Clarifying the 72-credit-hour rule

When the Accrediting Council approved a revision to ACEJMC’s standards in August 2012, two changes were significant. One replaced the requirement of 80-65 semester hours with 72 semester hours. The other increased credit for internships from three to six semester credit hours.

The Council allowed schools to begin the changes with the fall 2012 semester. However, subsequent questions about the 72 credits led to further clarification. “Outside of the unit” was clarified to state “outside of journalism and mass communications.”

The 2013-14 booklet had already been published when this clarification was made, but the clarification is used in subsequent accrediting materials, including the current site team report template and the self-study template sent to schools in September.

ACEJMC’s website listing of the nine standards also includes the clarification.

All courses that cover delivery skills, for example, media production, are counted toward the journalism/mass communications degree credit hours.

ACEJMC requires that a unit seeking accreditation must count courses and credit hours in these fields in its major, whether they are offered within a college or school of journalism and mass communications or elsewhere in the university. Courses and credit hours in journalism and mass communications cannot be counted in the 72 non-major hours.

Accreditation workshop planned for August 2014

The Accrediting Council will again offer a one-day workshop to assist administrators with the accreditation review process. The workshop will be Thursday, Aug. 21, at The Westin 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. Sixty schools are scheduled for review in the next two years.

A similar workshop was offered in August 2012 and was widely received by the more than 75 participants. Since then, the Council office has received several requests for another workshop opportunity.

Details for the Aug. 21 workshop will be available next spring.
Thompson appointed chair of Appeals Board

Pat Thompson, director of the Student Media Center at the University of Mississippi, was appointed chair of the Appeals Board by Peter Bhatia, Accrediting Council president.

Other appeals board members are: Joyce Mireault and Joel Kaplan. Mireault is director of Client Services at Flint Group-HatlingFlint. Kaplan is associate dean for Professional Graduate Studies and an associate professor in the S.I. Newhouse School of Public Communications at Syracuse University.

Geimann to lead finance committee

Steve Geimann was appointed chair of the finance committee. Geimann is Deputy Leader of the U.S. Energy-Trade-Labor Regulation Team at Bloomberg News.

Other committee members are Jerry Ceppos, dean of the Manship School of Mass Communication at Louisiana State University; and Pat Rose, executive director of the American Academy of Advertising.

Jones will chair membership committee

Jackie Jones has been appointed chair of the membership committee. Jones is a newsroom consultant with Jones Coaching LLC.

Other membership committee members are Mark Haas, president and CEO of Edelman U.S., and Paul Parsons, dean of the School of Communications at Elon University.

Master’s programs must publish retention and graduation data

ACEJMC requires its accredited programs to provide retention and graduation data to the public. This requirement extends to accredited professional master’s programs.

All accredited professional master’s programs should post master’s level data on their website. If the data are posted at a different link from the undergraduate data, this link should be provided to ACEJMC.

ACEJMC publishes on its website a link to the accountability data of each accredited program.

Student achievement data should be updated by Aug. 15 every year. Accredited units should notify ACEJMC of any changes in a link address throughout the year.

Contact Cindy Reinardy, creinardy@ku.edu, 785-864-7640 with your questions.

Task force to examine possibility of required compliance on all standards

A task force has been appointed by Peter Bhatia, Council president, to take up a possible change in policy and practice that would require program compliance on all nine standards for accreditation or reaccreditation.

The action follows discussion at the Aug. 23 Council meeting where members learned the policy of fully compliant could become a requirement by the Council for Higher Education Accreditation (CHEA), which recognizes ACEJMC and requires compliance on all of its standards.

Bhatia said consideration of this change in practice raised several questions. Among them: Is provisional reaccreditation the same or different under a new system? How would the transition to the new system be made? Will the practice be different for those seeking initial accreditation and those seeking reaccreditation? Should site teams be given more tools beyond compliance or noncompliance? Would noncompliance in certain standards require automatic provisional? Would a third consecutive noncompliance in the same standard mean automatic provisional?

In October, the task force had the first of three conference calls. A second discussion will be in January to debate/discuss. The third conference call will be in March to finalize proposals and language.
**Member and program updates**

*Joanna Hernandez,* director of Career Services at CUNY Graduate School of Journalism, New York, N.Y., is the new Council representative for the National Association of Hispanic Journalists. Hernandez replaced Erin Ailworth.

*Julianne Newton* was named interim dean of the School of Journalism and Mass Communication at the University of Oregon, effective Nov. 1. Newton replaced Tim Gleason, who stepped down after serving 16 years as dean.

*Emmanuel Ngwainmbi* was named chair of the Department of Mass Communications at Jackson State University, Jackson, Miss. Ngwainmbi replaced interim chair *Monica Flippin-Wynn.*

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### Diversity fund established in memory of Raul Ramirez

Accrediting Committee member Raul Ramirez died Friday, Nov. 15, in Berkeley, Calif. He was executive director of News and Public Affairs for KQED Public Radio in San Francisco.

Ramirez, 67, was diagnosed with esophageal cancer in July.

Memorial donations can be made to the Raul Ramirez Diversity in Journalism Fund, Office of University Development, ATTN: Andrea Rouah, San Francisco State University, 1600 Holloway Ave., ADM 153, San Francisco, CA 94132.

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### ACCREDITATION RESOURCES

The following resources are available on ACEJMC’s [website](#) to assist programs with the accreditation process.

- **ACEJMC Guide to Assessment** explains ACEJMC’s expectations of an assessment plan and offers suggestions for assessing student learning.

- **Preparation for Accreditation** suggests actions a program should undertake in the years before the self-study, including the collection of data/record keeping and the involvement of faculty and students in the accreditation process.

- **Mission and Plans** presents information on writing a mission statement and developing a diversity plan, long-range strategic plan and an assessment plan.

Examples of well-executed self-studies, and diversity and assessment plans also are available.

For more information, contact the ACEJMC office at 785-864-3973.

- **Diversity: Best Practices** is a print-only publication intended to disseminate proven practices schools can use to improve the diversity of their student bodies and faculties and the representation of diversity-related content in their curricula.

To obtain a copy of Diversity: Best Practices, contact Cheryl Klug at cklug@ku.edu or by calling (785) 864-3973 fax (785) 864-5225.