

## DEADLINE REMINDER

### Schools must update retention, graduation data

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.

#### 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.

The policy and penalty for not meeting the data requirement can be found on ACEJMC's website at <http://www.acejmc.org/resources/instructions-for-publishing-retention-and-graduation-data>

Email questions to sshaw@ku.edu.

### CHEA Recognition

Earlier this spring, ACEJMC successfully completed a midterm review by the Council for Higher Education Accreditation (CHEA). The primary focus of this review was ACEJMC's compliance with the data publication requirement.

## Message from the Council President

### Accreditation — relevant now and for the future

**Many congratulations** to the 22 programs that received accreditation at the Council's meeting in April in Chicago. It is a diverse group of schools, small and large, all committed to providing outstanding undergraduate and graduate education in journalism and mass communication.

At a time when media are under attack as never before the commitment these programs have made to solid, value-filled and skills-based education has never been more important. This dedication is inspiring and reassuring. Despite the rhetoric, it gives me confidence in the future of our fields.

As always, Council meetings feature lively discussions. And they are important. It is through these discussions that we keep our standards current and changing to reflect the evolving needs of students and their future employers. That is why, for example, the 80-65 rule was relaxed to 72 hours two years ago, to allow students more flexibility in studies of business, for example, or computer science.

We review our standards every 10 years. The beginning of that process is now two years away. At the April meeting, I proposed we begin the review this fall. The Council will discuss this at its Aug. 25 meeting. My hope is we can go forward and prepare a plan to bring a proposed revision to the Council in spring of 2018 for implementation in academic year 2019-20.

I know it seems at times that the only standards that matter today are 3 (Diversity) and 9 (Assessment). That isn't surprising given those are the two most often discussed. Assessment remains the most often out of compliance (nine programs -- both undergraduate and master's -- in the just completed cycle).

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Peter Bhatia

**Strategic  
plan  
update**  
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## CALENDAR

All events will be at the Westin Hotel, 909 N. Michigan Ave., Chicago.

### 2017

Accreditation workshop  
Thursday, Aug. 24

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Accrediting Council  
Friday, Aug. 25

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### 2018

Accrediting Committee  
Saturday, March 24

Accrediting Council  
Friday, Aug. 24

Accrediting Council  
Friday, April 27  
Saturday, April 28

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## Advancing strategic plan elements

### Searchable database of accredited programs is ready

After a beta testing period and soft rollout during the recent academic year by several volunteer schools, ACEJMC's searchable database of accredited schools is ready for implementation.

The Council will discuss at its Aug. 25 meeting how and when the database requirement will become Council policy, as well as the process and implications for failure to comply.

All ACEJMC accredited programs will self-report data directly into the database and update the data annually.

The database will provide objective and current data of all accredited programs for prospective students and their parents, professionals seeking to hire for internships and entry-level positions, and educators seeking information to help improve journalism and mass communications education.

After the August Council meeting, administrators of accredited programs and new schools working toward accreditation will be notified about the new policy, as well as instructions, with ample time for compliance.

### Voluntary digital certification being explored

Discussions are underway for an ACEJMC digital certification that would recognize accredited programs responsive to emerging technologies, platforms and distribution models.

This secondary certification would be voluntary and offer an additional set of norms and standards that reflect the rapid pace of technological change in media and communications.

To earn the certification, schools would meet and/or exceed designated criteria for applied research,

technology use, external collaborations, course offerings and faculty development. Schools would provide reporting for evaluation by an ACEJMC committee. Certification would be renewed every two years.

The proposal for digital certification was presented at the April 29 Council meeting by Amy Webb, a public Council member and founder of the Future Today Institute. An ad-hoc committee has been established to further explore the certificate proposal and report to the Council at the Aug. 25 meeting.

### Ad-hoc committee compiling diversity best practices

Peter Bhatia, Accrediting Council president, appointed an ad-hoc committee to compile ideas for and examples of best practices to help accredited schools struggling with

Standard 3: Diversity and Inclusiveness.

The compilation will be presented at the Aug. 25 Council meeting and later available on [acejmc.org](http://acejmc.org).

### Accrediting Council will meet Aug. 25 in Chicago

The Council's fall business meeting will be Friday, Aug. 25, at The Westin Hotel, 909 N. Michigan Ave., Chicago.

Details, including hotel reserva-

tions and deadline, will be sent to Council members in July and posted on [www.acejmc.org](http://www.acejmc.org).

All Council meetings are open to the public.

## Bhatia

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Site-team members will no doubt notice some tweaking of language in the coming academic year in self-studies and in the template used to prepare the on-site reports. These changes further clarify and define what is expected on 3 and 9.

