

## Committee to meet March 21

The Accrediting Committee will meet Saturday, March 21, in Chicago at the Westin Hotel, 909 N. Michigan Ave. The meeting will begin at 8:30 a.m. in the Chicago Ballroom. Nineteen visit reports and five revisit reports will be presented.

The hotel rate is \$159 for Friday and Saturday nights. You may make reservations by calling 1-888-627-8385. You must ask for an Accrediting Council room to receive this rate. Reservations can be made online at [Accrediting Committee room reservations](#). Deadline for reservations is Thursday, Feb. 20.

The meeting is open to the public; however, registration is requested. Submit an [attendance form to register](#).

For more information, contact Pat Thompson, executive director, at [pthomps1@olemiss.edu](mailto:pthomps1@olemiss.edu) or 662-915-5550.

See Page 2 for tentative discussion schedule.

## Standards Review sessions scheduled at ASJMC conference

ACEJMC's Standards Review Committee will hold listening sessions at the Association of Schools of Journalism and Mass Communication (ASJMC) conference.

Here's a note to ASJMC members about the listening sessions from Marie Hardin, a member of the standards review committee:

*As you know, ACEJMC is undertaking a review of its accrediting standards. Many of you participated in a survey during the summer and fall; we'd like to give you the chance to provide additional feedback before the standards review committee presents its recommendations to the Council.*

*To that end, we hope you'll attend sessions that will focus on the standards during the ASJMC annual meeting in March in New Orleans.*

*The discussion sessions will take place after the closing of the ASJMC programming, at 12:30 p.m. Saturday, March 7. We will have three concurrent sessions, organized by program size, to allow for more discussion among participants.*

Continued on Page 2



**Susanne Shaw served as executive director of ACEJMC for more than 30 years before retiring in July 2018. Shaw recently attended a ribbon-cutting for the renovated School of Journalism and Mass Communications at the University of Kansas, which includes the new Susanne Shaw Student Media Center.**

## ACEJMC announces annual Susanne Shaw award

The Susanne Shaw Award for Excellence in Accreditation will be given to a journalism educator or professional who has made significant contributions to the Accrediting Council on Education in Journalism and Mass Communications. Contributions may include, but are not limited to, service on the Accrediting Council or Accrediting Committee, site visits and other activities.

The \$10,000 award will be given annually. Nominations open March 1. The deadline to submit nominations is April 15.

The award will be presented at the ACEJMC meeting at the annual August convention of the Association for Education in Journalism and Mass Communication (AEJMC). Shaw and the Council president will present the award.

The award is named for Shaw, professor emerita of the William Allen White School of Journalism and Mass Communications at the University of Kansas. She was the executive director of ACEJMC for more than 30 years. She is funding the award.

The winner will be decided by the ACEJMC Council president, Council vice president, Committee chair and Committee vice chair at the spring meeting of the Council. If a nominee is a Council or Committee officer, that person must recuse him/herself.

Nominations should be made by emailed letter to the ACEJMC executive director ([pthomps1@olemiss.edu](mailto:pthomps1@olemiss.edu)) and should include specific mention of the nominees' service to ACEJMC (positions held, site teams work, etc.) Additional letters of support are welcome, but not required.

### In this issue:

## Standards Review continues

Continued from Page 1

Members of the ACEJMC Standards Review Committee are Peter Bhatia (chair), Sonny Albarado, Dale Cressman, Heidi de Laubenfels, Rochelle Ford, Marie Hardin and Greg Pitts.

Bhatia said the standards review survey generally supports our process as we know it, but the committee continues to look for ways to make the process more streamlined yet still rigorous. The committee has several areas under consideration. Just a quick sample to inform discussions in New Orleans:

- combining Standards 4 and 5 (Faculty and Scholarship) into one
- relaxing the 72-hour rule
- revisions and reductions in the 12 values and competencies

The previous standards review, led by then Council vice president Doug Anderson, was initiated in 2010. Revisions went into effect fall 2013. The results included: reducing the liberal arts credit hour requirements, expanding allowable credit hours for internships, new guidelines for unit diversity plans, and the requirement of annual retention and graduation data reports.

