Standards review under way

Graduate program reviews, the 80-65 liberal arts credit requirement for undergraduate programs, and online course and degree delivery are among the topics to be examined during ACEJMC’s 10-year review of accreditation standards.

Doug Anderson, Accrediting Council vice president and dean of the College of Communications at Pennsylvania State College, is chair of the Standards Review Committee. Also serving on the committee are Council members Jan Dates, Joe Foote and Steve Geimann; Accrediting Committee member Trevor Brown; and Accrediting Committee Chair Carla Lloyd.

Other topics to be examined are expectations for unit diversity and assessment plans.

Anderson, along with Susanne Shaw, ACEJMC executive director, and Peter Bhatia, Council president, will have a session at the AEJMC convention in St. Louis in August to gather suggestions from school administrators and other interested persons. The session will be 8:15 to 9:45 a.m. Wednesday, Aug. 10. Location will be in the AEJMC program. A survey of accredited school administrators also is planned.

The tentative timeline would apply changes to reviews in the 2013-14 academic year.

Fall Council meeting Sept. 9 in Chicago

The Accrediting Council’s fall meeting will be Friday, Sept. 9, in the Orchard Room on the lower level of the Hilton Hotel at Chicago’s O’Hare Airport.

The meeting will begin at 8:30 a.m. and end by 4:30 p.m. on Friday.

The Thursday night room rate is $159. Reservations must include the code, ACG, to receive this rate. Deadline for reservations is Aug. 25.

To make reservations by phone, call the hotel directly at 773-686-8000 and use the ACG code. To make reservations online, click on http://www.hilton.com/en/hi/groups/personalized/C/CHIOHHH-ACG-20110908/index.jhtml?WT.mc_id=POG.

The agenda will include updates from the Standards Review Committee and the Strategic Planning Committee and approval of a new dues structure for member organizations.

For more information, contact Susanne Shaw, executive director, at sshaw@ku.edu.

Dues increase to take effect

The first installation of a two-year dues increase for member programs begins with the 2011-12 academic year. Membership dues increase from $1,000 to $1,500 this year and to $2,000 in 2012-13.

Invoices for 2011-12 accredited program membership will be sent Sept. 1. Payment is due Oct. 1.

The dues increase was approved by the Accrediting Council during its August 2010 meeting.
ASJMC, AEJMC name Council representatives

The Association of Schools of Journalism and Mass Communication elected Paul Parsons and re-elected Ann Brill to the Council. Brill was re-elected to a second three-year term. She is dean of the William Allen White School of Journalism and Mass Communications at the University of Kansas. Parsons also will serve a three-year term. He is dean of the School of Communications at Elon University.

The Association for Education in Journalism and Mass Communication elected Marianne Barrett to the Council for a three-year term. Barrett is senior associate dean, Solheim Professor and associate professor for the Walter Cronkite School of Journalism at Arizona State University.

Council re-elects Committee members

At its May meeting in Portland, Ore., the Accrediting Council re-elected four Accrediting Committee members. John Cochran, retired senior correspondent for ABC News, and Charlotte Hall, retired senior vice president and editor of the Orlando Sentinel, were re-elected to three-year terms on the committee. Educators Phillip Dixon from Howard University and Nicholas Lemann, dean of the Graduate School of Journalism at Columbia University also were re-elected.

ASSESSMENT

Assessment continues to lead in standards noncompliance

Standard 9: Assessment of Learning Outcomes accounted for more than half of the noncompliances during the 2010-11 site visits. Site teams visited 28 schools and reviewed 35 undergraduate and graduate programs, including four revisits. Of the 31 noncompliances, 16 were in Standard 9, followed by six noncompliances in Standard 3: Diversity.

The Council made assessment a part of the accreditation review beginning in 2005-06. Since then, noncompliance judgments in the standard have outnumbered all others in each review cycle. The assessment standard was implemented in three stages: Beginning in 2003, schools were to have a written assessment plan in place and data collection was to begin in the 2003-04 academic year. By 2004-05, assessment findings were to be used in making curriculum improvements. Site teams were to apply the revised standards during 2005-06 visits.

Peter Bhatia, Council president, said assessment problems tended to result from one of two reasons: the school waited too late to start the assessment process and was not able to show evidence that data collection and analysis were used to make curricular improvements, or the school’s assessment measures fell short of AEJMC expectations.