Site team leaders received guidance in the last review cycle on how to judge the assessment standard. This remains the same. **There must be an assessment plan, direct and indirect measures of assessment, and closing of the loop** -- meaning assessment findings are used to revise and improve student learning. **If any of those elements are missing, site-team leaders have been instructed to find the program out of compliance.** This guidance will be reinforced before the visits begin in the fall.

Diversity also remains frustrating for many members of the Committee and Council. We will provide more guidance for site teams this fall in Standard 3. As always, programs must have a diversity plan, make sure diversity is an essential part of the curriculum (and in syllabi), make a solid and good-faith effort to recruit students and faculty of color, and to at least make sure students are exposed to diverse speakers and points of view.

**Council members argue we have been too generous in finding compliance with Standard 3 in recent years.** After all, our technology allows us to speak with anyone, just about anywhere with ease and to see them on the screen. If any of those key elements are missing, the program should be found out of compliance.

Thank you for your commitment to the accrediting process. It works, but we will continue to work with everyone to make it better.

## FOCUS ON ACCREDITATION

### AEJMC conference sessions to address assessment

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

- ACEJMC will have a general information session on Standard 3 Diversity and Inclusiveness and Standard 9: Assessment of Learning Outcomes from **8:15 to 9:45 a.m. Wednesday, Aug. 9**, during the AEJMC convention in Chicago. Peter Bhatia, Council president, and Paul Parsons, Council vice president, will lead the discussion. Standard 3 and Standard 9 generated the most discussion during the April 28-29 Council meeting. Attendees also will have the opportunity to ask questions.
- The AEJMC Standing Elected Teaching Committee will have a plenary session on assessment and how some of the top journalism and mass communication schools are using assessment results to make changes in classroom teaching and their curricula. The session will be from **10 to 11:30 a.m. Thursday, Aug. 10**. Speakers will include Marie Hardin, dean Penn State; Paul Parsons, dean at Elon University; and Michael Bugeja, outgoing director at Iowa State. Interactive handouts will be provided for attendees on where they can go online to get more information about assessment.

### Good to know

The Journalism Diversity Project provides an online list of more than 130 professional digital journalists of color. Each journalist is profiled, providing areas of expertise and geographic location. The site, <http://diversifyjournalismwith.me>, is a possible resource for accredited programs seeking diverse speakers, whether on-site or by Skype, as well as schools seeking a pool of diverse job candidates.

### Accreditation workshop set for Aug. 24

The Accrediting Council will offer a one-day workshop to assist administrators with the accreditation review process. The workshop will be from 8 a.m. to 5 p.m. Thursday, Aug. 24, at The Westin Hotel, 909 N. Michigan Ave., Chicago.

The workshop is open to any accredited school or schools working toward initial accreditation, as well as schools interested in learning more about the process.

There is no fee for the workshop, but registration is required.

The workshop will look

closely at ACEJMC's nine standards for accreditation, the self-study process and what to expect during a site visit.

Other topics will address development of a strategic plan, a diversity plan and an assessment plan.

The afternoon will include small group breakout sessions and the opportunity to meet one-on-one with presenters or ACEJMC staff.

Contact Cindy Reinardy, assistant to the executive director, at 785-864-7640 or [creinardy@ku.edu](mailto:creinardy@ku.edu), with your questions.

### ONLINE RESOURCES

The Accrediting Council has available on its website at [acejmc.org](http://acejmc.org) several resources to assist programs with the accreditation process. Documents are found under the resources tab.

**ACEJMC's Guide to Assessment** explains ACEJMC's expectations of an assessment plan and offers suggestions for assessing student learning. <http://www.acejmc.org/resources/acejmc-guide-to-assessment/>

**Preparation for Accreditation** suggests actions a program should undertake in the years before the self-study, including the collection of data and record keeping, and the involvement of faculty and students in the accreditation process. <http://www.acejmc.org/resources/preparation-for-accreditation/>

**How to Develop Mission and Plans** provides information on writing a mission statement and developing a diversity plan, a long-range strategic plan, and an assessment plan. <http://www.acejmc.org/resources/mission-and-plans/>

**Examples of self-studies** also are available on the website. These reports represent a broad spectrum of program sizes and resources. <http://www.acejmc.org/resources/self-study-examples/>

For more information, contact the ACEJMC office at 785-864-7640 or email [creinardy@ku.edu](mailto:creinardy@ku.edu)

## Council elects Committee members

**Michael Cherson**, executive vice president of SCG Advertising and Public Relations in Parsippany, NJ, was elected to a three-year term on the Accrediting Committee.

Re-elected to three-year terms were **Heidi de Laubenfels**, vice president, operations for Nyhus Communications in Seattle; **Caesar Andrews**, Leonard Distinguished Professor in Ethics and Writing, Reynolds School of Journalism at the University of Nevada, Reno; and **Wanda Lloyd**, associate professor, department of journalism and mass communication at Savannah State University.

