

Assessment on the schedule

Assessment of educational outcomes will take an increasingly prominent place in self-studies and team reviews over the next three years. The Council in September 2001 adopted a schedule for the development and implementation of assessment plans, and an examination of those plans will be phased into the self-study forms.

Schools seeking accreditation or re-accreditation are required to have plans for the assessment of educational outcomes by the beginning of the 2003 – 2004 academic year; to collect information for assessment of student learning during that year; and to apply findings from the assessments to improve curricula, instruction and learning in 2004 – 2005 and thereafter.

The self-studies for the 2002 – 2003 round of accreditation visits contained a general question about assessment methods the school might have in place.

This allowed schools that had established programs to discuss them. About a third of these self-studies contained information about existing assessment practices.

Self-studies and site team reviews for 2003 – 2004 will require assessment programs to be in place. The Council will expect schools to discuss their programs in detail: topics for assessment, methods to be used, schedules, etc. Schools also will be expected to describe plans for the application of findings collected during assessments. Schools that already have established assessment programs will have the option of describing the results of assessments and their application toward improvements.

In 2004 – 2005, self-studies and team reviews will require schools to describe their assessment programs; to describe findings collected during the previous year; and to describe their plans to apply these findings toward improvements.

In following years, all schools will be expected to describe established assessment programs; to report results and findings; and to report application of results toward improvements.

The Council will conduct at least two sessions on assessment at the ACEJMC convention this summer in Kansas City, Mo.

The Council published *A Guide to Assessment of Student Learning in Journalism and Mass Communications* in 2001. This guide describes assessment methods already in use by ACEJMC-accredited schools. It offers proven practices so that schools do not have to invent their plans from scratch.

Copies of this guide are available from the Council office (see address, other side). It also can be downloaded as a .pdf file from the Council Web site at <http://www.ukans.edu/~acejmc/LINKS/LINKS.SHTML> (no breaks; maintain upper and lower case).

Final team training session planned for Portland

The Council will conduct the fifth and last of its site team training sessions in Portland, Ore., April 26 – 27. The session will be at the Westin Hotel in downtown Portland. About 30 trainees are expected to attend.

A total of 135 people have been trained in previous sessions, including 60 professional practitioners. In addition to improving the preparation of all team members, the training

program was intended to increase the number of professionals in the pool of available site visitors.

The John S. and James L. Knight Foundation provided funding for the sessions. A three-year, \$300,000 grant covered production of a training video and other materials, travel and lodging for participants, and travel, lodging and meals for presenters.

Writing the book on best practices in diversity

The Council's book of best practices in diversity is nearing completion. Information gathering is complete, and the material is in the final editing stages. It should be published in April.

The book contains ideas that schools have used successfully in increasing diversity of their faculties, student bodies and curricula.

Freelance writer Beverly Kees met her goal of gathering at least one item from every accredited school. To minimize repetition, some items probably will not appear in the finished book.

The information includes essays by Council members, tips and suggestions from professors and administrators, excerpts from syllabi, and sidebar articles by Kees and others outside ACEJMC. A section on resources collects texts, videotapes and Web sites recommended or used by contributors.

The book has been supported by a \$100,000 grant from the John S. and James L. Knight Foundation. It will be distributed to professional organizations and accredited schools.

2003 – 2004 site visit schedule

The Council will send 24 site-visit teams out during the 2003 – 2004 accreditation round. Schools marked with an asterisk are seeking initial accreditation; the rest seek re-accreditation.

October

5 – 8 Louisiana State University
Universidad Catolica de Chile

12 – 15 Syracuse University
West Virginia University
Murray State University

19 – 22 University of Nebraska
Bowling Green State University
California State University, Chico

November

9 – 12 Howard University
Texas Tech University
* North Carolina A&T State University
University of Wisconsin-Oshkosh

16 – 19 University of Maryland
Texas Christian University

January

25 – 28 University of Arkansas, Fayetteville
Ball State University
University of Miami

February

1 – 4 University of Southern Mississippi
Iowa State University
Marquette University
8 – 11 * University of South Florida - St. Petersburg
California State University, Northridge
15 – 18 Western Kentucky University
University of North Texas

Member and program updates

Hampton University
Rosalynne Whitaker-Heck has become interim director of the Department of Mass Media Arts, replacing **Charlotte Grimes**. Grimes will be the Knight Chair in Political Reporting at the S.I. Newhouse School of Public Communications, Syracuse University.

The National Conference of Editorial Writers has withdrawn as a member of the Accrediting Council, effective September 2002. Membership on the Council now consists of 14 professional organizations and six educational organizations.

Ceppos appoints Nominating Committee

Council President Jerry Ceppos has appointed the Nominating Committee for 2003 – 2004. Members are:

Will Norton (chair), dean, College of Journalism and Mass Communications, University of Nebraska and Council vice president; **Dan Lattimore**, vice provost, extended programs, University of Memphis; and **Jackie Jones**, assistant business editor/local bureaus, *The Washington Post*, teaching this semester at Pennsylvania State University.

This committee receives suggestions from Council members for members of the Accrediting Committee. This year, the Council will elect five members of the Committee. Erna Smith has served two three-year terms and is not eligible for re-election. Martin Haag, Kathleen Kelly, Wanda Lloyd and James Spaniolo have served one term and may be re-elected.

Calendar

May 2 – 3, 2003
Accrediting Council
San Jose Marriott
San Jose, California

September 5 – 6, 2003
Accrediting Council
Michigan Avenue Westin
Chicago

March 13 – 14, 2004
Accrediting Committee
Michigan Avenue Westin
Chicago

ACEJMC ASCENT

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

Vol. 10, No. 1
March 2003

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