

## Task Forces Advance Council's Mission

Last year, five task forces were established to advance the important work of the Council. At its virtual meeting in August, Council members took action on task force recommendations.

### Bylaws and Policies Task Force

Task Force Chair Steve Geimann presented the following revisions to the ACEJMC bylaws, which the Council approved:

- Expanded the Council's objectives to include that it become a thought leader and advocate on issues impacting journalism and mass communication education. The new language reads: *To advocate for the value of education in journalism and mass communications in championing democratic values as the foundation of a diverse and inclusive society.* See the Council president's message for details.
- Codified a long-standing practice: A requirement that the president be from an industry group and the vice president from an educator group.
- Added the Accrediting Committee Chair to the ACEJMC Executive Committee.
- Designated the Council vice president and Committee vice chair to interpret Robert's Rules of Order during meetings.
- Added language to clarify some meetings may be virtual.
- Clarified that a quorum is 50 percent of total membership, that the Committee has 15 members, and that the Council elects Committee members and officers.
- Eliminated provision for weighted voting that has never been used.
- Required an annual financial review with a report distributed to the Council.

### The Council also approved the task force recommendation for a new policy about noncompliances on standards.

ACEJMC is the agency formally recognized by the Council for Higher Education Accreditation (CHEA) for accrediting programs for professional education in journalism and mass communications in institutions of higher learning. To ensure ACEJMC is in compliance with CHEA requirements, the Council approved language to ensure all units comply on all standards before their next scheduled review. Beginning in **2024-25**, the Council will require reaccredited units with one or more standards out of compliance to demonstrate, within three years, that the issues have been resolved. The Council will then review and vote on the unit's status.

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## Message from the Council President ACEJMC and Advocacy

Since its inception in 1945, ACEJMC has had a singular focus – to define and gain wide acceptance for standards of education for careers in journalism and mass communications. That focus and the commitment behind it continue, and now are complemented with leadership and “advocacy” – which for the Council means affirming its vision, *“Journalism and mass communications are among the most vital forces in the maintenance of society and are foundational to a democratic government and a free society.”*



Del Galloway,  
APR, Fellow  
PRSA  
President,  
ACEJMC

At its virtual business meeting in August, the Council approved language for a new bylaws objective, which reads: *To advocate for the value of education in journalism and mass communications in championing democratic values as the foundation of a diverse and inclusive society.*

The Council believes that journalism and communications transmit and interpret culture and bind society together; that these disciplines seek to protect the rights of citizens to inform and enlighten them as they pursue their public and private interests; and that our disciplines embody the values of free inquiry, dissent and expression.

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## President's Message, from Page 1

Through the years – and particularly more recently – higher education, accreditation and social justice have come under attack. When these attacks challenge the very foundation of what ACEJMC represents, the Council now has the flexibility to be more active in educating constituents and speaking out in support of its mission and values.

The Council recognizes – indeed, is painfully aware – that the weaponization of higher education, accreditation and social justice is a slippery slope. It creates a delicate climate to navigate. BUT, navigate it we must to demonstrate and ensure our commitment to gain wide acceptance of standards of education in the pursuit of excellence in journalism and mass communications.

To manage these challenges, an Advocacy Committee has been established, representing respected and experienced educators and professionals from the Council and Committee. *See the Advocacy Committee article below for details.* In partnership with the Bylaws and Policies Task Force, the Advocacy Committee will prepare a policy defining what advocacy means for the Council – what we will and what we won't speak out on. Practically speaking, no policy can fully capture all circumstances or challenges. Life's not that tidy. What the policy will provide is guidance, allowing us to affirm our commitment to our values, while avoiding the politicization of our role and responsibilities.

Since adopting our advocacy bylaw, I have heard from many of you – Council and Committee members – and other stakeholders. Comments range from “Happy to hear it,” “It's about time,” to “Uh, oh, this is dangerous,” and “I'm concerned ACEJMC is going to become politicized or, worse, a political target.”

I hear you, as do your officers. We understand the hopes and fears. It is now our job – in partnership with our Advocacy Committee – to find that sweet spot of affirming our values, while managing any downside. It's a lot. It's a tall order, and that's what leaders do – the hard stuff.

I welcome your thoughts.

Del Galloway, APR, Fellow PRSA  
President, ACEJMC

## Advocacy Committee

We have established an Advocacy Committee of experienced educators and professionals from the Council and Committee. These respected leaders are: **Marie Hardin**, Dean, Donald P. Bellisario College of Communications, Pennsylvania State University, and chair, ACEJMC Accrediting Committee; **Steve Geimann**, Bloomberg News, retired, and ACEJMC Council public member; **Rosanna Fiske**, APR, Fellow PRSA, and ACEJMC Council member representing Public Relations Society of America; **Mike Cherenson**, Executive Vice President Public Relations, SCG Advertising & Public Relations, and ACEJMC Committee member; **Dan Shelley**, President and CEO, Radio-Television Digital News Association, and ACEJMC Council member.



Hardin



Geimann



Fiske



Cherenson



Shelley

## Task Forces, from page 1

### Membership Task Force

The Council approved a motion to accept the application of the Alliance of Schools and Colleges of Communication and Journalism as a new member of the Council, effective August 2024.

