

# IOWA STATE UNIVERSITY

Greenlee School of Journalism and Communication



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# School Updates

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## **Promotion and Tenure**

- Dennis Chamberlin promoted to Associate Professor with tenure
- Nine professors and lecturers have received tenure and/or were promoted since 2008
- All candidates since 2003 have earned successful mid-term reviews

## **Grants**

- Professor Lulu Rodriguez is part of a \$3.1 million grant to establish a Ph.D. program at Iowa State in Wind Energy Science, Engineering and Policy.
- Drs. Michael Dahlstrom, Raluca Cozma, Joel Geske and Associate Professor Dennis Chamberlin are collaborating on grants with other units including Women's Studies, the Center for Excellence in the Arts and Humanities, Women in Food Science, the Leopold Center for Agriculture and others.

## **Association for Education in Journalism and Mass Communication**

- Greenlee School faculty and students made 17 paper and poster presentations at the annual ACEJMC August conference in St. Louis in August.
- They also won four top paper awards and two best faculty paper awards.
- See Appendix 1 for a complete list of participants, papers and poster presentations.

## **Faculty and Staff Awards 2011**

- Andy Messersmith, P&S New Professional Award
- Joel Geske, LAS Diversity Award
- Jay Newell, LAS Outstanding Introductory Teaching Award
- Jay Newell, Shakeshaft Master Teacher Award
- Sela Sar, Journal of Advertising Best Reviewer Award
- Barbara Mack, Award for Superior Service to Alumni
- See Appendix 2 for a complete list of recent faculty and staff awards.

## **Greenlee School Scholarships**

- The Greenlee School awarded \$118, 550 in scholarships to undergraduate students for the 2011-2012 academic year.
- We also awarded more than \$85,000 in graduate assistantships and graduate scholarships for the current academic year.
- See Appendix 3 for a complete list of undergraduate scholarships and recipients.

## **Greenlee School Student Advisory Board**

The Greenlee School Student Advisory Board (SAB) was created to provide the administration with input on various topics including the Harry Heath Advising Award, the Greenlee Futures Forum, student recruitment and retention and other school events and issues. The leaders of student media organizations housed within the School are all members of this group. (A current project of the SAB is to create a student version of The Greenlee Promise. See Appendix 4 for a first draft of their work.)

## **Student and Student Organization Awards**

### **2011 Associated Collegiate Press Awards**

- The Iowa State Daily won Pacemaker awards for its print and online products.
- Ethos magazine won the Pacemaker for the magazine category.
- The Iowa State Daily advertising department won honorable mention for an ad campaign.

### **IBNA Awards**

ISUtv received multiple awards at the 2011 IBNA Conference including:

- Second place in the category of Best Newscast.
- Second place in the Public Affairs category for the “GSB Debate Special.”
- Second place for General Reporting.
- Third place for Best News Photography.

### **Society of Professional Journalists Awards**

- The Iowa State Daily was named the top daily student newspaper in Region VII by the Society of Professional Journalists.
- In the overall race among four-year colleges, the Iowa State Daily won the regional Mark of Excellence Award for the fifth straight year.
- Iowa State Daily editor Jessie Opoien was first in general news photography, and Leo Mores SPJ Chapter President Dylan Boyle was first in breaking news photography.
- Tyler Kingkade was first in online feature reporting for work with the Huffington Post.
- Kelsey Kremer of the Iowa State Daily was first in sports photography
- Greenlee School students had three second-place finishes. These included Kremer in feature and general news photography; and Opoien, Rashah McChesney, Kim Norvell and Sarah Haas in breaking news.
- Trend Magazine finished third in the best all-around magazine competition.
- Iowa State finished second for the highest number of awards garnered in Region VII.

## **Scripps National Spelling Bee**

The Greenlee School has been invited to host the Scripps National Spelling Bee, the nation’s largest and longest-running educational promotion, administered on a not-for-profit basis. The School is one of several organizations—newspapers, universities and other groups—that send area champions to Washington, D.C., for the final event.

