

ASCENT

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

July 2020 Vol. 27 #2

CALENDAR

Council to hold session at virtual AEJMC conference

The Accrediting Council will have an information session 10 a.m. to 11:30 a.m. (Pacific Time) on Friday, Aug. 7, during the virtual conference of the Association for Education in Journalism and Mass Communication. The main topic will be an update on standards revisions. The first Susanne Shaw Award for Excellence in Accreditation will be presented at the AEJMC conference in 2021.

Accrediting Council to meet virtually Sept. 12

The Accrediting Council will meet virtually 10 a.m. (Eastern Time) Saturday, Sept. 12, for its fall meeting. The standards review will be the main topic of discussion. Council members will receive further details about the meeting next month from ACEJMC headquarters. Schools interested in virtually attending the Council meeting should contact Executive Director Pat Thompson at pthomps1@olemiss.edu.

Annual deadline to update retention/graduation data pushed back

Because of the COVID-19 pandemic, the annual Aug. 15 deadline to notify ACEJMC of updated retention and graduation data has been pushed back until Dec. 1. Schools are encouraged to observe the Aug. 15 deadline if possible. As a reminder, accredited programs must send notification of the update and the current URL to creinardy@ku.edu.

Message from the Council President

It's been a remarkable year for ACEJMC. Like every other organization, COVID-19 has disrupted our processes and routines, and we find ourselves in an unprecedented situation.

Call it a gap year, call it a year off. Whatever the case, the 2020-21 accrediting cycle is postponed a year. In essence, every visit, every decision is pushed back. Schools seeking initial accreditation have to wait.

It wasn't an easy decision, but it was the only decision, even as some schools (a few at least) wanted to go ahead, possibly with virtual visits.

The Council met twice this spring, for our normal accrediting decision-making in April and in a special business meeting in May at which the decision to push back a year was adopted.

To be clear, this means all units on the traditional six-year visit schedule will instead be accredited for seven years for one cycle. For example, a school previously scheduled for a vote in 2022 will now be up for a vote in 2023.

ACEJMC won't be taking the year off, however. Our standards review committee remains at work and will be presenting its findings to the Council at a September meeting (by Zoom, of course). We also will use the year to create webinar training for school administrators and site teams, and to do some strategic planning, evaluating our processes and methodologies to adapt to the rapidly changing worlds of higher education, our professions and technology.

On standards review, you've perhaps heard that we are considering a relaxation of the 72-hour rule to give schools more curricular flexibility. We are rewriting our governing values and competencies to deal with contemporary times. And we are looking at streamlining the standards to keep the rigor required but to eliminate work not essential to accrediting a program.

The survey many of you participated in last year shows a general satisfaction with the accrediting process. But we intend to make it better.

Please attend our virtual session at AEJMC in August, to learn more about where we are in the review process.



President
Peter Bhatia

COVID-19
leads to a
pause in
reviews;
accreditation
work
continues
on the
standards
revisions

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ASJMC and AEJMC elect representatives to the Accrediting Council

Association of Schools of Journalism and Mass Communication:

Kathleen McElroy, professor and director of the School of Journalism at the University of Texas at Austin, was elected to a three-year term as Accrediting Council representative for the Association of Schools of Journalism and Mass Communication.

Greg Luft, professor and chair of the Department of Journalism and Media Communication at Colorado State University, was elected to a three-year term as Accrediting Council representative for the Association of Schools of Journalism and Mass Communication. Luft had served the remaining



Kathleen McElroy



Greg Luft



Pat Curtin

year of Lorraine Branham's three-term for the 2019-20 academic year.

Association for Education in Journalism and Mass Communication

Pat Curtin, associate dean for undergraduate affairs at the University of Oregon, was elected to a three-year term as Accrediting Council representative for the Association for Education in Journalism and Mass Communication. Curtin replaces Cristina Azocar, who had completed her three-year term as AEJMC representative to the Council.

New Council members will begin their terms with the Sept. 12 virtual meeting.

