Council to consider standards revisions during Aug. 24 meeting in Chicago

The Accrediting Council will consider proposals from the Standards Review Committee for revisions to the standards at the Aug. 24 meeting in Chicago. Revisions range from language clarifications to broader changes, including an adjustment to the 80-65 credit requirement.

The proposals are, in part, in response to a comprehensive survey sent earlier this year to administrators of accredited programs. At the Council’s April 27-28 meeting in Arlington, Va., Doug Anderson, Council vice president and Standards Review Committee chairman, gave recommendations for proposed changes. He reported a survey response rate of 61 percent and said Standard 2: Curriculum and Instruction, Standard 3: Diversity and Inclusiveness, and Standard 9: Assessment of Learning Outcomes were identified as areas most in need of attention. (See Page 3 for a summary of the survey results.)

Anderson outlined the recommendations for Standard 2, Standard 3 and Standard 9. Revisions for Standard 6: Student Services also were proposed to keep ACEJMC in compliance with expectations set by the Council for Higher Education Accreditation (CHEA). CHEA provides oversight of higher education accrediting bodies, including ACEJMC. Council members agreed in principle to the revisions for the four standards. Members will vote at the Aug. 24 meeting.

ACEJMC invites comments and questions on the proposed revisions. An information session will be held during the AEJMC conference in Chicago, from 8:15 to 9:45 a.m. Thursday, Aug. 9, with Anderson, Council President Peter Bhatia and ACEJMC Executive Director Susanne Shaw. Comments also can be sent to the ACEJMC office to Cindy Reinardy at creinardy@ku.edu. Proposed revisions to Standards 1, 4, 7 and 8 also will be presented to the Council in August. These changes will be concerned largely with clarification of expectations to meet compliance.

Registration deadline July 15 for August Council meeting

The Accrediting Council will meet Friday, Aug. 24, in the Lincoln Park Room at the Westin Hotel, 909 N. Michigan Ave., in Chicago. The meeting will begin at 8:30 a.m. and end by 4:30 p.m. Standards revisions will be the main business item.

Hotel rooms at the Westin are $169 plus tax. Reservations can be made at https://www.starwoodmeeting.com/Book/educinjournalism or by contacting Westin reservations at 888-627-8385. You must mention the Accrediting Council to receive this group rate. The deadline for reservations is July 15.

This is an open meeting, but registration is requested. For more information, contact Cindy Reinardy at the ACEJMC office, 785-864-7640 or creinardy@ku.edu.
Grants will pay Council dues for minority groups


CHEA review continues

ACEJMC is undergoing its 10-year evaluation process by the Council for Higher Education Accreditation (CHEA). CHEA provides oversight of higher education accrediting bodies.

ACEJMC completed a comprehensive self-assessment in March and was observed by a CHEA representative during Council deliberations and discussions at its April 27-28 meeting.

CHEA’s Committee on Recognition will consider ACEJMC recognition at its November meeting.

Accreditation workshop set for Aug. 23

In response to increased requests for more assistance with the accreditation review process, the Accrediting Council will have a one-day workshop Thursday, Aug. 23, in Chicago. The program is intended for school administrators who will have their first site visit in the next two years, but it is open to any accredited program or programs working toward initial accreditation.

Sessions will cover:
- how to prepare a good self-study
- how to plan and prepare for a site visit
- assessment of learning outcomes
- developing strategic, diversity and assessment plans

Examples of good self-studies will be available. There also will be considerable time for individual questions.

Those who might be assisting the administrators with the preparation of the self-study and visit arrangements or faculty in charge of overseeing the review also are encouraged to attend.

Deadline to register is Friday, June 8.

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Noncompliance findings in the 2011-12 cycle

<table>
<thead>
<tr>
<th>Standard</th>
<th>Number of Noncompliances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 1: Mission and Governance</td>
<td>0</td>
</tr>
<tr>
<td>Standard 2: Curriculum and Instruction</td>
<td>2</td>
</tr>
<tr>
<td>Standard 3: Diversity and Inclusiveness</td>
<td>1</td>
</tr>
<tr>
<td>Standard 4: Full-Time and Part-Time Faculty</td>
<td>2</td>
</tr>
<tr>
<td>Standard 5: Scholarship</td>
<td>2</td>
</tr>
<tr>
<td>Standard 6: Student Services</td>
<td>1</td>
</tr>
<tr>
<td>Standard 7: Resources, Facilities and Equipment</td>
<td>1</td>
</tr>
<tr>
<td>Standard 8: Professional and Public Service</td>
<td>0</td>
</tr>
<tr>
<td>Standard 9: Assessment of Learning Outcomes</td>
<td>8</td>
</tr>
</tbody>
</table>

The noncompliance findings in the 2011-12 cycle included:

- **Standard 9: Assessment of Learning Outcomes** (8 noncompliances)
  - Eight programs were noncompliant in this standard.

The workshop will be from 8:30 a.m. to 3:30 p.m. in the Lincoln Park Room at the Westin, 909 N. Michigan Ave. Lunch will be on your own.

There is no fee for this workshop, but preregistration is required. Contact the Council office at 785-864-3973 or Cindy Reinardy at creinardy@ku.edu to receive an attendance form.

Hotel rooms at the Westin are available for $169 plus tax. Reservations can be made at https://www.starwoodmeeting.com/Book/educinjournalism or by contacting Westin reservations at 888-627-8385. You must mention the Accrediting Council to receive this group rate.

Deadline to register is Friday, June 8.

The workshop is the day before the Friday, Aug. 24, Council meeting where a standards review will address revisions to the 80-65 credit rule among other issues. The Council meeting is open; workshop participants can attend.