In the most recent review cycle, nine of the 16 assessment noncompliances were related to units starting late in the process. Insufficient measures to map AEJMC competencies or lack of follow-through in use of collected data were cited as reasons in the remaining noncompliances.

In the 2009-10 review cycle, 12 of the 18 total noncompliances were in assessment. A late start in the assessment process was cited in four of those noncompliances.

The ACEJMC office has available several examples of good assessment plans being used at accredited schools. The ACEJMC office also has available the handout, A Guide to Assessment in Student Learning in Journalism and Mass Communications. Contact the ACEJMC office at 785-864-7640 or e-mail creinardy@ku.edu.

Member and program updates

Jerry Ceppos, dean of the Donald W. Reynolds School of Journalism, University of Nevada, has been named dean of the Manship School of Mass Communication at Louisiana State University.

Perri Klass will replace Brooke Kroeger, effective in September, as director of the Arthur L. Carter Journalism Institute at New York University.
Council makes accreditation decisions

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) made 24 school accreditation decisions at its meeting April 29-30 in Portland, Ore. Eleven schools had both undergraduate and graduate programs reviewed.

The Council now accredits 111 schools in the United States and outside the country. ACEJMC conducts voluntary reviews for schools with professional journalism and mass communications programs.

The undergraduate programs at the following schools were removed from provisional reaccreditation and received full reaccreditation: Department of Journalism, Central Michigan University; Department of Mass Communication, Iona College; Department of Mass Communications, Jackson State University; Department of Communication and Journalism, University of Wisconsin-Eau Claire.

The graduate program in the Department of Mass Communication at Iona University received accreditation.

The following schools received provisional reaccreditation for their graduate programs: Department of Mass Communications, St. Cloud State University; School of Journalism and Mass Communication, University of Colorado; Department of Mass Communication, Grambling State University.

The Council also reaccredited the undergraduate and graduate programs at the following schools: William Allen White School of Journalism and Mass Communications, University of Kansas; School of Journalism, University of Southern California; Walter Cronkite School of Journalism and Mass Communication, Arizona State University; School of Journalism, University of Missouri; Medill School of Journalism, Northwestern University; School of Journalism and Mass Communications, University of South Carolina.

The following schools received reaccreditation for their undergraduate programs: College of Mass Communication, Middle Tennessee State University; Department of Journalism and Technical Communication, Colorado State University; Department of Mass Communications, Southern Illinois University Edwardsville; Edwin and Becky Meek School of Journalism and New Media, University of Mississippi; School of Journalism and Mass Communication, Drake University; College of Journalism and Mass Communications, University of Nebraska; School of Advertising and Public Relations, University of Tennessee, Knoxville; School of Journalism and Electronic Media, University of Tennessee, Knoxville; Department of Mass Communication, Grambling State University.

The undergraduate program in the Department of Communication/Journalism at Shippensburg University received provisional initial accreditation. The program has two years to correct weaknesses identified by the site team.

Lapsed accreditation:

The Department of Journalism and Mass Communications at New Mexico State University allowed its accreditation to lapse.

The graduate program in the College of Mass Communication, Middle Tennessee State University allowed its accreditation to lapse.

President
Accrediting Council
Peter Bhatia
Editor and Vice President
The Oregonian
1320 S.W. Broadway
Portland, OR 97201
(503) 221-8393
Fax (503) 294-5012
E-mail: pbhatia@oregonian.com

Vice President
Accrediting Council
Doug Anderson
Dean, College of Communications
201 Carnegie Building
Pennsylvania State University
University Park, PA 16802
(814) 863-1484
Fax (814) 863-8044
E-mail: doug-anderson@psu.edu

Chair
Accrediting Committee
Carla Lloyd
Professor, School of Public Communications
Syracuse University
215 University Place
Syracuse, NY 13244-2100
(315) 443-2305
Fax (315) 443-3946
E-mail: cvlloyd@syr.edu

Vice Chair
Accrediting Committee
Will Norton
Dean, Edwin and Becky Meek School of Journalism and New Media
University of Mississippi
University, MS 38677
(662) 915-7146
Fax (662) 915-7765
E-mail: hworton@olemiss.edu

Executive Director
Susanne Shaw
(785) 864-3986
E-mail: sschw@ku.edu

Assistant to the Executive Director
Cindy Reinardy
(785) 864-7640
E-mail: creinardy@ku.edu

Office Staff
Cheryl Klug
(785) 864-3973
E-mail: cklug@ku.edu

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

JUNE 2011 ACEJMC PAGE 3