

Accrediting Committee to review 12 schools

The Accrediting Committee will meet Saturday, March 23, in Chicago at the Westin Hotel, 909 N. Michigan Ave., to discuss 11 site visit reports and one revisit. The meeting will begin at 9 a.m. in the Chicago Ballroom.

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 hotel reservations is Friday, March 1.**

The meeting is open to the public; however, registration is requested by submitting an attendance form by March 1. [Download an attendance form](#).

Contact Patricia Thompson at pthomps1@olemiss.edu for more information.

DISCUSSION SCHEDULE

1. St. Bonaventure University (revisit/initial accreditation)
2. Ohio University
3. University of Minnesota
4. Pennsylvania State University
5. Abilene Christian University
6. Washington and Lee University
7. University of Memphis
8. Savannah State University
9. University of Puerto Rico–Rio Piedras
10. Qatar University
11. University of Illinois
12. Columbia University

Comprehensive review of standards and accreditation process underway

Self-evaluation is a key element for schools in ACEJMC's accreditation process. Likewise, ACEJMC itself routinely engages in a series of systematic self-evaluations to ensure the standards, process and policies remain relevant and reliable.

After a site visit, both the school administrator and site team chair are invited to confidentially evaluate team members, the nine standards and the accreditation process. After each site visit cycle, ACEJMC staff collect and report to the Council the non-compliances for each standard, watching for particular problem areas. In addition, ACEJMC staff annually examine standards and policy to ensure continuing compliance with requirements of the Council for Higher Education Accreditation (CHEA).

On a larger scale, the Council conducts a comprehensive review of ACEJMC's standards, policies and procedures every 10 years, a process that generally takes up to two years to complete. Peter Bhatia, Council president, announced at the Aug. 24 Council meeting it was time to initiate a 10-year review.

A Standards Review Committee has been appointed and a timeline established for action steps. Bhatia will chair the committee. The other members are: Rochelle Ford, Council representative for the Public Relations Society of America; Sonny Albarado, Council representative for the Society of Professional Journalists; Dale Cressman, Council representative for the American Journalism Historians Association; Heidi de Laubenfels, Accrediting Committee member; and Marie Hardin, Accrediting Committee vice chair.

Continued on Page 2

Spring Council meeting rescheduled for one day only

The Accrediting Council meeting has been rescheduled from a two-day meeting to one day only on Friday, April 26. Accreditation decisions will be made on 11 site visits and one revisit. This is the smallest number of site visits in the six-year accreditation cycle, which allows the Council to make accreditation decisions first, followed by a brief business meeting later in the day.

The April 26 meeting will be at the Westin Hotel on North Michigan Avenue in Chicago. 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 for more information.

Standards Review timeline

Continued from page 1

All have served on multiple site visits as either team chair or site team member. Several are faculty at ACEJMC accredited schools; others are practicing professionals in journalism and mass communications.

The review will consider collective findings from the annual evaluative measures, as well as present several

opportunities for administrators of accredited schools and other affected parties to comment. The tentative timetable follows:

- ❑ Develop a comprehensive and

focused survey to be sent to administrators of all accredited schools.

- ❑ Make the survey available at the winter meeting of the Association of Schools of Journalism and Mass Communication in Houston. Bhatia and Patricia Thompson, ACEJMC executive director, will seek comments about the survey and standards during a **session scheduled at 10:45 a.m.-noon, Saturday, March 2.**

- ❑ Present the survey for further review and comment to the Accrediting Council at its April 26 meeting in Chicago.

- ❑ Administer the survey during the summer.

- ❑ Report findings at the ACEJMC conference in Toronto in August and at the Aug. 23 Council meeting in

Chicago. Comments will again be invited.

- ❑ Finalize a draft of the proposed revisions and recommendations to present to the Council during the spring 2020 meeting.

- ❑ Share the recommendations with administrators of accredited schools, Accrediting Committee members and member organizations. Invite comment.

- ❑ Vote on the formal adoption of the revisions at the Council's fall 2020 meeting.

- ❑ Immediately after Council approval of the revisions and the timeline for implementation, notify all accredited schools and schools working toward accreditation.

- ❑ Revisions would be reflected in ACEJMC's 2021-22 annual booklet and the 2021-22 self-study template, and would take effect during 2022-23 site visits.