Assessment leads noncompliance findings

Sixteen undergraduate programs and six professional master’s programs were reviewed during the 2011-12 accreditation review cycle. Of these 22 programs, 10 were in compliance with all standards. There also were three revisits with compliance in all standards.

Among the other 12 programs reviewed, a total of 17 noncompliances were found; eight of which were in Standard 9: Assessment of Learning Outcomes.
A quick overview of the findings from the Standards Review survey

The Standards Review Committee sent a comprehensive survey in January to administrators of accredited programs. The following are some of the findings.

1. 83% are from public institutions.
2. 52% say their institution has an equal balance of teaching-research-service. Some 40% say that teaching is their primary mission.
3. 97% are on semester systems.
4. Some 3% offer an online undergraduate degree — although 13% have plans to do so in the future.
5. 40% offer a professional master’s program — and 45% of those are currently accredited.
6. 59% offer an academic master’s program.
7. 41% agree or strongly agree that ACEJMC should be involved in the accreditation of professional master’s programs. Only 8% disagree — but 51% are neutral.
8. Responses were all over the map on whether the six-year review cycle should remain six years; 37% disagreed; 48% agreed; 15% were neutral.
9. 70% agreed (31% strongly) that the financial investment of accreditation is worth the return; 20% were neutral; only 11% disagreed.
10. 62% agreed (29% strongly) that the investment of time and faculty in the accreditation process is worth the return; 23% were neutral; only 15% disagreed.
11. The number of credit hours required for graduation ranged from 113 upwards for schools on the semester system (which constitute 97% of them). About half required 120 credits — by far the most common number.
12. For the number of credit hours required in the major: Virtually all were in the 30-40 range.

About the Standards
How administrators assessed the 9 Accreditation Standards

<table>
<thead>
<tr>
<th>Standards</th>
<th>Good as is</th>
<th>Needs Minor Changes</th>
<th>Needs Major Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mission, Governance and Administration</td>
<td>86%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>2. Curriculum and Instruction</td>
<td>32%</td>
<td>28%</td>
<td>40%</td>
</tr>
<tr>
<td>3. Diversity and Inclusiveness</td>
<td>48%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>4. Full- and Part-Time Faculty</td>
<td>73%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>5. Scholarship: Research, etc.</td>
<td>68%</td>
<td>26%</td>
<td>6%</td>
</tr>
<tr>
<td>6. Student Services</td>
<td>95%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>7. Resources: Facilities/Equipment</td>
<td>83%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>8. Professional and Public Service</td>
<td>78%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>9. Assessment</td>
<td>51%</td>
<td>29%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Members, officers elected to Accrediting Committee

At its April 27-28 meeting in Arlington, Va., the Council elected the following to serve three-year terms on the Accrediting Committee: professionals Jennifer Sizemore, vice president and editor-in-chief at MSNBC Digital Network and executive producer of NBC News; and Raul Ramirez, executive director for news and public affairs at KQED Public Radio in San Francisco. Elected to fill educator seats were Marie Hardin, professor and associate dean, College of Communications at Pennsylvania State University; and Brad Rawlins, dean designate of the College of Communications at Arkansas State University.

Jan Slater, interim dean of the College of Media and professor of advertising at the University of Illinois at Urbana-Champaign, was re-elected to a three-year educator seat. John Paluszek, senior counsel at Ketchum, was elected to fill the one-year unexpired professional seat of Ron Culp, Culp and Company, who resigned.

Will Norton, dean of the Meek School of Journalism and New Media at the University of Mississippi, was elected chair of the Accrediting Committee. Chris Callahan, dean of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, was elected Committee vice chair. Both Norton and Callahan were re-elected to the Accrediting Committee for three-year terms.
Clark Bell to serve as Council public member

Accrediting Council President Peter Bhatia has appointed Clark Bell as a public member of the Council. Bell is the journalism program director for the McCormick Foundation where he oversees journalism grant-making initiatives.

Bell is a veteran journalist and communications consultant with an extensive professional background, including executive business editor of the Dallas Times Herald and business columnist for the Chicago Sun-Times. Bell also was publisher of Modern Physician magazine, and editor and associate publisher of Modern Healthcare magazine.

Bell’s term will begin with the Aug. 24 Council meeting in Chicago.

Thomas Armstrong and Scott Bosley are the Council’s other two public members. Armstrong is with the Ministry for Higher Education and Scientific Research in Abu Dhabi, United Arab Emirates. Bosley, retired, is former director of the American Society of Newspaper Editors.

Member and program updates

Brad Rawlins, chair of the Department of Communications at Brigham Young University, will become dean of the College of Communications at Arkansas State University effective July 1.

Lucy Dalglish will become dean of the Philip Merrill College of Journalism at the University of Maryland effective Aug. 1. Dalglish is executive director of the Reporters Committee for Freedom of the Press.

Thor Wasbotten, assistant dean for student media and online operations at Pennsylvania State University’s College of Communications, has been named director of the School of Journalism and Mass Communication at Kent State University.

Judy Oskam will become director of the School of Journalism and Mass Communication at Texas State University – San Marcos, effective July 1. Oskam is an associate professor in the school and is associate director for Round Rock campus programs.

ASJMC, AEJMC elect representatives to the Council

The Association of Schools of Journalism and Mass Communication (ASJMC) elected Pam Luecke as its new representative to the Accrediting Council.

Luecke is head of the Department of Journalism and Mass Communications at Washington and Lee University. Luecke will serve a three-year term.

The Association for Education in Journalism and Mass Communication (AEJMC) elected Don Grady and Carol Pardun as its new representatives to the Accrediting Council.

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