

## REMINDER

### All schools must submit retention, graduation data

Accredited programs should update their retention and graduation data page **AND SUBMIT A WORKING URL** to the ACEJMC office by Aug. 15. Annual data updates are required for accredited undergraduate and master's programs.

New programs undergoing initial accreditation review are required to have data posted before their site visit. A working link to the data should be included in the self-study.

Data must be at the accredited program level. The URL must be a direct link to the data.

**Notify the ACEJMC office** when data have been updated. Email a notification with the updated URL to [creinardy@ku.edu](mailto:creinardy@ku.edu).

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 [creinardy@ku.edu](mailto:creinardy@ku.edu).

## Message from the Council President

### ACEJMC introduces a new executive director and a new voluntary digital certification

ACEJMC has found a worthy successor to Susanne Shaw.

Pat Thompson, assistant dean for student media and an assistant professor at the Meek School of Journalism and New Media at the University of Mississippi, took over July 1.

All of us on the Accrediting Council and Accrediting Committee have enjoyed the celebrations of Susanne's incredible contribution to journalism education over the last three-plus decades. There really aren't words adequate to thank her. Former Council chair John Lavine celebrated Susanne at the Council meeting in April. Doug Anderson and Will Norton, both longtime leaders of the Council and Committee, did the same at the Committee meeting in March.

Congrats and thanks, Susanne. Quite simply, we wouldn't be here without you.

Pat was selected after a search and interviews of finalists, and was unanimously endorsed by the search committee and approved by the Council. Her combination of academic and professional experience and her past contributions to our process make her an especially qualified candidate.

Pat will attend the annual Council session at ACEJMC in Washington, D.C., on Monday, Aug. 6, and her first Council meeting will be in Chicago on Aug. 24.



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Peter Bhatia



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## Reservation deadline Aug. 2 for Accrediting Council meeting

The Accrediting Council will meet Friday, Aug. 24, in the Chicago Ballroom at the Westin Hotel, 909 Michigan Ave., Chicago. The meeting will begin at 8:30 a.m. and end by 3 p.m.

Deadline for hotel reservations is Thursday, Aug. 2. Hotel rooms are available for \$189 per night. Reservations can be made online at <https://www.starwoodmeeting.com/Book/AccreditingCouncilAugust> or by calling Westin reservations at 888-627-8385. You must mention the Accrediting Council to receive the group rate. Contact ACEJMC Executive Director Patricia Thompson with your questions at [pthomps1@olemiss.edu](mailto:pthomps1@olemiss.edu).

### 2019

**Accrediting Committee:**  
Saturday,  
March 23

**Accrediting Council:**  
Friday, April 26  
Saturday, April 27

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## Searchable database participation now required as part of the accreditation review process

After a beta testing period and soft rollout by several volunteer schools, ACEJMC's searchable database of accredited schools (<https://lookup.acejmc.org>) is now a requirement of the accreditation process.

The Council approved the database in successive steps during the past two years with endorsement in 2016 and beta testing in 2017. At its April 27-28 meeting, the Council codified the requirement as part of Standard 1 indicator (a).

Schools are required to self-report data directly into the database as part of the self-study process. Data should be published in the database by the time of the site visit. Thereafter, schools should

update their data annually.

Schools seeking initial accreditation will put data on the website but not publish data until accredited by the Council after deliberations at the spring meeting.

Instructions to complete the database are available at: <http://www.acejmc.org/resources/acejmc-database-instructions-2/>.

The database is intended to 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.

## Council approves pilot cycle for voluntary digital certification

A proposed voluntary digital certification option for ACEJMC accredited schools has progressed to recruitment of participants for a pilot phase. The Council endorsed the pilot at its April 27-28 meeting after agreeing eligibility for certification would extend only to ACEJMC accredited schools in compliance on all standards during the last review.

This secondary certification, renewable every two years, will focus on technological changes in media and communications and is designed to help accredited schools prepare students now for what the workforce will need in 10 years. To earn certification, schools will meet and/or exceed designated criteria for applied research, technology use, external collaborations,

course offerings and faculty development.

The certification process will use an online application and points system for evaluation by an ACEJMC committee using virtual meeting tools. Criteria for certification will change every two years.

An informational session on the digital certification will be 8:15 to 9:45 a.m. Aug. 6, during the AEJMC conference in D.C. Peter Bhatia, Council president, will be joined by Amy Webb, Council member and founder of the Future Today Institute, who is leading the digital certification program committee.

The digital certification proposal is available at <http://www.acejmc.org/wp-content/uploads/2018/06/ACEJMC-Digital-Certification-.pdf>.

