

News & Notes

Strategic Planning

ACEJMC will form a strategic planning committee to explore ways the Accrediting Council can continue to serve journalism education in traditional and contemporary ways. The committee will be formally launched at the Council's April meeting. Council vice president Dale Cressman of BYU will serve as the chair of the committee. Other committee members will come from the Council and Accrediting Committee. Look for more details on the committee's work later this year.

Accrediting Council to meet April 16

The Accrediting Council will have a virtual spring business meeting on Friday, April 16. The meeting will start at 11 a.m. Eastern. Registration is required. The agenda and registration information will be provided on the ACEJMC website (acejmc.org) in April.

For more information, contact Pat Thompson, executive director, at pthomps1@olemiss.edu or 662-915-5504.

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Message from the Council President

It was a big task, but ACEJMC has approved major revisions in its accrediting standards. The Accrediting Council approved the changes in principle at its meeting in September 2020, and then signed off with a final email vote in November.

We revise our standards every 10 years, with an eye on staying up to date and in touch with changing demands of the professions and changing circumstances in academia. This time we added more efficiency, less duplication and stronger embrace of key standards on leadership, curriculum, diversity and assessment to the mix. And, of course, a strong recognition of the need for expanded digital education and training for students as well as the desire for more creative and wide-ranging study plans.

It all goes into effect with schools being reviewed in Fall 2022, which means self-studies with the new standards will start in 2021-22. [Review the revised standards here.](#)

In summary, here's what is changing. All standards were revised, including indicators and evidence.

- The number of standards is reduced from nine to eight. The current Standard 4 (Full-Time and Part-Time Faculty) and Standard 5 (Scholarship: Research, Creative and Professional Activity) are combined into a new Standard 5 (Faculty). Both Standards 4 and 5 focused on faculty and how faculty activity meets the university and unit teaching, research and service mission.
- The order of the standards changes. The current Standard 9 (Assessment of Learning Outcomes) becomes Standard 3, contiguous with Standard 2 (Curriculum and Instruction) given that assessment and curriculum go hand in hand.
- In Standard 1 (Mission, Governance and Administration), revisions place greater emphasis on effective leadership within the unit. Strategic plans will be given greater scrutiny by site teams to ensure units are using the plan to guide decision-making and measure progress in meeting goals.
- In Standard 2 (Curriculum and Instruction), the requirement for 72 hours outside the unit is eliminated. The goal is to give students and units more flexibility in constructing learning plans that connect with today's journalism and strategic communication worlds. The Council stressed that this recommendation does not conflict with ACEJMC's fundamental commitment to students receiving a well-rounded liberal



President
Peter Bhatia

The Council and site teams will take into account the extraordinary circumstances every school has dealt with during the pandemic.

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Committee members' terms extended; Nominating Committee appointed

Nominating Committee



Dale Cressman



Sonny Albarado



Judy Oskam

After approving a one-year pause in accreditation reviews because of the pandemic, the Council also approved a one-year extension of Accrediting Committee members' terms. Committee members, elected by the Council to three-year terms, meet annually in the spring to review site team reports and make accreditation recommendations to the Council. Because of the pause year, this year's Accrediting Committee meeting was cancelled.

Members whose terms would have ended this spring could accept the one-year extension or conclude their Committee service.

In keeping with ACEJMC bylaws, the Accrediting Committee is comprised of 15 educator and professional members. The majority are educators.

Council members elect Accrediting Committee members. A nominating committee appointed by the Accrediting Council president establishes a slate

of candidates to fill open seats. Council members have the opportunity to submit nominees. Educator representatives to the Council nominate educators; professional representatives nominate professionals.

Accrediting Council president Peter Bhatia appointed Council members Dale Cressman, Judy Oskam and Sonny Albarado to the Nominating Committee to make recommendations for two open seats on the Accrediting Committee. Cressman, who is Accrediting Council vice president, will chair the Nominating Committee.

Cressman is Council representative for the American Journalism Historians Association. Albarado represents the Society of Professional Journalists. Oskam represents the Association of Schools of Journalism and Mass Communication.

ONLINE RESOURCES

Several resources to assist programs with the accreditation process are available on ACEJMC's website at acejmc.org. Documents are found under the resources tab.

Preparation for Accreditation details the 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/>

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/>

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, email creinardy@ku.edu.

President's message

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arts and science education. Units will be required to explain how their curriculum results in a balance between professional skills and liberal arts and sciences.

