



Bhatia
President



Parsons
Vice President

Bhatia, Parsons to lead ACEJMC

Peter Bhatia was elected president and Paul Parsons was elected vice president of the Accrediting Council at the May meeting in Chicago.

Bhatia is editor and vice president for audience development at Enquirer Media in Cincinnati. Parsons is dean of the School of Communications at Elon University in Elon, N.C.

Read about other Council actions in this issue of ASCENT.

Message from the president

Changes underway on multiple fronts

I'm pleased to be leading the Accrediting Council again and working to implement many of the recommendations that came out of the recent ACEJMC strategic-planning process led by David Boardman.

We are tackling first several simple steps including some revision of Standard 2 indicators and a new simplified way of listing curriculum in Standard 2.

We also will be easing the requirements for appendices and attachments to self-study reports. Instead of requiring they all be sent to site team members, we will ask they be made available to site team members online. We hope this will ease some of the burden of preparation. In addition, we are looking to remove from the self-study some cumbersome items such as long lists of guest speakers and complete lists of faculty scholarship and to simplify the standard-by-standard requirements. More details on all of this is to come in time for the beginning of the next self-study cycle this fall (for schools being visited in the '17-'18 cycle).

On the digital front, the ongoing database project continues with a few prototype schools soon to begin loading data into the template. We are pushing this ahead as quickly as possible. We also will begin work on a redesign of the ACEJMC website to make it more user-friendly. The site also will include some new data such as lists of those who have served as site team members. [Read more.](#)

DEADLINE REMINDER: Retention/graduation data due Aug. 15

Accredited programs (both undergraduate and master's) are required to update retention and graduation data annually on their websites by Aug. 15. New programs undergoing initial accreditation review are required to have data posted before their site visit.

The policy and penalty for not meeting the data requirement can be found on ACEJMC's website at [Public Accountability Requirement.](#)

Step 1: Update program data on the website.

Note: Data must be at the accredited program level.

Step 2: Notify the ACEJMC office when data have been updated. **Email the notification and correct url** to creinardy@ku.edu

Note: The url must be a direct link to the data.

Email your questions to sshaw@ku.edu.



Duhé



Katz



Price



Alexander

Two elected, two re-elected to serve on Accrediting Committee

Sonya Duhé, director of the School of Mass Communication at Loyola University New Orleans, and Helen Katz, senior vice president and director of research for Publicis Media, were elected by the Accrediting Council at its May meeting to serve three-year terms on the Accrediting Committee. Katz and Duhé begin their terms at the March 25 meeting in Chicago.

Re-elected to serve a second three-year term on the Accrediting Committee were Andrew Alexander, visiting professional at the E.W. Scripps School of Journalism at Ohio University, and Africa Price, director of public relations and communications for the mayor's office in Shreveport, La.

ASJMC and AEJMC elect representatives to the Council



Davis

Charles Davis, dean of the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia, was elected as a Council representative for the Association of Schools of Journalism and Mass Communication.



Bugeja

Michael Bugeja, director of the Greenlee School of Journalism and Communication at Iowa State University, was elected as Council representative for the Association for Education in Journalism and Mass Communication.

Davis and Bugeja will serve three-year terms, beginning with the Sept. 2 meeting in Chicago.

Message from the president

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We will be providing site teams in the next cycle with very specific guidelines on how to prepare reports to ensure as much consistency as possible from team to team.

Our fall meeting, Sept. 2 in Chicago, will have a jam-packed agenda including discussions of some of the more complex suggestions from the strategic-planning committees. These include a possible voluntary added layer of recognition for programs that demonstrate special achievement in areas such as technology or globalization. There also will be a discussion of adding a quality-enhancement component for schools that have gone through multiple accreditation cycles in the spirit of what is required by some of the regional accrediting agencies.

Finally, and perhaps as important as anything listed here, we will take up a discussion of how to help schools fare better on Standard 9 Assessment. This remains the standard most often out of compliance. Details will be coming later this summer.

Last but not least, we will pick up again on a topic that came up briefly at the spring meeting. Is the council too big with too many members (at the moment 27)? Should we get smaller for better decision-making and a more streamlined change process? There are obvious implications to this — most notably revenue for council operations.

If you haven't read it, I recommend to you Doug Anderson's report to the council from the spring meeting benchmarking ACEJMC against other accrediting agencies. His report can be found at [Benchmarking/ACEJMC](#) on the ACEJMC website. His findings will be helpful to our deliberations going forward.

Thanks for reading,

Peter Bhatia

Editor and Vice President for Audience Development, The Cincinnati Enquirer/Cincinnati.com
President, ACEJMC

Sessions at AEJMC conference

□ ACEJMC will have a **general information session** from 8:15 to 9:45 a.m. **Thursday, Aug. 4**, during the AEJMC convention in Minneapolis. Chris Callahan, chair of the Accrediting Committee; Paul Parsons, vice president of the Accrediting Council; and Susanne Shaw, ACEJMC executive director, will discuss Council agenda items for next year. Attendees also will have an opportunity to ask questions.

□ **The Future of Accrediting Professional Master’s Programs: What’s Working, What Needs to Change**

Moderators:

ACEJMC members Carol Pardun, Tim Gleason and Paul Parsons

Session leaders will share highlights from the May Council meeting discussion on the role of accreditation of professional master’s programs. Those involved in graduate program education will be asked to share their ideas as how to improve the accreditation process for master’s programs. This session will be from 5 to 6:45 p.m., **Thursday, Aug. 4**.

Location of each session will be announced in the AEJMC conference program guide.

PROGRAM UPDATES

Wojtek Chodzko-Zajko will be interim dean in the College of Media at the **University of Illinois, Urbana-Champaign**. He replaces **Jan Slater**, who stepped down as dean.

