

ASCENT

Newsletter of the Accrediting Council
on Education in Journalism and
Mass Communications

July 2019 Vol. 26 #2

REMINDER

Schools must send notification of updated data

Accredited programs should update their retention and graduation data page **and send notification** to creinardy@ku.edu by Aug. 15. Annual data updates are required for accredited undergraduate and master's programs.

Programs undergoing initial accreditation review are required to have data posted before their site visit. A 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.**

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

Email questions to creinardy@ku.edu.

Message from the Council President Your participation needed in standards review survey

The ACEJMC standards review survey is in the field.

The Survey Monkey email has been sent to every accredited program and to others who have played roles in ACEJMC's work, such as serving on site teams, the Accrediting Committee or the Accrediting Council. We ask administrators (or their designees) to please fill out the survey – it will take about 20 minutes – and submit by July 15. We hope to have results to discuss at ACEJMC's session at AEJMC in August in Toronto and at the Aug. 23 board meeting of the Accrediting Council in Chicago.

From there the Standards Review Committee will go to work formulating a plan for standards revision to be presented at the spring 2020 Council meeting in Chicago.

Contact Patricia Thompson, ACEJMC executive director, at pthomps1@olemiss.edu with your questions.

Thank you for participating in this crucial work.

Peter Bhatia, Accrediting Council president and chair, Standards Review Committee



President
Peter Bhatia



Vice President
Dale Cressman

Council elects officers

Peter Bhatia was re-elected as president and Dale Cressman was elected vice president of the Accrediting Council at the April 26 meeting in Chicago.

Bhatia, editor and vice president of the Detroit Free Press and freep.com, will serve a second three-year term as president. Cressman is an associate professor and the Associate Director of Student Learning for Brigham Young University's School of Communications. He will serve a three-year term as vice president.

PR Council's new policy takes a stand on paid internships

Students enrolled in public relations programs accredited by ACEJMC who secure internships with PRC member agencies will benefit from the new policy.

Members of The PR Council (PRC), an association of 110 top U.S. public relations firms, will pay U.S. interns at least minimum wage for their market, effective Jan. 1, 2020. The new policy, which will be added to the PRC Code of Ethics, states that, as a matter of principle, paying interns is in the best interest of the intern and the hiring firm, even if the student is receiving course credit.

Kim Sample, chair of the PR Council, noted,

"We are pleased that our Board approved this policy, which will help attract the most talented and diverse intern candidates to our Member agencies." Gail Heiman, PRC Board chair and president of Weber Shandwick, said, "I am proud that our industry is putting a stake in the ground on this issue and hope others will follow." Currently, 43 percent of government, for-profit, and not-for-profit internships in the U.S. are unpaid.

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EVENTS

MEETINGS CALENDAR

Aug. 23:

Accrediting
Council
The Westin
Michigan Avenue
Chicago

2020

Accrediting
Committee:
Saturday,
March 21
The Westin
Michigan Avenue
Chicago

Accrediting
Council:
Friday, April 24
Saturday, April 25
The Westin
Michigan Avenue
Chicago

Accrediting Council to meet Aug. 23

The Accrediting Council will meet Friday, Aug. 23, in the Chicago Ballroom at the Westin Hotel, 909 Michigan Ave., Chicago. The meeting will begin at 9 a.m. and is expected to end by early afternoon.

Deadline for hotel reservations is Monday, July 22. Hotel rooms are \$219 per night. Reservations can be made online at [Aug. 23 Council meeting](#) or by calling Westin reservations at 1-888-627-8385. You must ask for an Accrediting Council room to receive the group rate.

This is the Council's annual business meeting where policy and procedure are discussed. The comprehensive Standards Review will be the primary focus of this meeting.

The meeting is open to the public; however, registration is requested by submitting an attendance form by Aug. 2. [Download an attendance form here.](#)

For more information, email Patricia Thompson, ACEJMC executive director, at pthomps1@olemiss.edu.

Council to hold session at AEJMC conference

The Accrediting Council will have an information session from 10 a.m.-11:30 a.m. on Wednesday, Aug. 7, at the Association for Education in Journalism and Mass Communication conference in Toronto. Peter Bhatia, Council president, and Patricia Thompson, ACEJMC executive director, will share information on the comprehensive standards review and survey underway this summer. There also will be time for a general information session about site visits and self-study preparations. AEJMC's conference is being held at the Sheraton Centre.