- In Standard 2, the Professional Values and Competencies are reduced in number from 12 to 10, and updated to be more current and relevant.
- The current Standard 3 (Diversity and Inclusiveness) becomes Standard 4. Revisions strengthen the standard by encouraging progress in diversity, inclusion and empowerment, going beyond a focus on numbers. The revised standard recognizes that diversity, equity and inclusion issues are significantly more important in our society and an even more central part of a well-structured education.

Many, many thanks to the Standard Review Committee's members who worked with me to make this happen: Dale Cressman, Marie Hardin, Sonny Albarado, Greg Pitts, Rochelle Ford, Heidi de Laubenfels and Pat Thompson. In addition, five people served on Standards Review subcommittees: Denise Hill, Jacqueline Jones, Dorothy Bland, Caesar Andrews and Bey-Ling Sha. The process also included a survey of about 200 communications educators/professionals, as well as draft recommendations presented for discussion and suggestions at several AEJMC and ASJMC conferences and ACEJMC Council meetings over the past two years.

As we with hope anticipate a return to our regular accrediting cycle in Fall of 2021, it is the sense of the Council that we will take into account the extraordinary circumstances that every school has dealt with during the pandemic. Site teams will be asked to be understanding of the need for leeway to be given on some of our normal requirements such as class-size limits on skills courses. In addition, while the new standards do not kick in until Fall 2022 visits, those being visited in 2021-22 will be allowed flexibility on the 72-hour rule.

MEMBER AND PROGRAM UPDATES

AEJMC/ASJMC director to retire

Jennifer McGill announced she will retire Sept. 30 as executive director of the **Association for Education in Journalism and Mass Communication of Schools of Journalism and the Association of Schools of Journalism and Mass Communication**. McGill joined the staff of AEJMC/ASJMC in 1983. She was named executive director in 1985, a position she has held for 36 years.

AEJMC and ASJMC are member organizations of the Accrediting Council.

Accreditation lapse

The Media and Strategic Communication Department at **Iona College** let its accreditation lapse with the start of the 2020-21 academic year.

Membership changes:

Peter Debreceny is stepping down as **Page Society** representative to the Accrediting Council, a position he has served since 2015. Debreceny has moved to Melbourne, Australia.

"Having been associated with ACEJMC as a site team member and then on the Council has been one of my professional career highlights," Debreceny said.

Richard Woods will take over as **Page Society** representative. Woods is a former senior vice president, corporate affairs, at Capital One Financial Corporation. Among other positions throughout his career, he has served as senior vice president, communications, at Revlon and Mastercard and vice president, communications, at Eli Lilly.



Richard Woods

Leadership changes:

Hub Brown will become dean of the **University of Florida's College of Journalism and Communications** on July 1. Brown currently is associate dean and

associate professor at the Newhouse School of Public Communications at Syracuse University. **Diane McFarlin**, who served as dean of the college for 8 years, retired at the end of 2020. **Spiro K. Kiousis**, a professor in the Department of Public Relations, is interim dean until Brown assumes his deanship at the University of Florida.

William Dailey is serving as interim chair of the **Department of Journalism at Central Michigan University**. He succeeds **Tim Boudreau**, who departed from the university last fall.

Sam Fulwood III has been named dean of the **School of Communication at American University**. Fulwood, who currently serves as a Senior Fellow and Vice President-Race and Equity at the Center for American Progress, will assume deanship May 15.

Laura DeNardis has served as interim dean since July 2019. She will return fulltime to the faculty.

Joshua Grimm is serving as interim dean for **Manship School of Mass Communication at Louisiana State University** after the death of dean Martin Johnson last October. Grimm is an associate professor on faculty and was serving as associate dean for undergraduate studies and administration.

Bhatia receives Benjamin C. Bradlee Editor of the Year Award

The National Press Foundation awarded Peter Bhatia the 2020 Benjamin C. Bradlee Editor of the Year Award during a virtual program Feb. 18. Bhatia, who serves as Accrediting Council president, is editor and vice president of the Detroit Free Press and freep.com.

In her introduction during the ceremony, NPF Board Member Susan Swain said Bhatia was selected for the award "for his strong editorial leadership of the Detroit Free Press in the year 2020, and for his long-standing commitment to diversity in the newsroom and the paper's reporting."

The foundation cited Bhatia and his staff for "superb coverage of the tumultuous events of 2020" – including



the health and economic impact of COVID-19, the racial justice movement and the contested 2020 election.