The previous 10-year standards review, led by then Council vice president Doug Anderson, was initiated in 2010. Revisions went into effect fall 2013. Revisions resulted in an adjusted liberal arts credit hour requirement from 80-65 to 72. Acceptable internship hours were extended to six credit hours. Diversity plans were required to be at the unit level and to include a definition of diversity. Retention and graduation data reports were to be published online and updated annually.

Bhatia encourages all affected parties to take part in this review process by participating in the survey and by submitting personal thoughts and comments to members of the Standards Review Committee.

The goal, Bhatia says, is to revise the standards to make the work for accreditation more streamlined while maintaining a rigorous process.



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NEWS AND NOTES

Appeals Board appointed

Tim Gleason, 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 Brooke Barnett, professor and associate provost at Elon University, and John Paluszek, executive editor of Business In Society.

Moving toward digital in self-studies

For the first time, all self-studies submitted to the ACEJMC office for a preliminary review in an accreditation cycle were in digital format only. Eleven self-studies and one revisit report were submitted in the 2018-2019 visit cycle.

ACEJMC provides a preliminary review of completed self-studies before reports are sent to site teams. Schools were given the option of submitting to the ACEJMC office

a print or digital copy, in keeping with the format requested by site team members.

ACEJMC keeps on file a copy of each accredited school's most recent self-study. The current collection includes more than 100 print self-study reports and fills a wall of shelves in an ACEJMC office. The hefty binders will eventually be replaced by digitally stored files as each school cycles through its next accreditation review.

Mark the date

The fall Council meeting will be Friday, Aug. 23, at the Westin on Michigan Avenue in Chicago. Details will be available in July.

Internships and Assessment: Direct Measure? Indirect Measure? Both?

ACEJMC defines a direct measure as the assessment of actual student work and knowledge in relation to the [12 values and competencies](#), whereas an indirect measure captures perceptions, attitudes and outcomes. Internships provide opportunity for both direct and indirect measures of assessment, depending on who is being asked to complete the evaluation – the student or the on-site internship supervisor – and what is being evaluated.

Examples of commonly used direct measures are evaluations of capstone projects and student portfolios, aggregate internship evaluations, and pre/post-tests. Commonly used indirect measures are student surveys, exit interviews, student awards, and aggregate graduation and employment data that can demonstrate patterns in outcomes.

If students are surveyed to ask their perception or opinion of how well their learning experience prepared them for the internship experience, this would serve as an indirect measure.

If internship supervisors are asked to evaluate students' demonstration of ACEJMC professional values and competencies (clear and accurate writing, good grasp of technology, application of numerical concepts, think critically and creatively, etc.), this can serve as a direct measure.

Asking internship supervisors to evaluate only student behavior (dependability, punctuality, ability to work

independently, professionalism, etc.), can provide valuable insight but doesn't directly measure student knowledge and skills as they relate to the 12 values and competencies. This approach to evaluation would not be considered a direct measure for ACEJMC assessment purposes.

Standard 9, Assessment of Learning Outcomes, requires that an assessment plan use "multiple direct and indirect measures to assess student learning." This suggests at least two direct measures and at least two indirect measures.

Keep in mind, aggregate internship evaluations carry more weight as an assessment tool when all students in the major are required to do an internship, compared to aggregate evaluations where students elect to do an internship. Because electives are not representative of an entire cohort and can be avoided, schools should not rely

solely on elective courses for direct measures of assessment.

When internships are taken as an elective, assessment of students' work can serve as a secondary assessment but should not be relied on as the sole direct measure of assessment.

Whatever the direct and indirect measures used, it is important to not only evaluate and collect the data, but to analyze and establish findings, which are reported to faculty and other affected parties, and then used to make improvements.

ASSESSMENT GUIDE

ACEJMC's Guide to Assessment of Learning Outcomes and other helpful assessment materials, including use of internships in the assessment process, are available at <http://www.acejmc.org/resources/acejmc-guide-to-assessment>

ACCREDITATION 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, includ-

ing 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.

PROGRAM UPDATES

Laura Lindenfeld was named interim dean of **Stony Brook University's** School of Journalism. Lindenfeld is executive director of the Alan Alda Center for Communicating Science and a professor in the school. She succeeds **Howard Schneider**, who stepped down from the deanship to take a full-time leadership position with Stony Brook's Center for News Literacy.