Debbie Owens is chair of the Department of Journalism and Mass Communication at **Murray State University**. **Bob Lochte** retired.

Jack Zibluk will head the Department of Communication at the **University of Tennessee at Chattanooga** effective Aug. 1. He replaces **Betsy Alderman**, who is retiring.

Juliet Pinto was named interim dean of the School of Journalism and Mass Communication at **Florida International University**. Pinto replaces **Raul Reis**.

Carlos Cienfuegos is interim dean of the School of Communication at **Anahuac University**. He replaces **Carlos Gomez-Palacio**, who died in February.

Johnny Sparks was named chair of the Department of Journalism at **Ball State University**.

B. DaVida Plummer is dean of **Hampton University’s** Scripps Howard School of Journalism and Communications.

LAPSED ACCREDITATION: The following programs did not seek reaccreditation review. Their accreditation status ended May 2016.

University of Alaska, Fairbanks,
Department of Journalism

Marquette University,
College of Communication

MEETINGS CALENDAR

Accrediting Council to meet Sept. 2 in Chicago

The Accrediting Council will meet Friday, Sept. 2, at the Westin, 909 N. Michigan Ave., Chicago. The meeting will begin at 8 a.m. and end by 5 p.m.

Rooms at the Westin are \$189 per night. Deadline for room reservations is **Aug. 5**. Make **room reservations**

online or call 888-627-8385. When making reservations by phone, you must mention ACEJMC to receive the group rate.

Meeting details will be sent to Council members early next month. Email questions to sshaw@ku.edu.

2017 Meetings

Committee meeting

March 25, Chicago

Westin Hotel, 909 N. Michigan Ave.

Spring Council meeting

April 28-29, Chicago

Westin Hotel, 909 N. Michigan Ave.

Accreditation certificates available

Certificates of accreditation by ACEJMC will be available to programs that were successfully accredited or reaccredited by the Council during the most recent review cycle in 2015-16.

Schools requesting this optional certificate have an Aug. 1 deadline to send an email request for the certificate to the ACEJMC office.

Requests can be made by emailing Susanne Shaw at sshaw@ku.edu.

Noncompliance findings in 2015-16

- 24 undergraduate programs
- 7 professional master’s programs
- 1 revisit

32 programs at 25 schools were reviewed

Standard 1: Mission and Governance	2
Standard 2: Curriculum and Instruction	1
Standard 3: Diversity and Inclusiveness	3
Standard 4: Full-Time and Part-Time Faculty	1
Standard 5: Scholarship	1
Standard 6: Student Services	0
Standard 7: Resources, Facilities and Equipment	1
Standard 8: Professional and Public Service	0
Standard 9: Assessment of Learning Outcomes	6

Self-studies: What worked; what missed the mark

At the conclusion of an accreditation site team report, team members are asked to summarize their judgment of the self-study report. Following are some comments from the 2015-16 cycle.



The self-study had many virtues but was confusing in some sections, particularly in describing curriculum and requirements.

The self-study was succinct and well written. In a few instances, the team would have preferred hard copies of key department documents rather than links to them.

The self-study was comprehensive and informative, nicely balanced between celebration and self-criticism.

The team struggled with both the tone and details of the self-study. Much of the narrative expressed concerns over what might happen...

The self-study was generally clear and concise. Problems concerned outdated curricula listed, references to “12 standards” and the lack of an annual assessment report.

The self-study was extremely uneven in its quality, with some sections strong and others quite problematic.

Benchmarking ACEJMC to other accreditors

Doug Anderson, immediate past vice president of the Accrediting Council, did an analysis comparing ACEJMC to other professional accrediting agencies. The analysis was presented at the May Council meeting.

Anderson’s presentation also included surveys from recently reviewed schools on ACEJMC’s standards, policies and procedures. Anderson’s PowerPoint presentation can be viewed by clicking on [Benchmarking/ACEJMC](#).



2015-16 Accreditation Decisions

The Accrediting Council made the following accreditation decisions May 6. Site team reports from these visits are available [online](#) with additional information about each program.

Accredited:

- Undergraduate and graduate programs, School of Communication, Journalism and Marketing at Massey University in New Zealand
- Undergraduate program, College of Communication, University of Sharjah, United Arab Emirates

Reaccredited undergraduate programs:

- Department of Journalism, Ball State University
- School of Communications, Howard University
- School of Journalism and Broadcasting, Western Kentucky University
- Department of Journalism and Public Relations, California State University, Chico
- Department of Journalism, California State University, Northridge
- Greenlee School of Journalism and Communication, Iowa State University
- Department of Journalism and Mass Communications, Murray State University
- School of Mass Communication and Journalism, University of Southern Mississippi
- Faculty of Communication, Catholic University in Santiago, Chile
- Department of Journalism, University of Wisconsin Oshkosh
- Reed College of Media, West Virginia University

Reaccredited undergraduate and professional master's programs:

- S.I. Newhouse School of Public Communications, Syracuse University
- Manship School of Mass Communication, Louisiana State University
- College of Communication and Information Sciences, University of Alabama
- Philip Merrill College of Journalism, University of Maryland
- Frank W. and Sue Mayborn School of Journalism, University of North Texas
- Department of Journalism and Media Studies, University of South Florida, St. Petersburg.

Removed from provisional status and reaccredited:

- Department of Journalism and Communication, University of Alaska Anchorage

Provisional reaccreditation of undergraduate programs:

- Department of Journalism, University of Arkansas
- Department of Journalism and Public Relations, Bowling Green State University
- Department of Journalism and Mass Communication, N.C.A&T State University
- Department of Journalism, Texas Christian University

Provisional status after an initial review:

- Nido R. Qubein School of Communication at High Point University

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