The Council took a first look at a thoroughly rewritten set of accrediting standards at its May meeting. The draft of revised standards, which was presented for discussion only, reflects ACEJMC’s continuing shift in emphasis from inputs to outcomes.

This preliminary draft reduces the total number of standards to nine. It combines several pairs of the current standards in an attempt to even out the emphasis on each. For example, a standard on resources would combine the current Standard 2: Budget with Standard 8: Equipment/Facilities. Each standard lists five indicators that could be used to demonstrate and assess compliance with the standard.

Following extensive discussion of the draft, the Council agreed to the basic approach and directed the Standards Review Committee to develop explanatory sections for each standard and rework the indicators. The Council will consider this revised version in September. The Council could adopt that version, distribute it to schools and member organizations for discussion and response, and adopt a final version in May 2003. If this schedule holds, the new standards would be published in September 2003 and would apply in accrediting visits starting in September 2004.

Trevor Brown will continue to serve as chair of the Standards Review Committee. The other members of the committee are Beth Barnes, Saundra Keyes, Lana Rakow and Ham Smith.

Revised standards on the horizon

Trevor Brown will continue to serve as chair of the Standards Review Committee. The other members of the committee are Beth Barnes, Saundra Keyes, Lana Rakow and Ham Smith.

Graduate-level reviews: criteria to come

The Accrediting Council hasn’t moved, but the Postal Service has altered our mailing address, effective immediately. A street-number address line is the major addition, and the Postal Service says significant delivery delays could result if it is absent. Telephone numbers and e-mail addresses are unchanged.

Please change your records to the address shown at right.

Important: change of address for Council offices

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Diversity book progresses

The Council's diversity best-practices book is several steps closer to completion.

Freelance writer Beverly Kees spent two days at the ACEJMC offices in mid-May reading team reports and self-studies from recent years. She concentrated on documents related to programs that had been identified as models, innovators or success stories by site visit teams or during discussions by the Committee and Council. Kees is a former executive editor of The Fresno Bee and former editor and program director for The Freedom Forum’s Pacific Coast Center. Kees met in June with Council President Jerry Ceppos, Vice President Will Norton, Executive Director Susanne Shaw and Caesar Andrews, chair of the Diversity Committee, to discuss the book’s contents. Plans call for Kees to conduct interviews and visit several campuses over the summer. Publication is expected early in 2003. The Council will distribute the book to professional organizations as well as accredited and non-accredited schools.

The project is intended to result in a book of proven practices schools have successfully used to increase and incorporate diversity in their faculties, student bodies and curricula.

"The booklet has a direct connection to accreditation in that it will help schools comply with Standard 12," Andrews said. "But it will go beyond that by helping schools to improve beyond the accreditation year."

The project is supported by a $100,000 grant from the John S. and James L. Knight Foundation.

CHEA gives ACEJMC thumbs-up

The Council for Higher Education Accreditation (CHEA) has granted continued recognition to ACEJMC.

The CHEA board of directors voted at a meeting April 30 to continue recognition. CHEA policies say ACEJMC will undergo another recognition review in 10 years, with an interim report due in five years. CHEA recognition affirms that ACEJMC’s standards and processes are consistent with the expectations of quality, improvement, and accountability that CHEA has established.

CHEA is the largest institutional higher education membership organization in the United States, with more than 3,000 member colleges and universities. CHEA currently recognizes 60 regional, specialized, national, and professional accrediting organizations. It is the sole non-governmental body in the United States undertaking this scrutiny at the higher-education level.

ASJMC elects representatives to the Council

The Association of Schools of Journalism and Mass Communication has elected one new representative to the Council and re-elected another.

The new representative is Terry Hynes, dean, College of Journalism and Communications, University of Florida. She replaces John Soloski, who was elected vice president of ASJMC and was therefore ineligible to continue as a representative.

ASJMC re-elected Will Norton, dean, College of Journalism and Mass Communications, University of Nebraska. Norton and Hynes both represent accredited schools and will serve three-year terms.
Self-study tables will change to match Census data format

The tables included in self-studies describing racial/ethnic populations will change slightly. The change will enable schools to draw data directly from records of the 2000 federal census. The tables summarize population of the unit’s service area, high school population in the service area, student population enrolled in the unit and the unit’s faculty. The tables were originally set up to match federal race/ethnic categories. These categories were changed in 1997, and currently available population data no longer fit the tables exactly. Revised tables will be included in self-studies for schools with visits in the 2003 – 2004 academic year.

The tables will be changed to include the following categories: White; Black/African American; American Indian/Alaska Native; Asian; Native Hawaiian/Other Pacific Islander; Other race; Two or more races; Hispanic/Latino (of any race); and Female. This structure matches that used by the Census Bureau.

No panacea

Some problems in reporting this information will likely continue. For example, universities and state boards of education may or may not report data on faculties or high school populations in exactly the same format. As has long been the case, some adjustment of data may be necessary.

In addition, using the new categories will cause the totals in many cases to exceed 100 percent because the Census Bureau has uncoupled Hispanic origin from any racial category.

As the bureau’s website says, “People who identify their origin as Spanish, Hispanic, or Latino may be of any race. Thus, the percent Hispanic should not be added to percentages for racial categories.”

The source

Census figures are readily available at http://www.census.gov

From the site’s opening page, a user can simply select a state name, click a button and view the data for the state. Identical sets of data are available for each county from within each state’s pages.