## ONLINE RESOURCES

The Accrediting Council has available several resources to assist schools with the accreditation process. Documents are found under the resources tab at <http://www.acejmc.org/resources/>.

**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.

**ACEJMC's Guide to Assessment** explains ACEJMC's expectations of an assessment plan and offers suggestions for assessing student learning.

**How to Develop Mission and Plans** provides infor-

mation on writing a mission statement and developing a diversity plan, a long-range strategic plan, and an assessment plan.

**Examples of self-studies** also are available under the resources tab. These reports represent a broad spectrum of program sizes and resources. For more information, email [creinardy@ku.edu](mailto:creinardy@ku.edu).

## Bhatia

Continued from page 1

Pat will remain at Ole Miss and will continue to have a part-time appointment at the university, an arrangement similar to Susanne's at Kansas. Cindy Reinardy continues as the assistant to the executive director and will work out of the William Allen White School at the University of Kansas. Our long-time bookkeeper and take-care-of-everything Council employee Cheryl Klug will be retiring soon as well and her position will be filled in Mississippi. (Thank you, Cheryl!)

If you are at AEJMC, please come by our session Monday, 8:15-9:45 a.m., and say hello to Pat.

The ACEJMC session will focus on discussions of a new optional, digital certification program approved by the Council at its April meeting. Details are elsewhere on this page. Programs to be a first cohort in this venture are being recruited now.

Finally, Paul Parsons has let us know he will be stepping back as vice president of the Council as he leaves his deanship at Elon and returns to the faculty. We won't fill the position immediately but will be looking for a new vice president next year. Thanks to you, too, Paul for your always-excellent service to the Council.

-- Peter Bhatia



Pitts



Cressman



Lowe



Sizemore



Galloway

## New faces on the Accrediting Council

### BROADCAST EDUCATION ASSOCIATION

**Greg Pitts**, director of the School of Journalism and Strategic Media at Middle Tennessee State University, will serve as Broadcast Education Association representative to the Accrediting Council, beginning with the Aug. 24 meeting. Pitts succeeds **Doug Boyd**, who stepped down after serving 18 years as BEA representative to the Council.

### AMERICAN JOURNALISM HISTORIANS ASSOCIATION

**Dale Cressman**, an associate professor for the School of Communications at Brigham Young University, will serve as Council representative for the American Journalism Historians Association, beginning with the Aug. 24 meeting. Cressman succeeds **Katherine Bradshaw**, associate professor in the Department of Journalism and Public Relations at Bowling Green State University, who served as AJHA representative since 2007.

### NATIONAL ASSOCIATION OF BLACK JOURNALISTS

**Herbert Lowe**, a lecturer in the Department of Journalism at the University of Florida, will represent the National

Association of Black Journalists, beginning with the Aug. 24 meeting. Lowe succeeds **Jackie Jones**, who is a newsroom consultant and is stepping down as NABJ's representative on the Council. Lowe also serves as director of the Summer Media Institute at the University of Florida's College of Journalism and Communications.

### PUBLIC RELATIONS SOCIETY OF AMERICA

**Del Galloway**, vice president of communications for Wells Fargo -- Atlantic Region, was appointed to the Accrediting Council as a representative of the Public Relations Society of America. Galloway began his Council appointment with the April 27-28 Council meeting. **Rochelle Ford and Judy Phair** will continue to serve as PRSA representatives on the Council.

### PUBLIC MEMBER APPOINTMENTS

Peter Bhatia, Council president, appointed **Jennifer Sizemore** as a public member for a three-year term. She succeeds Clark Bell, who had served his two-term limit. Sizemore is Starbucks Newsroom vice president and editor-in-chief. **Amy Webb**, founder of the Future Today Institute, was reappointed to a second three-year term as a public member.



Davenport



Sha

## ASJMC and AEJMC elect representatives

**Lucinda Davenport and Bey-Ling Sha** were elected Council representatives for the Association for Education in Journalism and Mass Communication. Both will serve three-year terms, beginning with the Aug. 24 meeting in Chicago. Davenport is a professor and director of the School of Journalism at Michigan State University. Sha is a professor and director of the School of Journalism and Media Studies at San Diego State University.

**Judy Oskam** was re-elected to a second three-year term as a Council representative for the Association of Schools of Journalism and Mass Com-

munication. Oskam is a professor and director of the School of Journalism and Mass Communication at Texas State University.

**Andrea Tanner**, director of the School of Journalism and Mass Communications at the University of South Carolina, will serve the remaining two years of Dorothy Bland's term as a Council representative for ASJMC. Bland, who was serving her second three-year term, stepped down as dean of the Frank W. and Sue Mayborn School of Journalism at the University of North Texas and is no longer eligible to serve as an ASJMC representative.