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# State Funded Budget

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<b>Total State Funded Budget 2008-2012</b>				
	<b>2011-2012</b>	<b>2010-2011</b>	<b>2009-2010</b>	<b>2008-2009</b>
<b>Department Salaries</b>	\$1,582,296.00	\$1,673,270.00	\$1,763,651.00	\$1,762,899.00
<b>Supplemental Appts.</b>	\$54,712.00	\$58,889.00	\$94,125.00	\$57,199.00
<b>Graduate Asst. Salaries</b>	\$42,058.00	\$42,058.00	\$42,058.00	\$42,058.00
<b>Current (student) Expense Wages</b>	\$8,016.00	\$8,016.00	\$8,016.00	\$8,016.00
<b>Total Salaries and Wages</b>	\$1,687,082.00	\$1,782,233.00	\$1,907,850.00	\$1,870,172.00

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# Fundraising

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## Fundraising Overview

- In 2011, 265 alumni and friends gave at total of \$357,081.23 to the Greenlee School.
- Since 2003 the School has received over \$3 million in cash, pledges and in-kind support, including a \$60,000 television news and weather set from WHO-TV and more than 30 paid apprenticeships from Meredith Corporation.
- Foundation accounts have increased from \$3.9 to \$4.7 million in the past year, and we have an additional \$200,000 pledged but not received.
- We've secured two new endowments, and have completed a proposal to continue our Meredith Apprentice Program.
- 27 of our endowments are for scholarships and seven are for projects and professional development.

<b>Number of Greenlee School Endowments and Amounts</b>	
<b>Endowment Amount</b>	<b>Number of Endowments</b>
\$10,000-\$19,999	3
\$20,000-\$29,999	9
\$30,000-\$39,999	2
\$40,000-\$49,999	5
\$50,000-250,000	10
\$1 million or more	2

## Fundraising Priorities

- Endowed chair position(s)
- Formal Professional in Residence program
- Scholarships for current students—including internship scholarships for JI MC 499
- Recruitment scholarships
- Assistantships and fellowships
- Endowment for The Reading Room to help fund subscriptions (traditional and electronic) and news feeds for classes
- New building

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# Faculty & Staff

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Greenlee School Faculty and Staff Counts*				
	2011-2012	2010-2011	2009-2010	2008-2009
<b>Tenure Track FTEs</b>	15 1/3	16 1/3	19 1/2	18 1/2
<b>Budgeted Lecturers</b>	5 1/4	4 3/4	3 1/2	4 1/3
<b>Temporary Lecturers</b>	1 5/8	1 1/4	4	4 1/3
<b>Masters TA</b>	0	0	1	2
<b>Masters RA</b>	4 1/4	4 1/4	4 1/4	4 1/4
<b>Staff FTEs</b>	6 1/4	8 1/5	8 3/5	8 1/3

\*MAP not included

Courses Taught by Classification*				
	2011-2012	2010-2011	2009-2010	2008-2009
<b>Tenure-Track Faculty</b>	52	54	66	65
<b>Lecturers/Clinicians</b>	56	51	40	46
<b>Masters TA</b>	0	0	2	5

\*MAP not included  
 \*From fall 2008-spring 2010 a full-time course load was six courses per year (3 per semester). In fall 2010 it changed to eight sections per year (4 per semester).

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# Student Recruitment, Retention & Graduation

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## Student Recruitment and Retention Efforts

- Sent prospective student informational packets to high school media advisers.
- Sending e-mail blasts to prospective students. We were chosen as a test group for the College of Liberal Arts and Sciences.
- Changed prospective student visits to include a Greenlee School student Ambassador and a pre-major adviser.
- Added a version of the “The Greenlee Story” PowerPoint to all prospective student visits.
- Director teaching orientation course to get students excited about journalism and mass communication.
- Director maintaining prospective student blog.
- Hosted two ice cream socials to welcome new students to the program. Gave them the opportunity to interact with faculty, staff and student organizations.
- Making improvements to the look and content of website.

## Next Steps

- Work with Admissions and LAS on social media and diversity recruitment strategy.
- Increase efforts to involve high schools in events like First Amendment Day and the Greenlee Futures Forum.
- Work with Council on strategy to get invited into high schools.