In his remarks, Bhatia said: "We have a great deal of work to do to arrest the spread of what Rand researchers have called 'truth decay.' How we do that is the issue."

Following the awards ceremony, Bhatia participated in a panel discussion on the state of journalism today with other NPF award recipients: Audie Cornish, recipient of the Sol Taishoff Award for Excellence in Broadcast Journalism; and political commentator and author George Will, recipient of the W.M. Kiplinger Distinguished Contributions to Journalism Award. The panel was moderated by CNN's Dana Bash.

Annual data reporting requirements

The Accrediting Council requires two different forms of published data by its accredited schools.

Units sometimes are confused about the differences. One has been in effect for nearly a decade, and the other is relatively new. The following offers details about the two requirements.

Searchable database of ACEJMC's accredited schools

Who, What and Where: In 2018, the Council made participation in ACEJMC's searchable database <https://lookup.acejmc.org/> a requirement of the accreditation review process. The database is intended to provide objective and current data of all accredited programs for prospective students and their parents, for professionals seeking to hire for internships and entry-level positions, and for educators seeking information to help improve journalism and mass communications education.

When: Schools are to register for the database and self-report data directly into the database as part of the

self-study process. The process should be completed before the site visit for verification by the site team. Thereafter, data should be updated annually.

Instructions on how to register for the database can be found at <http://www.acejmc.org/resources/acejmc-database-instructions-2/>

This data reporting requirement is associated with Standard 1. Mission, Governance and Administration, Indicator a). In the revised standards that go into effect in 2022, the requirement remains a part of Standard 1 but becomes Indicator c).

Student retention and graduation data updates

Who, What and Where: In 2012, the Accrediting Council passed the requirement that all ACEJMC accredited schools publish current retention and graduation data on their websites. The published data is to be specific to the accredited unit level and be easy to locate on the unit's website.

When: The data should be updated annually by Aug. 15. The ACEJMC office should be notified when data are updated. Because of the pandemic, the 2020 deadline was moved to Dec. 1. **The 2021 deadline will revert back to Aug. 15.** Schools that completed updates in December and have the most current data available at the time of the Aug. 15 deadline should still notify ACEJMC about data status.

Schools seeking initial accreditation should have retention/graduation data posted by the time of self-study submission.

ACEJMC staff monitor annual updates and report to ACEJMC's executive committee when a school has failed to meet the update requirement. Schools that do

not make the annual update can be placed on probation and eventually suspended. See [ACEJMC's annual booklet](#), page 38, for more details.

This requirement is associated with Standard 6 Student Services, Indicator e). In the revised standards to take effect in 2022, the annual data reporting is still required in its current form but becomes Standard 1, Indicator d).

Reporting 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.

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. The url must be a direct link to the data.

Email questions to creinardy@ku.edu.

2021-22 Site Visit Schedule

Schedule is subject to change

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.

FALL SEMESTER

Oct. 10-13:

University of North Carolina
University of Connecticut
Kent State University
Self-study report due: Aug. 27

Oct. 17-20:

North Alabama
Anahuac, Mexico City
Holy Angel, Philippines (initial)
Self-study report due: Sept. 3

Oct. 24-27:

Hofstra University
Indiana University
University of South Dakota
Self-study report due: Sept. 10

Oct. 31-Nov. 3:

Zayed University
Marshall University
Baylor University
Self-study report due: Sept. 17

Nov. 7-10

University of Oklahoma
Stony Brook University
Self-study report due: Sept. 24

Nov. 14-17:

Winthrop University
University of Wisconsin-Eau Claire
Self-study report due: Sept. 28

Nov. 28-Dec. 1:

Cal State-Dominguez Hills (initial)
Arkansas State University
Central Michigan University
Self-study report due: Oct. 1

WINTER/SPRING SEMESTER 2022

Week of Jan. 17 (MLK holiday)
University of Washington
Florida International University
University of Kentucky
Self-study report due: Oct. 15

Jan. 23-26:

Brigham Young University
American University-Dubai
Self-study report due: Oct. 29

Jan. 30-Feb. 2:

American University-D.C.
Texas State University
California State University -Fullerton
Self-study report due: Nov. 5

Feb. 6-9:

University of Texas-Austin
San Diego State University
San Jose State University
Self-study report due: Nov. 12

Date to be determined:

University of Puerto Rico-Arecibo
California Polytechnic State University Revisit

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