate new programs, seminar halls and multi-purpose auditoriums in its journey towards autonomous status to be completed by 2028. Lift, ramps, more Divyangjan-friendly infrastructure and enhanced sports infrastructure to be installed and completed by 2028. Completion and availing of a well-furnished Girls' Hostel with modern and women-friendly facilities by 2029.