Internships

From Page 1

Students enrolled in public relations programs in ACEJMC-accredited programs of journalism and mass communication who secure internships with PRC member agencies will benefit from the new policy.

"Although not all agencies are members of the PR Council, the ethical standards of the public relations industry call for fairness in employment practices. Educators need to help students know they should be compensated for work at PR agencies. As a former member of the ACEJMC Council representing PRSA, I am glad the Council is taking this leadership role," said Rochelle Ford, dean, Elon University and member of ACEJMC's Accrediting Committee.

The PR Council is an active member of the 46-year-old Commission on Public Relations Education <http://www.commissionpred.org/>, which called for student interns to be paid in its 2017 report "Fast Forward: Foundations and Future State, Educators and Practitioners." The report reflects recommendations to improve public relations education based on research by 60 Commission members from the industry and academia.

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

Searchable database participation required as part of the accreditation review process

Participation in 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 with endorsement in 2016 and beta testing in 2017. In 2018, 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 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.



Larsen



Hill



Roha



Haigh

New faces on the Accrediting Council

PUBLIC RELATIONS SOCIETY OF AMERICA

Denise Hill and **Nance Larsen** were appointed representatives to the Accrediting Council by the Public Relations Society of America. Hill is an assistant professor of strategic communications in the School of Communications at Elon University. Larsen is vice president of Integrated Marketing Communications for The STRIVE Group in Anchorage, Alaska. Hill and Larsen replace Judy Phair and Rochelle Ford, who stepped down as PRSA representatives to the Accrediting Council. Hill and Larsen join Del Galloway as PRSA representatives to the Accrediting Council.

AMERICAN ADVERTISING FEDERATION

Laura Roha, manager of Education Services for the American Advertising Federation, will serve as AAF's representative to the Accrediting Council. Roha takes over

as representative for Constance Frazier, chief operating officer of AAF. Frazier served on the Council for 15 years, beginning in 2004 when AAF became an Industry Organization member of the Accrediting Council.

BROADCAST EDUCATION ASSOCIATION

Michel Haigh, a professor in the School of Journalism and Mass Communication at Texas State University, will serve as a Broadcast Education Association representative to the Accrediting Council, beginning with the Aug. 23 meeting. Haigh replaces Joe Foote, who stepped down from the Council after serving 23 years as BEA representative to the Council. Haigh has served on site team visits since 2012. She joined BEA in 2013. Haigh joins Greg Pitts as one of two BEA representatives to the Accrediting Council.

ASJMC and AEJMC elect representatives to the Council

Association of Schools of Journalism and Mass Communication

Lucy Dalglish was elected to a three-year term as Accrediting Council representative for the Association of Schools of Journalism and Mass Communication. Dalglish is professor and dean in the Philip Merrill College of Journalism at the University of Maryland.

Greg Luft, professor and chair of the Department of Journalism and Media Communication at Colorado State University, will serve the remaining year of Lorraine Branham's three-year term. Branham died in April after a battle with cancer. **Charles Davis**, dean of the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia, will serve the remaining year of Andrea Tanner's three-year term. Tanner was elected as an ASJMC representative while serving as



Dalglish



Luft

director of the School of Journalism and Mass Communications at the University of South Carolina. She stepped down from that role Dec. 7 to become associate dean of the South Carolina Honors College and was no longer eligible to represent ASJMC.



Davis



Reichert

Association for Education in Journalism and Mass Communication

Tom Reichert, dean of the College of Information and Communications at the University of South Carolina, was elected Accrediting Council representative for the Association for Education in Journalism and Mass Communication. Reichert will begin his three-year term with the Aug. 23 Accrediting Council meeting in Chicago. Reichert replaces Michael Bugeja, who had completed his term as AEJMC representative to the Council.



**Hardin
Council Chair**



**Duhe
Vice Chair**



Martinelli



Stavitsky

Committee officers, new members elected

The Accrediting Council elected new officers for the Accrediting Committee and two new Committee members during the April 26 meeting in Chicago.

Marie Hardin, dean of the Donald P. Bellisario College of Communications at Pennsylvania State University, was elected chair of the Accrediting Committee. Sonya Forte Duhé, director of the School of Communication and Design at Loyola University New Orleans, was elected vice chair. Both leadership positions are two-year terms.

Accrediting Committee members elected to a three-year term were: Rochelle Ford, dean of the School of Communications at Elon University; Al Stavitsky, dean of the Donald W. Reynolds School of Journalism and Center for Advanced Media Studies at the University of Nevada, Reno; and Diana Martinelli, dean of the Reed College of Media at West Virginia University.