Council elects Accrediting Committee members

The Accrediting Council elected **Cristina Azocar**, **Jackie Jones** and **Joseph Tateoka** to serve three-year terms on the Accrediting Committee. Michael Cherenson was re-elected to serve a second term. The Accrediting Council held the elections during its May 16 virtual business meeting.

Azocar is an associate professor of journalism at San Francisco State University where she served as department chair for two terms. She is a past president of the Native American Journalists Association, a past president of American Indian Issues for the Media Diversity Forum and a past member of the Accrediting Council. She is a founding board member of the Women's Media Center.

Jones is assistant dean for programs at Morgan State University and also chairs the Department of Multimedia Journalism in the School of Global Journalism & Communication. She is a veteran journalist, having worked at several news organizations, including the Detroit Free Press, New York Newsday, The Philadelphia Daily News and The Washington Post. Jones has been a senior lecturer at Penn State, a Virginius Dabney Distinguished Professor at Virginia Commonwealth, and an adjunct journalism instructor at Howard University. As a national officer for the National Association of Black Journalists,



Cristina Azocar



Jackie Jones



Joseph Tateoka



Michael Cherenson

she represented NABJ on the Accrediting Council for 25 years.

Tateoka is a vice president and talent director at Edelman Chicago. In August 2019, he joined the Talent/HR team supporting the organization's D&I, corporate citizenship/sustainability, internal communications, and learning and development initiatives. Previously, he spent more than 12 years as a strategic account and team lead for B2B, technology and corporate clients including: Amazon Web Services, Braintree, CA Technologies, HP 3D Printers, HP Enterprise, and PayPal at Edelman.

Cherenson, executive vice president of SCG Advertising and Public Relations, is a 26-year industry veteran and author of three studies on the impact of reputation. Cherenson is Accredited in Public Relations by the Universal Accreditation Board and Public Relations Society of America, and is a member of the organization's prestigious College of Fellows. At SCG Advertising and Public Relations, he has served as chief public relations counselor and strategist and oversees all public relations activities. Cherenson is a member of PRSA's Educational Affairs Committee and serves as a site team member for the Group's CEPR Certification program.

MEMBER and PROGRAM UPDATES

Tamara Buck will become chair of the Department of Mass Media at **Southeast Missouri State**, effective Aug. 1. Buck succeeds **Pam Parry**, who is stepping down to focus on research publication. Buck will be the first African-American to serve as chairperson of the department.

Lisa Collins replaces **Sonya Duhé** as director of the School of Communication and Design at **Loyola University in New Orleans**. Collins has been a professor at Loyola for seven years and served as the director of online education for the school. She will serve as interim director during the search for a new director.

Eddith Dashiell is the new director of the E.W. Scripps School of Journalism in the Scripps College of Communication at **Ohio University**. Dashiell succeeds **Robert Stewart**, who had served the last 10 years as director before retiring in May. Dashiell joined the faculty in 1992. She is the first woman and first African-American to hold the director position in the school.

Ron DeMarse is the new interim director of the School of Media at **Western Kentucky University**. DeMarse succeeds **Robert Dietle**, who had served as interim director since 2017. DeMarse has been a faculty member of the school since 2007 and was serving as curriculum coordinator for the broadcasting and film departments before his appointment to interim director.

Erika Engstrom is the new director of the School of Journalism and Media at the **University of Kentucky**. Before her appointment, Engstrom was a professor of communication studies at the University of Nevada, Las Vegas. She succeeds Professor **Scoobie Ryan**, who had served as interim director of the school.

Kristin Gilger is interim dean at the Walter Cronkite School of Journalism at **Arizona State University**. Gilger succeeded **Christopher Callahan**, the new president of the University of the Pacific in California. Gilger joined ASU in 2002 as director of student media and has been a senior associate dean in the school since 2007.

Mark Lodato is the new dean of the S.I. Newhouse School of Public Communications at **Syracuse University**. Lodato succeeds **Amy Falkner**, who had served as interim dean after the death of dean Lorraine Branham in 2019. Lodato was associate dean at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.