Erik Collins was named interim director of the School of Journalism and Mass Communications at the **University of South Carolina**. Collins succeeds **Andrea Tanner**, who became an associate dean in the South Carolina Honors College. Tanner stepped down as director Dec. 7. Collins is a professor emeritus in the school.

Denise Dowling was named interim dean of the School of Journalism at the **University of Montana**. Dowling will continue as Director of Student Success in the school. She succeeds **Larry Abramson**, who was appointed special adviser to the provost.

J. Patrick McGrail was named interim head of the Department of Communication at **Jacksonville State University**. He succeeds **Kingsley Harbor**, who is a professor in the department.

Juliana Maria Trammel was named interim chair of the Department of Journalism and Mass Communications at **Savannah State University**. Trammel is an associate professor in the department. She succeeds **Serajul Bhuiyan**, who is a professor in the department.

Tracy Sulkin was named dean of the College of Media at the **University of Illinois** at Urbana-Champaign. She succeeds **Wojtek Chodzko-Zajko**, who was appointed to serve as interim dean in 2016. The College of Media opted not to seek reaccreditation at the college level. The Department of Journalism, led by **Stephanie Craft**, will become the accredited unit.

2019-2020 Accreditation Reviews

The Accrediting Council will send 21 site visit teams and five revisit teams to journalism and mass communications programs in the 2019-2020 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.

Site visit dates will be announced in the next newsletter.

SEEKING INITIAL ACCREDITATION

1. California Polytechnic State University, San Luis Obispo
2. Morgan State University
3. University of Puerto Rico/Humacao
4. University of West Georgia

SEEKING REACCREDITATION

1. California State University Long Beach
2. City University of New York
3. Hampton University
4. Jacksonville State University
5. Kansas State University
6. Loyola University New Orleans
7. Michigan State University
8. Oklahoma State University
9. San Francisco State University
10. SUNY Buffalo State University
11. Temple University
12. Tecnológico de Monterrey, Mexico
13. University of Idaho
14. University of Nevada, Reno
15. University of Puerto Rico/Arecibo
16. University of Tennessee, Chattanooga
17. University of Tennessee, Martin

REVISITS:

1. Auburn State University
2. Southern University and A&M College
3. Florida A&M University
4. Virginia Commonwealth University
5. New York University (undergraduate program only)

News and updates from ACEJMC headquarters

Congratulations to ACEJMC Executive Director Patricia Thompson, who won the 2019 Educator of the Year award from the Southeast Journalism Conference at its annual convention in February.

Candace Oswald is ACEJMC project coordinator, replacing Cheryl Klug, who retired in August. Candace will work out of the ACEJMC headquarters office at the University of Mississippi with Executive Director Patricia Thompson. Cindy Reinardy, assistant to the executive director, continues to be based in Lawrence, Kansas. Updated office contact information can be found on acejmc.org.

Leadership

President

Accrediting Council
Peter Bhatia
Editor and Vice President
Detroit Free Press
and freep.com
peterkbhatia@gmail.com

Chair

Accrediting Committee
Chris Callahan
Dean, University Vice
Provost, Walter Cronkite
School of Journalism and
Mass Communication,
Arizona State University
555 N. Central Ave.,
Phoenix, AZ
(602)496-5012
Fax: (602)496-5116
Christopher.callahan@asu.edu

Vice Chair

Accrediting Committee
Marie Hardin
Dean
Donald P. Bellisario College
of Communications
Pennsylvania State
University
University Park, PA
(814)863-1484
mch208@psu.edu

ACEJMC Contacts

Executive Director

Patricia Thompson
201 Bishop Hall
University of Mississippi
University, MS 38677
(662)915-5504
Fax: (662)915-5703
pthomps1@olemiss.edu

Assistant to the Executive Director

Cindy Reinardy
1000 Sunnyside Ave.
Room 2062
Lawrence, KS 66045
(785) 864-7640
creinardy@ku.edu

Project Coordinator

Candace Oswald
201 Bishop Hall
University of Mississippi
University, MS 38677
[cjowalt@olemiss.edu](mailto:cjoswalt@olemiss.edu)