The Membership Task Force is in discussion with additional professional organizations about potentially joining the Council. Updates will be provided as developments unfold. Chair Greg Pitts discussed outreach to colleges and schools that currently have one unit accredited by the Council, to explore expanding accreditation to other units within the program currently not accredited.

### Strategic Planning Task Force

Chair Lucy Dalglish reviewed the approach and timeline for the Council's strategic planning process, which will commence this fall, with an update at the Council's 2024 spring meeting.

### Brand Identity Task Force

Co-chair Jenny Buschhorn reviewed highlights of the Council's recent brand identity research and the resulting new identity – including a new logo, typeface, tagline and color palette, to be rolled out later this fall. *See the brand identity article on page 4 for details.*

### Development Task Force

Chair Del Galloway announced a new partnership with the Freedom Forum headquartered in Washington, DC. The Freedom Forum has generously offered to host Council meetings. – [www.freedomforum.org](http://www.freedomforum.org)

Galloway shared the status of other fundraising “asks” to major, high profile nonprofit foundations. Updates will be provided as developments unfold.

## ACEJMC Task Forces 2022-2024

### Strategic Planning

*Affirm, articulate and advance our Council mission in a society increasingly hostile to the First Amendment, journalism, strategic communications and social justice.*

Lucy Dalglish, Chair  
Caesar Andrews  
Dorothy Bland  
Heidi de Laubenfels  
Marie Hardin  
Andy Mendelson  
John Paluszek  
Bey-Ling Sha  
Dan Shelley

### Development

*Identify and solicit organizations for resources that advance our Council mission.*

Del Galloway, Chair  
Kathleen McElroy  
Greg Pitts  
James Stewart  
Diane McFarlin (of counsel)

### Membership

*Identify and recruit industry organizations to join our Council and identify and recruit schools to participate in accreditation.*

Greg Pitts, Chair  
Del Galloway  
Jennifer Greer  
Jackie Jones  
Brad Rawlins  
Al Stavitsky

### Bylaws and Policies

*Affirm, update and modify bylaws, and consider new policies that support the Council's mission.*

Steve Geimann, Chair  
Andy Alexander  
Michel Haigh  
Marie Hardin  
Denise Hill  
Suzanne Horsley  
Rafael Lorente  
Jennifer Sizemore

### Brand Identity

*Refresh the Council's brand identity and affirm its commitment to and investment in a quality accreditation program that upholds the highest standards and recognizes excellence in journalism and strategic communications; one that supports our First Amendment - freedom of inquiry, freedom of expression and freedom of the press – as indispensable values in a free society. Deliverables include a refresh of the Council logo, collateral, web resources, letterhead and other communications materials, and a brand voice that reflects the Council's role as an advocate for democratic values.*

Jenny Buschhorn, Co-chair  
Mike Cherenon, Co-chair  
Rosanna Fiske  
Nance Larsen  
Greg Luft  
Diana Martinelli

### Leadership

**Accrediting Council President**  
Del Galloway  
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## A New Look and Identity Positions ACEJMC for the Future

Earlier this year, ACEJMC conducted a brand research study to understand the perceptions and beliefs of Council and Committee members relative to their knowledge of the organization and its efforts. Survey questionnaires were completed by 72% of Council and Committee members, as well as ACEJMC staff. The results were used to inform the development of the Council’s new brand and visual imaging. At its August virtual meeting, the Council’s new imaging was introduced – seen here. The new logo, titled “Center of Communications,” features at its center a figure reflecting the Council’s multiple stakeholders: students, parents, faculty, administrators, as well as employers, site teams, Council and Committee members and the public. Surrounding the figure are concentric communication circles “signaling” the essence of ACEJMC – its commitment to excellence in journalism and mass communications. The new typeface has a fresh, modern look and feel, with a color palette reflecting the diversity of those we serve.

**Ad2 of Southern California**, in partnership with the Council’s Brand Identity Task Force, led the development of the new creative. ACEJMC thanks Ad2 for its generosity, for investing itself in the work of the Council and for producing a new identity package that will well serve ACEJMC into the future.

Ad2 is the young professionals arm of the American Advertising Federation. **Shawn Nichols** is president of the Southern California chapter, and the members of the Ad 2 SoCal Public Service Committee are: **Kaylen Buschhorn**, chair, **Samantha Hernandez**, **Chris Degenaars**, and **Shawn Nichols**.

**Next Steps:** As we roll out our new identity this fall, we’ll provide more information about how, when and where you can incorporate the Council’s new “seal of approval,” as well as other brand details.

### Logo



### Color



### Seal



### ACEJMC March Committee Meeting

Friday and Saturday, March 22-23, 2024, at the Westin Hotel in Chicago on North Michigan Avenue. The hotel room rate is expected to be \$159/night plus taxes.

Hotel registration information will be available later this year.

NOTE: ASJMC’s 2024 workshop is at the same location March 20-22.

### ACEJMC Spring Council Meeting

Friday and Saturday, May 3-4, 2024, at The Freedom Forum headquarters, 610 Water St. SW, Washington, D.C. Additional information will be available later, but here are a few of the many hotel options for the Council meeting:

[Canopy by Hilton\\*](#) [Hyatt House\\*](#)  
[CitizenM](#) [Riggs](#)

*\*Higher price points; located next door to The Freedom Forum’s new headquarters.*