Helen Katz, senior vice president and Global Director of Data and Partnerships for Publicis Spine, was re-elected to serve a second three-year term.

FAMILIAR FACES

Joe Foote, left, was recognized for his 23 years of service to the Accrediting Council by Peter Bhatia, Council president.



Foote ends long and valued post with Council

In 1996, Madeleine Albright became the first female US Secretary of State, a first-class stamp was 32 cents, and Pokemon and DVDs were new additions to home entertainment. It also was the year Joe Foote joined the Accrediting Council as representative for the Broadcast Education Association. At the time, Foote was dean of the College of Mass Communication and Media Arts at Southern Illinois University at Carbondale. During his 23 years on the Council, Foote also was director of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, then dean of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma, of which he is now dean emeritus.

Foote concluded his last meeting as a Council representative at the April 26 meeting in Chicago. Foote has served on numerous site visits, 19 of which he chaired. He will continue to stay involved with accreditation site visits.



Susanne Shaw, retired ACEJMC executive director, stopped for a quick visit with a sheep farmer while in New Zealand.

Where in the world is Susanne Shaw?

After serving as ACEJMC executive director for more than 30 years, Susanne Shaw retired last July and has spent the year doing what she loves – traveling, both within the United States and abroad. Shaw has been to Singapore, Amsterdam and New Zealand, and plans a trip to Australia later this year.

During a drive through the countryside south of Christchurch in New Zealand earlier this year, Shaw stopped to hang out with some of the locals. There were more than 2,000 sheep on this farm. Shaw said one sheep, whom she dubbed “Spotty,” was particularly friendly.

When Shaw isn’t wheeling her suitcase through an airport, she’s busy volunteering with The Salvation Army, Crime Stoppers, Presbyterian Manor and Trinity Lutheran Church.

PROGRAM UPDATES

Brad Rawlins was named interim director of **Arkansas State University's** new School of Media and Journalism. **Osabuohien Amienyi**, who had served as chair of the Department of Media, retired June 30. The school will be the accredited unit.

Cristina Azocar will step down as chair of the Department of Journalism at **San Francisco State University**, effective Aug. 22. **Rachele Kanigel** will become chair. Azocar will continue as an associate professor in the department.

Laura DeNardis was named interim dean of the School of Journalism at **American University**. She replaces **Jeffrey Rutenbeck**, who was named provost and senior vice president for Academic Affairs at Arcadia University, effective Aug. 15.

Ensung Kim will be the assistant chair of the Division of Journalism at **Eastern Illinois University**. The Department of Journalism, the ACEJMC accredited unit, was restructured as the Division of Journalism within the School of Communication and Journalism.

James Kelly was named director of the Journalism Unit in The Media School at **Indiana University**. He succeeds **Radhika Parameswaran**, who stepped down from the position.

Denise Dowling was named director of the School of Journalism at the **University of Montana**. The former stand-alone school was restructured to be part of the newly formed College of Arts and Media.

Adedayo Abah was named head of the Department of Journalism at **Washington and Lee University**. She succeeds **Toni Locy**, who stepped down from the position.

Christine Harold was named chair of the Department of Communication at the **University of Washington**. She succeeds **David Domke**, who stepped down from the position.

Mia Moody-Ramirez is the new chair of the Department of Journalism, Public Relations & New Media at **Baylor University**. She succeeds **Sara Stone**, who retired in May.

Steven Smethers was named interim director of the School of Journalism and Mass Communications at **Kansas State University**. He succeeds **Nikhil Moro**.

Tim P. Vos was named director of the School of Journalism at **Michigan State University**. He succeeds **Lucinda Dav-enport** who, after serving as director for a decade, returned to the faculty.

Mark Walters was named interim chair of the Department of Journalism and Digital Communication at the **University of South Florida St. Petersburg**. Walters succeeds **Deni Elliott**, who stepped down after two terms as chair.

Amy Falkner was named interim dean of the S.I. Newhouse School of Public Communications at **Syracuse University**. Dean **Lorraine Branham** passed away in April.

Marcus Messnar was named interim director of the Richard T. Robertson School of Media and Culture at **Virginia Commonwealth University**. Former director **Hong Cheng** left the position to become dean of the School of Communication at Loyola University Chicago.