Standard 12 still leads in non-compliance findings

Three standards accounted for almost half of site teams’ findings of non-compliance during the past five years. Standard 12: Diversity alone accounted for a third of the 73 non-compliance findings, as teams found 25 of the 85 schools visited out of compliance with this standard.

Second most often cited was Standard 9: Scholarship, Research, Creative and Professional Activities, closely followed by Standard 4: Student Records/Advising.

Standards 12 and 9 have led the non-compliance list for at least seven years.

The chart below shows the complete tabulation.

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<th>Noncompliance findings for each standard</th>
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Council elects new Committee members and officers

The Council elected new members and officers of the Accrediting Committee at its May meeting.

It elected as chair of the Committee Beth Barnes, assistant dean for professional graduate studies, School of Public Communications, Syracuse University. She was elected to the Committee in 1998 and was elected vice chair in 2000.

The Council elected as vice chair of the Committee Doug Anderson, dean, College of Communication, Pennsylvania State University. Anderson’s current term on the Committee began in 1999. He also served on the Committee from 1990 to 1996, serving one year as vice chair and two as chair.

Officers of the Committee serve two-year terms.

The Council elected three new members, and re-elected two current members, to three-year terms on the Accrediting Committee. The new members are Peter Bhatia, executive editor, The Oregonian, Patricia Dean, associate professor, Medill School of Journalism, Northwestern University, and Pam Luecke, Donald W. Reynolds Professor of Business Journalism, Washington and Lee University. The re-elected members are Doug Anderson and Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun.
University of Southern California
Michael Parks has been named
director of the Annenberg School of
Journalism. He had served as interim
director.

Drake University
Charles Edwards Jr. has been
appointed dean of the School of Jour-
nalism and Mass Communication,
effective June 1. John Lytle has
served as interim dean.

University of Iowa
Pam Creedon has been named
director of the School of Journalism and
Mass Communication. Venise Berry
has served as interim director. The
School has postponed its next accredi-
tation review from 2003 – 2004 to

University of Nevada - Reno
Joann Lee will become dean of the
Donald W. Reynolds School of Jour-
nalism Aug. 1; she was director of the
Journalism Program, Queens College,
City University of New York. Travis
Linn is serving as interim dean. For-
er dean William Slater has
become dean of the College of Com-
munication, Texas Christian University.

University of Texas
Lorraine Branham will become
director of the School of Journalism in
September. She has been the assistant
to the publisher, Pittsburgh (Pa.) Post-
Gazette. Former director Steve
Reese will remain on the faculty.

University of Washington
The School of Communications will
merge July 1 with the Department of
Speech Communication to form a new
Department of Communication. Gerald Baldasty will serve as the
first chair of the new department. The
accredited unit, a journalism concen-
tration, will remain unchanged by the
merger.

University of Wisconsin -
Eau Claire
Karen Kremer is the new chair of the Communication and Journalism
Department, replacing David Gor-
don.

Radio & Television
News Directors Association
The RRTDA has a new address:
1600 K St. NW, Ste. 700
Washington, D.C. 20006
Committee member Martin Haag
has new contact information:
3315 Princeton Ave.
Dallas, TX 75202
home: (214) 526-7173
cell: (214) 435-5066
mhaag@belo.com
Committee member Betty Ann
Williams has a new e-mail address:
baw.editor@verizon.net
Council member Steve Geimann has become Leader, U.S. Policy and Politics Team, Bloomberg News.

Calendat
September 27 – 28, 2002: Accrediting Council
Michigan Avenue Westin Hotel, Chicago
March 15 – 16, 2003: Accrediting Committee
Michigan Avenue Westin Hotel, Chicago
May 2 – 3, 2003: Accrediting Council
San Jose, Calif.

Accreditation decisions
The Council provisionally accredited one new school, re-
accredited 13 schools and denied accreditation to one
school at its May meeting. The new school is the Department
of Journalism and Mass Media Studies, Hofstra University.
Schools that receive provisional accreditation in their first
review do not appear in ACEJMC listings until they achieve full
accreditation.

The school denied accreditation is the Journalism Depart-
ment, California Polytechnic State University. Schools that are
denied accreditation are eligible to re-apply in two years.

Both programs that received provisional accreditation last
year were fully re-accredited. Two schools allowed their
accreditation to lapse and should no longer be considered
accredited.

The Council now accredits 105 programs in the United
States and outside the country.

Initial provisional accreditation
Department of Journalism and Mass Media Studies, Hofstra
University

Re-accreditation
Department of Journalism and Public Communication,
University of Alaska Anchorage; School of Journalism, Indiana
University; A.Q. Miller School of Journalism and Mass Com-
munications, Kansas State University; School of Journalism,
Michigan State University; Donald W. Reynolds School of
Journalism, University of Nevada – Reno; School of Journal-
ism and Broadcasting, Oklahoma State University;
Department of Journalism, San Francisco State University;
School of Journalism and Mass Communications, San Jose
State University; Department of Communication, University of
Tennessee – Chattanooga; Department of Communications,
University of Tennessee – Martin

Re-accreditation following removal of provisional re-accreditation
Department of Journalism, Public Relations, and Advertising,
Temple University; Journalism Department, University of
Wisconsin - River Falls

Accreditation denied
Journalism Department, California Polytechnic State Uni-
versity

Accreditation lapsed
Department of Mass Communication and Journalism, Cali-
fornia State University, Fresno; School of Journalism and
Communication, Ohio State University