Haydeé Seijo Maldonado is acting chair of the School of Communications at the **University of Puerto Rico-Rio Piedras Campus**. Maldonado succeeds **Jorge Santiago Pintor**, who stepped down as chair and continues as a professor on the department's faculty.

Emily Metzgar is the new director of the School of Media and Journalism at **Kent State University**. Professor **Jeffrey Fruit** had served as the interim director during the national search. Before her appointment at Kent State, Metzgar was serving as director of undergraduate studies at The Media School at Indiana State University.

Temple Northup is the new director of the School of Journalism and Media Studies at **San Diego State University**. **Noah Arceneaux**, who served as interim director during the leadership search, returns to full-time teaching. Before his appointment at San Diego State University, Northup was director of the School of Communication at the University of Houston.

María Leticia Flores-Palacios is the new director of the Department of Digital Media and Culture at the **Instituto Tecnológico y de Estudios Superiores de Monterrey**. She succeeds **Maria Concepción Castillo González**, who remains on the faculty.

Aaron Quinn is the new chair of the Department of Journalism and Public Relations at **California State University, Chico**. He succeeds **Susan McMahon Wiesinger**, who stepped down as chair after nine years in the position. She continues as a professor in the department.

Ed Simpson is the new director of the School of Communications at the **University of Southern Mississippi**. He succeeds **John Meyer**, who had served as acting director. Meyer continues as a full professor on the school's faculty.

Debora Wenger is the interim dean of the School of Journalism and New Media at the **University of Mississippi**. Wenger succeeds **Will Norton**, who joined the school in 2009 as founding dean. Norton stepped down at the end of the 2019-20 academic year to return to the school's faculty. Wenger joined the school's faculty in 2009 and was Assistant Dean for Partnerships and Innovation.

Cynthia Jackson-Hammond to lead CHEA

Cynthia Jackson-Hammond will be the new president of the Council for Higher Education Accreditation (CHEA) effective Aug. 1. She will succeed Judith Eaton, who is retiring. Eaton served as CHEA president since the organization's founding in 1996.

Jackson-Hammond retired June 30 as president of Central State University in Ohio, where she became the historically

black university's first female president July 1, 2012.

ACEJMC is the agency formally recognized by CHEA for accrediting programs for professional education in journalism and mass communications in institutions of higher learning. CHEA has the largest institutional higher education membership organization in the United States.

Accreditation lapses

The School of Journalism at **Southern Illinois University Carbondale** and the Department of Communications at the **University of Tennessee at Martin** have let their accreditations lapse. The programs did not go through the reviews required for reaccreditation.

Council makes accreditation decisions

The Accrediting Council made accreditation decisions on 24 schools during its April 25 meeting. Because of the COVID-19 pandemic, Council members and administrators of schools under review participated in a virtual meeting.

The Council delivered 20 decisions to accredit or reaccredit, which included three schools successfully completing their

first accreditation review. Three schools seeking reaccreditation were given provisional. These schools will be revisited after the provisional period to determine if deficiencies have been corrected. One school seeking initial accreditation was deferred and also will be revisited after the provisional period.

ACEJMC now accredits 118 schools.

Initial accreditation:

- Morgan State University School of Global Journalism and Communication
- University of Puerto Rico – Huma-cao Department of Communication
- University of West Georgia Department of Mass Communications

Removed from provisional and fully reaccredited:

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

Reaccredited:

- California State University, Long Beach Department of Journalism and Public Relations
- City University of New York Graduate School of Journalism
- Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Monterrey Media and Digital Cultural Department
- Kansas State University A.Q. Miller School of Journalism and Mass Communications
- Loyola University School of Communication and Design
- Michigan State University School of Journalism
- Oklahoma State University School of Media and Strategic Communications
- San Francisco State University Journalism Department
- SUNY Buffalo State Communication Department
- Temple University Department of Journalism
- University of Nevada, Reno Donald W. Reynolds School of Journalism and Center for Advanced Media Studies
- University of Tennessee at Chattanooga Department of Communication