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# Placement

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Greenlee School Placement 2009-2010						
	Total Grads	Response Rate	Continuing Education	Military	Employment	Total Occupied
<b>ADVRT</b>	51	46 (90%)	8 (17%)	1 (2%)	33 (72%)	42 (91%)
<b>JIMC</b>	120	109 (91%)	16 (15%)	2 (2%)	86 (79%)	104 (95%)



<b>Greenlee School Employment Placement 2009-2010</b>		
	<b>Available for Employment</b>	<b>Employed</b>
<b>ADV RT</b>	37	33 (91%)
<b>J I M C</b>	91	86 (95%)

<b>Greenlee School Placement by Location 2009-2010</b>				
	<b>Total Employed</b>	<b>In Iowa</b>	<b>Out of State</b>	<b>Not Given</b>
<b>ADV RT</b>	33	15	16	2
<b>J I M C</b>	86	37	45	4

- Placement rates are calculated six months after graduation. The 2009-2010 figures are the most current figures available.
- 95% of total survey respondents were occupied by continuing education, military service or employment within six months of graduation.
- 95% of respondents who indicated they were available for employment were employed within six months of graduation.

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# Curricular Updates

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## **Public Relations Major**

We are looking into the process for adding a public relations major in addition to our journalism and mass communication and advertising degrees. Industry informs us that public relations will grow between 12-18% between now and 2018. As we are part of a land-grant institution, and as we aspire to fill industry jobs and keep Iowans in Iowa, we may add this degree to the existing advertising and journalism degrees. No new resources will be needed for the new degree, again because of our streamlined and shared curricula.

## **Ph.D. Program in Science, Technology and Risk Communication**

The Ph.D. has advanced through all but the final phase of approval. It currently has support from more than a dozen agriculture and science related programs.

## **Update on Iowa's Proposed Des Moines-Based Master's Program**

The faculty voted 17 in favor, 1 opposed and 1 abstention to this response: "The Greenlee School has a successful graduate program that includes serving the central Iowa market. Our Regents' approved program requires our full attention at this time. We welcome University of Iowa students to attend our classes." Since then Director David Perlmutter has informed us that the plan now specifies that this would be "a fully online degree." He has asked us to make any online master's courses from our program available for Iowa students. We are happy to comply and collaborate on this level.

## APPENDIX 1. 2011 AEJMC PARTICIPATION

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Blevins, Jeff. The Diversity Principle in Theory and Practice. Third place (\$50 prize): Best Ideas in the Teaching of Communication Law and Policy Competition: How to Incorporate Diversity in the Law and Policy Classroom. Law and Policy Division of AEJMC in St. Louis, (August).

Carolan, Jenna & Faye Gilbert. Deceptive Reality: Using Media to Implant False Memories and Internet Source Credibility. Paper accepted for presentation at the Newspaper Division of AEJMC in St. Louis, (August).

Cozma, Raluca. Golden-age Foreign Correspondence, Sourcing, and Propaganda. Paper accepted for presentation in the Radio-Television Journalism Division at AEJMC, St. Louis, (August).

Bugeja, Michael. Panelist with four other directors and deans. ASJMC/Scripps Administrator of the Year (Paul Parsons) on administrative leadership.

Dahlstrom, Michael. Eye to (un)biased eye? Effects of visual and source attributes on the perceived credibility of identical information. Paper accepted for presentation at the Communication Theory and Methodology Division of AEJMC in St. Louis, (August).

Dahlstrom, Michael and Michael Bugeja. The Goldilocks Zone of Science Communication: An analysis of how media depicted Gliese 581g. Paper accepted for presentation at the Communicating Science, Health, Environment, and Risk Division of AEJMC in St. Louis, (August).

Deng, Z. The use and abuse of financial graphs in the annual reports of U.S. and U.K. companies. Paper to be presented at the Visual Communication Division of AEJMC in St. Louis, (August).

Dimitrova, D. V. & Kostadinova, P. (2011). Framing of Election News in the Bulgarian Press. Paper accepted for presentation by the International Communication Division, AEJMC, St. Louis, (August).

Geske, Joel. Panelist. The State of the Community: GLBT, Media and Society. To be conducted at the AEJMC convention in St. Louis (August).

Han, G., Chu, K. & Shen, G. Perceived H1N1 flu vaccine efficacy and likelihood of vaccine uptake: Assessing the influences of mass media and risk perception. Paper accepted for presentation at The Mass Communication and Society Division of AEJMC in St. Louis (August).

Han, G., Chu, K., & Shen, G. Understanding H1N1 influenza with PIM model: A comparison on health risk perceptions between the U.S. and China using structural equation modeling. Paper accepted for presentation at the Communicating Science, Health, Environment, and Risk Division of AEJMC in St. Louis, (August).