Oskam



Tanner

## Council elects Committee members

**Carol Pardun and Wendi Strong** were elected to serve three-year terms on the Accrediting Committee. The Accrediting Council held the elections during its April 27-28 meeting.

Re-elected to the serve a second three-year term on the



Pardun



Strong

Accrediting Committee were **Vincent Duffy**, News Director, Michigan Radio; **Denise Dowling**, associate professor, School of Journalism, University of Montana; and **Brian Sheehan**, professor, S.I. New-

house School of Public Communications, Syracuse University.

Pardun is a professor in the School of Journalism and Mass Communications at the University of South Carolina. Strong recently retired from USAA, a Fortune 200 financial services company serving former and current members of the military and their families. She served as executive vice president and chief communications officer.

Pardun and Strong will replace Jennifer Sizemore, Starbucks Newsroom vice president and editor-in-chief, and Brad Rawlins, Arkansas State University. Sizemore and Rawlins had served the limit of two consecutive three-year terms on the Accrediting Committee.

**Carol Schwalbe** became director of the School of Journalism at the **University of Arizona**, July 1. She succeeds **David Cuillier**, who stepped down after serving as director since 2011. Cuillier will take a research leave during the 2018-19 academic year before returning to the faculty.

**Nikhil Moro** is the new director of the A.Q. Miller School of Journalism and Mass Communications at **Kansas State University**. Moro succeeds **Jean Folkerts**, who had served as interim director.

**William Hart** was named chair of the Department of Mass Communications and Journalism at **Norfolk State University**. Hart succeeds **Nikhil Moro**, who is now at Kansas State University.

**Robin Johnson**, an associate professor in the Department of Mass Communication at Sam Houston State University, will become director of the School of Journalism and Mass Media at the **University of Idaho**, effective Aug. 13. **Patricia Hart**, an associate professor in the school, was interim director.

**Martin Johnson** was named dean of the Manship School of Mass Communication at Louisiana State University, effective July 1. Johnson, a professor

## PROGRAM UPDATES

in the Manship School, succeeds **Jerry Ceppos**, who stepped down as dean and will serve as a professor in the school.

**Rochelle Ford** is the new dean of the School of Communications at **Elon University**. Ford succeeds **Paul Parsons**, the school's founding dean and professor since 2001, who will return to the school to teach full time after a sabbatical. Ford was chair and professor of public relations at the S.I. Newhouse School of Public Communications, University of Syracuse.

**Kenneth Pybus** was named chair of the Department of Journalism and Mass Communication at **Abilene Christian University**. Pybus, an associate professor in the department, succeeds **Cheryl Bacon**, who retired at the end of the spring semester.

**Kathleen McElroy** became director of the School of Journalism at the **University of Texas at Austin** June 1. McElroy, who had served as associate director and senior lecturer in the school, succeeded **R.B. Brenner**, director since 2014.

**William Jiles** will serve as interim director of the Division of Journalism at **Florida A&M University**. He succeeds **Valerie White** as interim director.

**Michael McPherson**

will serve as acting dean of the Mayborn School of Journalism at the **University of North Texas**. McPherson succeeds **Dorothy Bland**, who stepped down from her leadership position to teach and conduct research at UNT.

**Casey Maugh Funderburk** will serve as acting director of the School of Communication at the **University of Southern Mississippi**. Funderburk succeeds **David Davies**.

**Deborah Silverman** is the new chair of the Communication Department at **SUNY Buffalo State**. She succeeds **Joe Marren**.

**Carrie Sipes** is the new chair of the Department of Communication/Journalism at **Shippensburg University**. She succeeds **Ted Carlin**.

**Felicia McGhee** is now head of the Department of Communication at the **University of Tennessee at Chattanooga**. She succeeds **Jack Zibluk**.

**Mahmoud Braima** was named chair of the Department of Mass Communication at **Southern University and A&M College**. He replaces **Okoye I.Y. Ahmose**.

**Elizabeth Arnold** is now chair of the Department of Journalism and Communication at the **University of Alaska, Anchorage**. She replaces **Paola Banchemo**.

# 2017-18 Accreditation Decisions

The Accrediting Council made accreditation decisions on 16 site visits and four revisits at its April 27-28 meeting in Chicago. ACEJMC accredits 118 schools in the United States and outside the country.