A six-year look at noncompliances in the nine standards

PROGRAM REVIEWS / Noncompliance findings in 9 Standards

Standard	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
1 Mission/Gov.			2	1		1	1
2 Curriculum		2	1				3
3 Diversity		3	3	4	2	1	2
4 Faculty	1		1		1		
5 Research	1	2	1		1		
6 Student Services	1				1		
7 Resources		1	1	1		1	2
8 Prof/Public Service							1
9 Assessment	5	6	6	9	7		5
Total noncompls	8	14	15	15	12	3	14
* Programs Reviewed	23	32	32	30	23	13	24
Totals include revisits	22 undergraduate 1 master's	28 undergraduate 4 master's	25 undergraduate 7 master's	24 undergraduate 6 master's	20 undergraduate 3 master's	11 undergraduate 2 master's	23 undergraduate 1 master's

* undergrad/professional master's programs reviewed separately

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

Provisional:

- Hampton University Scripps Howard School of Journalism and Communications
- Jacksonville State University Department of Communication
- University of Idaho School of Journalism and Mass Media

- California Polytechnic State University Journalism Department underwent an initial accreditation review and was given a two-year provisional period to correct deficiencies.

Site team reports available online: All site team reports from the 2019-20 accreditation cycle, as well as site team reports dating back to the 2012-13 cycle, are published with school 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.

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.

In appreciation to 2019-20 site team members for their time and service

There were 19 accreditation site visits and five revisits during the 2019-20 visit cycle. Seventy individuals volunteered time and service for these visits.

Chairs for Site Visits/Revisits:

- | | |
|------------------------|-----------------------|
| 1. Doug Anderson | 12. Barbara Hines |
| 2. Caesar Andrews | 13. Joel Kaplan |
| 3. Peter Bhatia | 14. Rafael Lorente |
| 4. Ann Brill | 15. Pam Luecke |
| 5. David Boardman | 16. Will Norton |
| 6. Heidi de Laubenfels | 17. Carol Pardun |
| 7. Joe Foote | 18. Paul Parsons |
| 8. Rochelle Ford | 19. Brad Rawlins |
| 9. Kristin Gilger | 20. Ford Risley |
| 10. Tim Gleason | 21. Jennifer Sizemore |
| 11. Marie Hardin | |

Team Members for Site Visits/Revisits:

- | | |
|----------------------------|----------------------|
| 1. Sonny Albarado | 26. Joanna Hernandez |
| 2. Andy Alexander | 27. Helen Katz |
| 3. Tim Bajkiewicz | 28. Loup Langton |
| 4. Kathleen Fearn-Banks | 29. Tien-Tsung Lee |
| 5. Marianne Barrett | 30. Mark Lodato |
| 6. Clark Bell | 31. Diana Martinelli |
| 7. Dorothy Bland | 32. Diane McFarlin |
| 8. Gracie Lawson-Borders | 33. Julie Newton |
| 9. Doug Boyd | 34. Earnest Perry |
| 10. Sheri Broyles | 35. Mike Philipps |
| 11. Shirley Staples Carter | 36. Greg Pitts |
| 12. Mike Cherenson | 37. Deborah Potter |
| 13. Caryl Cooper | 38. Africa Price |
| 14. Barbara Cochran | 39. Patricia Reksten |
| 15. Dale Cressman | 40. Mary Rogus |
| 16. Lucy Dalglish | 41. Janet Rose |
| 17. George Daniels | 42. Brian Sheehan |
| 18. David Davies | 43. Dan Shelley |
| 19. Peter Debreceny | 44. Bill Silcock |
| 20. Denise Dowling | 45. Al Stavitsky |
| 21. Vince Duffy | 46. Amy Struthers |
| 22. Jessica Gisclair | 47. Paul Voakes |
| 23. Michel Haigh | 48. Chuck Wanninger |
| 24. Charlotte Hall | 49. Sonja Williams |
| 25. Mark Hass | |

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