## ASJMC, AEJMC elect Council seats

**Cristina Azocar**, chair of the Department of Journalism at San Francisco State University, was elected as a Council representative for the Association for Education in Journalism and Mass Communication. Azocar will serve a three-year term, beginning with the Aug. 25 meeting in Chicago.

**Dorothy Bland**, dean of the Frank W. and Sue Mayborn School of Journalism and director of the Frank W. Mayborn Graduate Institute at the University of North Texas, was re-elected to serve a second three-year term as a Council representative for the Association of Schools of Journalism and Mass Communication.

**Paul Parsons'** second three-year term as an ASJMC representative to the Council concluded with the April 27-28 meeting. He will continue on the Council until his term as vice president expires in 2019. **Lorraine Branham** was elected to fill Parson's seat as ASJMC representative to the Council. Branham is dean of S.I. Newhouse School of Public Communications at Syracuse University. She will serve a three-year term.

## Shelley to replace Cavender at RTDNA

**Dan Shelley** is the incoming executive director of the Radio Television Digital News Association and Foundation (RTDNA/RTDNF). He replaces **Mike Cavender**, who is retiring.

Shelley was the senior vice president of Digital Content Strategy for iHeartMedia. He will represent RTDNA on the Council.

## Castañeda to represent NAHJ on Council

**Laura Castañeda** will represent the National Association of Hispanic Journalists on the Council. Castañeda is a professor of professional practice at the Annenberg School for Communication and Journalism at the University of Southern California. She has served as a site team member on accreditation visits. Castañeda replaces **Joanna Hernandez**, who stepped down as NAHJ representative.

## MEMBER AND PROGRAM UPDATES

**Elizabeth Skewes** was named chair of the Department of Journalism at the **University of Colorado**. Skewes replaces **Paul Voakes**, who stepped down.

**Valerie White** was named interim director of the Division of Journalism at **Florida A&M University**.

**Gary Hicks** was named interim chair of the Department of Mass Communications at **Southern Illinois University, Edwardsville**. Hicks replaces **Elza Ibroscheva**.

**Tim Boudreau** becomes interim chair of the Department of Journalism at **Central Michigan University** effective this fall.

**Elisia Cohen** was named director of the School of Journalism and Mass Communication at the **University of Minnesota**. Cohen replaces interim director **Jane Kirtley**.

**Pam Parry** was named chair of the Department of Mass Media at Southeast Missouri State University. Parry replaces **Karie Hollerbach**, who stepped down.

**Tony Kelso** was named chair of the Department of Mass Communication at **Iona College**. Kelso replaces **Robert Petrusch**.

**Ted Conover** was named director of the Arthur L. Carter Journalism Institute

at **New York University**. Conover replaces **Perri Klass**.

**David Mindich** was named chair of the Department of Journalism at **Temple University**. Mindich replaces **Carolyn Kitch**.

**Lyle Olson** was named interim head of the Department of Journalism and Mass Communication at **South Dakota State University**. Olson replaces **Mary Peterson Arnold**, who retired.

**Toni Locy** was named head of the Department of Journalism and Mass Communications at **Washington and Lee University**. Locy replaces **Pam Luecke**.

**Sara Steffes Hansen** is chair of the Department of Journalism at the **University of Wisconsin Oshkosh**. She replaces **Timothy R. Gleason**.

**Stephen Croucher** was named head of the School of Communication, Journalism and Marketing at **Massey University**. Croucher replaces **Shiv Ganesh**.

### A NEW NAME:

The College of Communications at **Pennsylvania State University** is now the Donald P. Bellisario College of Communications.

The School of Communications at **Howard University** is now the Cathy Hughes School of Communications.

## 2016-17 Accreditation Decisions

The Accrediting Council made accreditation decisions on 24 schools at the April 28 meeting in Chicago.

**Initial accreditation:** The Department of Communication at the University of North Florida received initial accreditation.

**Denial:** The Department of Mass Communication at Grambling State University was denied re-accreditation. The department had two standards in non-compliance and other weaknesses.

**Provisional:** The Jandoli School of Communication at St. Bonaventure University received provisional accreditation for its undergraduate and graduate programs. This was an initial accreditation visit for the school. Schools seeking accreditation for the first time that receive provisional status do not have any benefits of accreditation until they receive full accreditation.