## Committee discussion schedule

8:30 a.m. Chicago Ballroom, Westin Hotel

1. Virginia Commonwealth University (revisit)
2. Southern University (revisit)
3. University of West Georgia (initial accreditation)
4. Morgan State University (initial accreditation)
5. Oklahoma State University
6. New York University (revisit)
7. Loyola University New Orleans
8. Michigan State University
9. City University of New York
10. Kansas State University
11. University of Nevada, Reno
12. SUNY-Buffalo State University
13. San Francisco State University
14. Jacksonville State University
15. Temple University
16. Cal Poly-San Luis Obispo (initial accreditation)
17. Cal State University-Long Beach
18. Auburn University (revisit)
19. University of Idaho
20. Florida A&M University (revisit)
21. Hampton University
22. University of Tennessee-Chattanooga
23. University of Puerto Rico-Humacao (initial accreditation)
24. Instituto Tecnológica y de Estudios Superiores de Monterrey

## Appeals Board appointed

Tim Gleason, professor and director of the Ancil Payne Award for Ethics in Journalism, and professor in the School of Journalism and Communication at the University of Oregon, was appointed chair of the Appeals Board by Peter Bhatia, Accrediting Council president.

Other Appeals Board members are Amy Struthers and Charlotte Hall.

Struthers is interim dean and a professor of advertising in the College of Journalism and Mass Communications at the University of Nebraska-Lincoln. She also is COJMC Graduate Chair.

Hall is the retired editor and senior vice president of the *Orlando Sentinel*.

## Save the dates

### Council to meet April 24-25

The Accrediting Council will meet Friday, April 24, and for a half day on Saturday, April 25, in Chicago at the Westin Hotel, 909 N. Michigan Ave. Accrediting decisions will be made Friday for 24 schools.

Meeting details, as well as information on hotel reservations and how to register, will be sent in early March. Accreditation deliberations and the business meeting are open to the public, but registration is requested. An attendance registration form will be available in March.

Contact Patricia Thompson, ACEJMC executive director, at [pthomps1@olemiss.edu](mailto:pthomps1@olemiss.edu) for more information.

### August meeting

The Accrediting Council's fall meeting will be Friday, Aug. 21, at the Westin on Michigan Avenue in Chicago. Details will be made available in July.

## MEMBER and PROGRAM UPDATES

**Chris Callahan**, founding dean of the **Walter Cronkite School of Journalism and Mass Communication at Arizona State University**, will be the next president of University of the Pacific, effective July 1. Callahan served as Accrediting Committee chair and was a member of numerous site teams. A dean's search is underway for the Cronkite School.

**Casey Frechette** was named chair of the **Department of Journalism and Digital Communication at the University of South Florida, St. Petersburg**. He succeeds **Mark Walters**, who had served as interim chair and has returned to faculty full time.

**Michael Dahlstrom** is serving as interim director of the **Greenlee School of Journalism and Communication at Iowa State University of Science and Technology** while a search is underway. Dahlstrom succeeds **Angela Powers**, who is a full-time professor in the Greenlee School. An appointment is expected by June 30.

**Shari Veil** will become dean of the **College of Journalism and Mass Communications at the University of Nebraska-Lincoln**, effective July 1. She succeeds **Amy Struthers**, a professor and chair of the graduate program, who is serving as interim dean.

### Eaton to retire as CHEA president

The Council for Higher Education Accreditation (CHEA) Board of Directors announced that Judith S. Eaton will retire as president, effective early in the academic year 2020-2021. Eaton began her tenure as CHEA president in 1997, a short time after the organization was established via a referendum of college and university presidents.

**Jeffrey Morosoff** is serving as chair of the **Department of Journalism, Media Studies, and Public Relations at Hofstra University**. Morosoff is an associate professor in the department. He succeeds **Cliff Jernigan**, who also is an associate professor in the department. Jernigan will continue to oversee the self-study and other reaccreditation work underway.

**Maria Concepcion Castillo Gonzalez** is serving as chair of the **Department of Digital Media and Culture at the Instituto Tecnológico y de Estudios Superiores de Monterrey in Mexico**. She succeeds **María del Roble Mendiola Delgado**, who returned to her previous position as professor.