Han, G. Discussant for the Scholar to Scholar session, Psychological and Social Determinants of SHER-Comm Outcomes, for the CommSHER Division at AEJMC in St. Louis (August).

Kulpavaropas, Supathida (2011). "The influence of relevance and emotional appeals in public service ads on attitudes and behavioral intentions toward global climate change." Paper accepted for presentation at this summer's annual AEJMC Conference in St. Louis, MO (August).

**2nd Place TOP PAPER:** Rodriguez, L. and Asoro, R. L. Visual representations of genetic engineering and genetically modified organisms in the online media. Paper to be presented at the Visual Communication Division of AEJMC in St. Louis, (August).

**TOP PAPER ADVERTISING RESEARCH DIVISION:** Duff, B. & Sar, S. (2011). Seeing the Big Picture: The Effects of Mood and Multitasking on Memory for the Ad. Paper accepted for presentation in Ad Division at AEJMC, St. Louis, (August).

Sar, S. and Duff, B. (2011). Exploring the Effects of Mood and Culture on Cognitive Thinking Styles. Paper accepted for presentation at the Communication Theory and Methodology Division of AEJMC in St. Louis, (August).

Yin, Y. Cultural changes as reflected in portrayals of women in Chinese magazines published in three eras. Paper accepted for presentation at the Magazine Division of AEJMC in St. Louis, (August).

**BEST FACULTY PAPER:** Zhengjia Liu, Marcia R. Prior-Miller, and Jie Yan (2011). Self-Schema-Persuasion Perspectives on Localization vs. Internationalization: A Case Study of ELLE China's Editorial Strategies. Paper accepted for presentation at the Magazine Division of AEJMC in St. Louis, (August).

## APPENDIX 2. RECENT FACULTY AND STAFF AWARDS

<b>Award</b>	<b>Year</b>	<b>Recipient</b>
<b>Presidential Service Award</b>	1996	Jane Peterson
<b>International Service Award</b>	2001	Steve Coon
	1998	Eric Abbott
<b>LAS International Service Award</b>	2008	Eric Abbott
<b>LAS Award for Outstanding Departmental Leadership</b>	2008	Michael Bugeja
<b>LAS Outstanding Introductory Teaching Award</b>	1997	Joel Geske
	1995	Barbara Mack
<b>LAS Award for Early Achievement in Teaching</b>	2010	David Bulla
	2009	Dennis Chamberlin
<b>LAS Award for Early Achievement in Research</b>	2007	Daniela Dimitrova
<b>Ruth W. Swenson Award for Outstanding Advising</b>	1998	Maureen Deisinger
<b>LAS P&amp;S Excellence Award</b>	2008	Kathy Box
<b>Early Achievement in Academic Advising</b>	2009	Kim McDonough
<b>P&amp;S Award for Excellence in Information Technology</b>	2010	Jacob Dekkenga
<b>LAS Master Teacher Award</b>	2008	Kim Smith
	2004	Lulu Rodriguez
	2000	Barbara Mack
<b>AEJMC Newspaper Division Teacher of the Year</b>	2010	David Bulla
<b>AEJMC Clifford Christian Award for Research in Media Ethics</b>	2009	Michael Bugeja
	2005	Michael Bugeja