**Removed from provisional status and fully re-accredited:**

- Department of Media and Journalism, University of South Dakota
- Department of Communication and Journalism, University of Wisconsin-Eau Claire
- School of Journalism and Mass Communications, San Jose State University

**Re-accredited undergraduate programs:**

- Department of Mass Communications and Journalism, Norfolk State University
- Department of Communication/Journalism, Shippensburg University
- Department of Mass Communications, Southern Illinois University, Edwardsville
- Department of Mass Communications, St. Cloud State University
- College of Journalism and Mass Communications, University of Nebraska-Lincoln
- Department of Journalism and Media Communication, Colorado State University
- School of Journalism and Mass Communication, Drake University
- School of Journalism, Middle Tennessee State University

**Noncompliance findings in 2016-17**

21 undergraduate programs  
 6 professional master's programs  
 3 revisits

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30 programs were reviewed

Standard 1: Mission and Governance	1
Standard 2: Curriculum and Instruction	0
Standard 3: Diversity and Inclusiveness	4
Standard 4: Full-Time and Part-Time Faculty	0
Standard 5: Scholarship	0
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	9

Totals include any noncompliances found in separate reviews of master's programs and on revisits.

- Department of Mass Media, Southeast Missouri State University
- William Allen White School of Journalism and Mass Communications, University of Kansas
- Edwin and Becky Meek School of Journalism and New Media, University of Mississippi
- School of Advertising and Public Relations, School of Journalism and Electronic Media, University of Tennessee, Knoxville
- School of Journalism and Mass Communication, University of Iowa

**Reaccredited undergraduate and professional master's programs:**

- School of Journalism, Annenberg School for Communication and Journalism, University of Southern California
- Walter Cronkite School of Journalism and Mass Communication, Arizona State University
- Department of Journalism, University of Colorado
- School of Journalism, University of Missouri
- School of Journalism and Mass Communications, University of South Carolina

**Accreditation certificates available**

Certificates of ACEJMC accreditation are available to programs that were successfully accredited or reaccredited by the Accrediting Council during the most recent review cycle in 2016-17.

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 Cindy Reinardy at creinardy@ku.edu

**Letter promotes the value of accreditation**

The Accrediting Council has a letter template available for use by accredited schools to help promote the value of their accreditation.

Accredited schools can send the letter to their graduates, encouraging the use of "Nationally Accredited" on resumes. The letter also explains to graduates how a degree from an ACEJMC-accredited program could be advantageous in the job market.

For a copy of the letter template, email creinardy@ku.edu

## ACCREDITATION TIMELINE

### Schools beginning the self-study year:

#### SEPTEMBER

-- Receive self-study packet from ACEJMC office with list of possible dates for the site visit in 2018-19.

#### NOVEMBER

-- Submit CEO's letter of invitation to ACEJMC executive director.  
-- Return Enrollment and Credit Hour Information and preferred site visit dates to ACEJMC office.

#### DECEMBER

-- Receive from the ACEJMC office the date of your 2018-2019 site visit and due date for self-study.  
-- Schedule exit interview with CEO and team in the morning on the last day of your scheduled visit.

### Schools completing the self-study year:

#### JUNE/JULY

-- Receive letter from ACEJMC executive director suggesting site-visit team members.  
-- Approve visiting team chair and team members.  
-- Reserve hotel rooms for the number of team members.

#### SEPTEMBER

- Make travel plans for site-visit team in coordination with team chair.
- Receive site-team report materials from ACEJMC; includes report template (and instructions) to be installed on computers in a workroom set up for the team.
- First self-studies due. Refer to your due date set in the December 2016 letter from ACEJMC.

## 2017-18 Site Visit Schedule

\* Denotes an initial accreditation visit

Oct. 15-18	University of Georgia University of Louisiana at Lafayette
Oct. 22-25	Elon University The University of Montana
Oct. 29-Nov. 1	Virginia Commonwealth University Nicholls State University
Nov. 5-8	Eastern Illinois University
Nov. 12-15	New York University
Jan. 21-24	Southern University and A&M College University of Arizona
Jan. 28-31	University of Florida Auburn University
Feb. 4-7	Florida A&M University University of Puerto Rico-Rio Piedras campus University of Oregon South Dakota State University
Feb. 11-14	* University of Puerto Rico, Turabo
<b>Revisits:</b> _____	
Oct. 15-17	Bowling Green State University
Nov. 12-14	University of Arkansas, Fayetteville
Jan. 21-23	North Carolina A&T State University
Jan. 29-30	Texas Christian University

### Remembering former Council member Hanson

Gary Hanson, who served as Council representative for what was then the Radio-Television News Directors Association and was on 13 accreditation site visits, died May 18 at his home in Kent, Ohio.

Hanson was a broadcast journalist for 25 years before becoming a professor at Kent State University.

Memorials may be made in Hanson's name to the College of Communication and Information Study Abroad Award, c/o Kent State University Foundation, Kent, Ohio 44242.

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