#### A NEW NAME:

The School of Media and Journalism at the **University of North Carolina at Chapel Hill** is now the **Hussman School of Journalism and Media**. The name change followed a \$25 million gift to the school from Walter Hussman Jr. and family.

#### ACCREDITATION LAPSE:

The Department of Communication and Journalism at the **University of New Mexico** let its accreditation lapse at the end of fiscal year 2018-19. The department no longer has accreditation status with ACEJMC.

## Institute for Advertising Ethics shares expertise, resources

Wally Snyder, chairman emeritus of the American Advertising Federation, created the Institute for Advertising Ethics to inspire advertising, public relations and marketing communications professionals to practice the highest ethics both in the creation and dissemination of commercial information to consumers, and in their professional interaction with their business partners.

"I believe this is a critical time for training our professionals on how to practice enhanced law and ethics because our consumers and our business partners want valid and truthful information, and they can find when they are, or are not, receiving it and will reward those who provide it," Snyder says. "Also, our training is helping those who want to 'do the right thing' in their professional careers."

The institute has published nine Principles and Practices, with commentary and links to government and industry self-regulation sites. IAE conducts workshops at conferences, in classrooms, and by podcasts and webinars to educate and enable advertising professionals, educators and students to respond to ethical and legal opportunities and requirements, including the need for transparency in building trust with consumers and business partners. Snyder has conducted ethics workshops on college campuses across the country, including the University of Missouri, University of Texas, Michigan State University and Howard University.

IAE designs and issues awards and recognition to companies, professionals and students for enhanced advertising ethics, including the IAE "Certificate of Achievement" earned by more than 1,500 advertising professionals, academics and students.

The American Advertising Federation is an industry member organization of ACEJMC.

The institute website is [www.aaf.org/ethics](http://www.aaf.org/ethics).

"I believe this is a critical time for training our professionals on how to practice enhanced law and ethics because our consumers and our business partners want valid and truthful information, and they can find when they are, or are not, receiving it and will reward those who provide it."



**Wally Snyder, chairman emeritus, American Advertising Federation, an ACEJMC industry member organization**

## RESOURCES

The Accrediting Council has available several resources to assist schools with the accreditation process. Documents can be 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.

**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 well-executed self-studies represent a broad spectrum of accredited programs in size and resources. For more information, email [creinardy@ku.edu](mailto:creinardy@ku.edu).

## 2020-21 Accreditation Reviews

The Accrediting Council will send 30 site visit teams to journalism and mass communications programs in the 2020-21 academic year.

ACEJMC invites comments by third parties, limited to written comment speaking directly to a program's compliance with ACEJMC's accreditation standards. Comments should be submitted to Patricia Thompson, ACEJMC's executive director, [pthomps1@olemiss.edu](mailto:pthomps1@olemiss.edu).

### SEEKING INITIAL ACCREDITATION

Visit date:	School:
Nov. 15-18	Holy Angel University (Philippines)
Nov. 29-Dec. 2	California State-Dominguez Hills

### SEEKING REACCREDITATION

Visit date:	School:
Oct. 4-7	Texas State University University of Connecticut
Oct. 11-14	Hofstra University Winthrop University Arkansas State University
Oct. 18-21	Marshall University Baylor University Kent State University
Nov. 8-11	University of North Alabama University of North Carolina University of Wisconsin-Eau Claire
Nov. 15-18	San Jose State University Central Michigan University
Dec. 6-9	Indiana University University of South Dakota
Jan. 17 week (in coordination with MLK Jr. Holiday)	University of Washington California State University-Fullerton American University-Dubai
Jan. 24-27	Brigham Young University Florida International University (and master's) Zayed University (Dubai)
Jan. 31-Feb. 3	San Diego State University University of Texas-Austin University of Oklahoma
Feb. 7-10	American University-D.C. (and master's) Anahuac University, Mexico University of Kentucky
TBA	University of Puerto-Rico-Arecibo (2019-20 visit postponed due to earthquake)

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