**Initial accreditation:**

-- Department of Communications at the Universidad del Turabo, Gurabo, Puerto Rico

**Removed from provisional and fully reaccredited:**

-- The School of Journalism and Strategic Media, University of Arkansas, Fayetteville  
 -- The Department of Journalism, Texas Christian University  
 -- The Department of Journalism and Mass Communication, North Carolina A&T State University  
 -- The Department of Journalism and Public Relations, Bowling Green State University

**Reaccredited undergraduate program:**

-- College of Journalism and Communications, University of Florida  
 -- Department of Communication, University of Louisiana at Lafayette  
 -- Department of Journalism, Eastern Illinois University  
 -- Department of Mass Communication, Nicholls State University  
 -- School of Journalism, University of Arizona  
 -- Henry W. Grady College of Journalism and Mass Communication, University of Georgia  
 -- School of Journalism, The University of Montana  
 -- School of Journalism and Communication, University of Oregon

**Reaccredited professional master's program:**

-- The Arthur L. Carter Journalism Institute, New York University

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

-- School of Communications, Elon University  
 -- Department of Journalism and Mass Communication, South Dakota State University

**Provisional reaccreditation of undergraduate program:**

-- Division of Journalism, Florida A&M University  
 -- Richard T. Robertson School of Media and Culture, Virginia Commonwealth University  
 -- School of Communication and Journalism, Auburn University  
 -- Arthur L. Carter Journalism Institute, New York University  
 -- Department of Mass Communication, Southern University and A&M College

**PROGRAM REVIEWS / Noncompliance findings in the nine standards**

Standard	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1. Mission/Gov.		2			2	1	
2. Curriculum	2			2	1		
3. Diversity	1	1		3	3	4	2
4. Full-Time Faculty	2		1		1		1
5. Scholarship	2		1	2	1		1
6. Student Services	1	1	1				1
7. Resources	1			1	1	1	
8. Service							
9. Assessment	8	4	5	6	6	9	7
<b>Total noncompliances</b>	<b>17</b>	<b>8</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>12</b>
<i>*Programs Reviewed</i>	25 <i>17 undergrad 5 master's 3 revisits</i>	19 <i>12 undergrad 7 revisits** (includes 1 master)</i>	23 <i>21 undergrad 2 revisits</i>	32 <i>28 undergrad 3 master's 1 revisit</i>	32 <i>24 undergrad 7 master's 1 revisit</i>	30 <i>21 undergrad 6 master's 3 revisits</i>	23 <i>16 undergrad 3 master's 4 revisits</i>

*\* undergrad/professional master's programs reviewed separately*

*\*\*beginning with 2012-13, judgments of compliance/noncompliance required on revisits*

**Letter promotes 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](mailto: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 2019-20 and self-study template.

#### NOVEMBER

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

#### DECEMBER

-- Receive from the ACEJMC office the date of your 2019-2020 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 team members.

#### SEPTEMBER

- Make travel plans for site team in coordination with team chair.
- Receive site-team report materials from ACEJMC; includes report template (and instructions) to be made available on computers to be used by the site team in the workroom.
- First self-studies due. Refer to your due date set in the December 2017 letter from ACEJMC.

## In appreciation to 2017-18 site team members for their time and service

Seventy-one individuals volunteered time and service for 16 visits and four revisits. For a complete list of those visits and site team members, see: <http://www.acejmc.org/wp-content/uploads/2018/06/2017-18-Site-Team-Data.pdf>

Sonny Albarado	Kristin Gilger (chair)
Andy Alexander	Tim Gleason (chair)
Doug Anderson (chair)	Don Grady
Caesar Andrews (chair)	Michel Haigh
Brooke Barnett	Marie Hardin (chair)
Marianne Barrett	Barbara Hines (chair)
Clark Bell	Anne Hoag
Kenton Bird	Jackie Jones
Dorothy Bland	Joel Kaplan
David Boardman (chair)	Helen Katz
Doug Boyd	Gracie Lawson-Borders
Ann Brill (chair)	Kim LeDuff
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Jan Dates (chair)	Carol Pardun
David Davies	Paul Parsons (chair)
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Sonya Forte Duhé	Chris Roush
Mike Fancher	Dan Shelley
Kathleen Fearn-Banks	Bill Silcock
Scott Fiene	Jennifer Sizemore (chair)
Joe Foote (chair)	Pat Thompson
Rochelle Ford	Paul Voakes
Kenn Gaither	Sam Waltz
	Deb Wenger

### 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 2017-18.

Schools requesting this optional certificate have an Aug. 1 deadline to send an email request for the certificate to Cindy Reinardy at [creinardy@ku.edu](mailto:creinardy@ku.edu).

## Leadership

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