

ACEJMC ASCENT

NEWSLETTER OF THE ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

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Revised standards on the horizon

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 ver-

sion, 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, Sandra Keyes, Lana Rakow and Ham Smith.

Graduate-level reviews: criteria to come

The Council will change its methods for reviewing professional master's degree programs, but not before settling on criteria to be applied in those reviews.

At its meeting in May, the Council formally voted to fold a more rigorous review of master's programs into the current process, with the team making separate evaluations of standards compliance and separate overall

recommendations on accrediting status for master's programs. Included in the motion was a stipulation that the new policy would not be put into action until the Council had approved a set of criteria to be applied to master's programs.

This action marks a mid-point in the work of a committee charged with revamping ACEJMC's review process for master's degree

programs. The committee now will tackle the development of criteria.

The Council has wrestled with this issue before, most recently from 1995 to 1996, when a similar committee made similar recommendations that were not adopted.

Mary Ann Ferguson chairs the Graduate Review Committee; other members are Will Norton, John Soloski and George Thottam.

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Important: change of address for Council offices

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.



name of person *
ACEJMC
Stauffer-Flint Hall
1435 Jayhawk Blvd.
University of Kansas
Lawrence, KS 66045 - 7575

* Name of person is optional, but you may wish to specify Susanne Shaw, Cheryl Klug or Charles Higginson.

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, improve-

ment, 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.

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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.

Standard	'97-'98	'98-'99	'99-'00	'00-'01	'01-'02	total
1	2	1	1	0	1	5
2	0	1	0	0	0	1
3	1	1	0	0	1	3
4	2	2	1	2	1	8
5	0	0	0	1	0	1
6	4	2	0	0	0	6
7	0	0	0	0	0	0
8	2	2	1	0	2	7
9	3	1	2	1	2	9
10	0	0	1	0	0	1
11	4	1	1	1	0	7
12	9	4	3	5	4	25
# visits	28	17	15	13	12	85
# revisits	3	3	3	3	2	14

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 Communications, 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*.

Member and program updates

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 Journalism 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 accreditation review from 2003 – 2004 to 2004 – 2005.

University of Nevada – Reno
Joann Lee will become dean of the Donald W. Reynolds School of Journalism Aug. 1; she was director of the Journalism Program, Queens College, City University of New York. **Travis Linn** is serving as interim dean. Former dean **William Slater** has become dean of the College of Communication, 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 concentration, 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 Gordon**.

Radio & Television News Directors Association

The RTNDA 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.

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 Department, 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 Communications, Kansas State University; School of Journalism, Michigan State University; Donald W. Reynolds School of Journalism, University of Nevada – Reno; School of Journalism 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 University

Accreditation lapsed

Department of Mass Communication and Journalism, California State University, Fresno; School of Journalism and Communication, Ohio State University

Calendar

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.