Diana Martinelli was named dean of the Reed College of Media at **West Virginia University**. She succeeds **Maryanne Reed**, who was named provost at the university.

Andrea Miller was named dean of the Frank W. and Sue Mayborn School of Journalism at the **University of North Texas**, taking over for Michael McPherson, who had served as acting dean.

Elissa Khoury Ayoub takes over as associate dean of the Mohammed Bin Rashid School for Communication, **American University of Dubai**. She succeeds **Carol Melham-Moufarrej**, who is retiring.

Effective Aug. 1, **Andrea Hickerson** will serve as director of the School of Journalism and Mass Communications at the **University of South Carolina**. She succeeds **Erik Collins**, professor emeritus, who had served as interim director.

John Meyer will become interim director of the School of Communication at the **University of Southern Mississippi**. He succeeds interim director **Casey Maugh Funderburk**.

Scoobie Ryan is serving as interim director of the School of Journalism and Media at the University of Kentucky.

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 information 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.

Council makes accreditation decisions

The Accrediting Council made accreditation decisions on 11 schools during its April 26 meeting in Chicago. Programs reaccredited were:

- Abilene Christian University Department of Journalism and Mass Communication
- Columbia University Graduate School of Journalism
- Ohio University E.W. Scripps School of Journalism
- Pennsylvania State University Donald P. Bellisario College of Communications
- University of Puerto Rico - Rio Piedras School of Communication
- Qatar University Department of Mass Communication
- University of Illinois Department of Journalism
- University of Memphis Department of Journalism and Strategic Media
- Savannah State University Department of Journalism and Mass Communications
- Washington and Lee University Department of Journalism and Mass Communications
- University of Minnesota Hubbard School of Journalism and Mass Communication

In addition, St. Bonaventure University's Jandoli School of Communication was removed from provisional status and fully accredited. The school was placed on a two-year provisional in 2017 after being found in noncompliance with

PROGRAM REVIEWS / Noncompliance findings in 9 Standards

Standard	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
1 Mission/Gov.			2	1		1
2 Curriculum		2	1			
3 Diversity		3	3	4	2	1
4 Faculty	1		1		1	
5 Research	1	2	1		1	
6 Student Services	1				1	
7 Resources		1	1	1		1
8 Prof/Public Service						
9 Assessment	5	6	6	9	7	
Total noncompliances	8	14	15	15	12	3
*Individual programs reviewed includes revisits	23	32	32	30	23	13
	22 undergrad 1 master's	28 undergrad 3 master's	24 undergrad 7 master's	24 undergrad 6 master's	20 undergrad 3 master's	11 undergrad 2 master's

* undergrad/professional master's programs reviewed separately

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

Standard 3: Diversity and Inclusiveness, and Standard 9: Assessment of Learning Outcomes. A site team revisited the school in February 2019 and determined concerns in both standards had been addressed.

All site team reports from the 2018-19 accreditation cycle, as well as site team reports dating back to the 2012-13 cycle, are published with the schools' listing by state at <http://www.acejmc.org/accreditation-reviews/>. Schools are listed under the appropriate tabs to reflect Provisional or Accredited/Reaccredited. Each listing also includes the accredited program's most recent retention and graduation data under the Student Data Information link.

In appreciation to 2018-19 site team members for their time and service

There were 11 accreditation site visits and one revisit during the 2018-19 visit cycle. Forty-two individuals volunteered time and service for these visits. For a complete list of those visits and site team members, visit [2018-19 Site Team Data](#).

Sonny Albarado	Mike Cherson	Joe Foote (chair)	Diane McFarlin
Andy Alexander	George Daniels	Kenn Gaither	Will Norton (chair)
Doug Anderson (chair)	Jan Dates	Del Galloway	Carol Pardun
Caesar Andrews (chair)	David Davies	Jessica Gisclair	Judy Phair
Peter Bhatia (chair)	Heidi de Laubenfels	Michel Haigh	Mike Philipps
Dorothy Bland	(chair)	Marie Hardin (chair)	Greg Pitts
David Boardman (chair)	Lucy Dalgligh	Bob Jamieson	Jennifer Sizemore
Hub Brown	Vince Duffy	Toni Locy	(chair)
Sheri Broyles	Sonya Forte Duhé	Rafael Lorente	Amy Struthers
Chris Callahan (chair)	Kathleen Fearn-Banks	Pam Luecke (chair)	Sam Waltz
Jerry Ceppos	Scott Fiene	Diana Martinelli	Thor Wasbotten

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