## APPENDIX 3. 2011-2012 GREENLEE SCHOOL SCHOLARSHIPS

<b>2011-2012 Scholarships</b>	<b>Recipient</b>	<b>Amount</b>
Journalism General Scholarship for incoming students	Charles O'Brien	500
Journalism General Scholarship for incoming students	Madeline Wilhelm	500
Journalism General Scholarship for incoming students	Amanda Carnahan	750
Journalism General Scholarship for incoming students	Tommie Clark	750
Journalism General Scholarship for incoming students	Shelby Howard	750
Journalism General Scholarship for incoming students	Allison Sims	750
A. Louis and Grace Barnhill Champlin Scholarship	Laura Bucklin	1000
Carl E Johnson Memorial Fund	Alicia R. Hendrix	1000
Catherine M. (Lundon) and Dr. Owen A. Heng	Ivy Christianson	1000
Dale E. Boyd Scholarship	Kayla Schantz	1000
Ellen M. Walvoord Scholarship	Kaleb Warnock	1000
Harry Slife WOI-TV Broadcast Journalism Scholarship	Rachel Begle	1000
Hazel Beck Andre Journalism Scholarship	John Lonsdale	1000
Journalism General Scholarship	Kathryn Bobolinski	1000
Journalism General Scholarship	Laura Bucklin	1000
Journalism General Scholarship	Ryne Dittmer	1000
Journalism General Scholarship	Anika Ehlers	1000
Journalism General Scholarship	Rachel Gerdes	1000
Journalism General Scholarship	Emily Harmon	1000
Journalism General Scholarship	Caitlin Higgins	1000
Journalism General Scholarship	Kelsey Kremer	1000
Journalism General Scholarship	Alyssa Mantz	1000
Journalism General Scholarship	Leslie Millard	1000
M. Keith Molsberry Scholarship	Robin Kamenjarin	1000
M. Keith Molsberry Scholarship	Amy Simmonds	1000
Richard E. Disney Scholarship	Kaleb Warnock	1000
WOI Scholarship	Rachel Begle	1000
WOI Scholarship	Emily Bloomquist	1000
WOI Scholarship	Kathryn Bobolinski	1000
WOI Scholarship	William T. Hall	1000
WOI Scholarship	Dan Kassan	1000
Rod Fox Scholarship in Journalism and Mass Communication	Alexis Eischeid	1200
Rod Fox Scholarship in Journalism and Mass Communication	Jody Korthaus	1200
Rod Fox Scholarship in Journalism and Mass Communication	Cole Tanner	1200
Donald Jackson Endowed Award for Excellence in Writing	Jessica Opoien	1250
Iowa Master Farmers Club- Wallaces Farmer Scholarship	Rebecca K. Ahlers	1250
Iowa Master Farmers Club- Wallaces Farmer Scholarship	Ashlee Hespen	1250
A. H. Sanders Scholarship	Sarah Binder	1500
A. H. Sanders Scholarship	Erin Fosselman	1500
A. H. Sanders Scholarship	Liana Prudencio	1500
C. Gene Bratton Memorial Journalism Scholarship	Megan Phelps	1500
Mores Family Scholarship in Community Journalism	Taysha Murtaugh	1500
Mores Family Scholarship in Community Journalism	Cassandra Saylor	1500

Ralph and Irene Anderson Scholarship in Community Journalism	Jindrich Johnnie	1500
Robert C. Johnson Memorial Scholarship	Tim Reuter	1500
Rural Electric Cooperative Pioneers Scholarship	Chris Biagini	1500
Rural Electric Cooperative Pioneers Scholarship	Lindsay Calvert	1500
Jack Engel Advertising Scholarship	Hanna Johansen	1800
Jack Engel Advertising Scholarship	Lindsey Woody	1800
Ralph W. Anderson Scholarship	Karl Letsche	1800
Ralph W. Anderson Scholarship	Brady Rebhuhn	1800
Morgan and Myers Employee Scholarship	Caitlyn Diimig	2000
Morgan and Myers Employee Scholarship	Devon O'Brien	2000
William E. and Ruth Holmes Memorial Scholarship in Journalism	Katherine Klingseis	2000
Blair Converse Memorial Scholarship	Kathryn Gibson	3000
Blair Converse Memorial Scholarship	Stephanie Luhning	3000
Blair Converse Memorial Scholarship	Taysha Murtaugh	3000
Blair Converse Memorial Scholarship	Brian M. Smith	3000
Blair Converse Memorial Scholarship	Nicole Wiegand	3000
George C. and Marjorie Griffin Groll Scholarship	Caitlyn Diimig	5000
George C. and Marjorie Griffin Groll Scholarship	Devon O'Brien	5000
George C. and Marjorie Griffin Groll Scholarship	Lindsey Schwark	5000
Joseph G. Duncan Scholarship	Rebecca Ahlers	5000
Joseph G. Duncan Scholarship	Ashlee Hespen	5000
Joseph G. Duncan Scholarship	Madi Linkenmeyer	5000
Renner Study Abroad	Mattew Wettengel	2000
Renner Study Abroad	Addria Olson	2000
Hugh Sidey Scholarship Award	Kaleb Warnock	5000
	<b>Total</b>	<b>118550</b>

## **APPENDIX 4. THE GREENLEE STUDENT PROMISE (DRAFT)**

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**We, the students of the Greenlee School, will prepare for a professional life in journalism and communications, in such a manner that...**

We will respect faculty and staff efforts, knowledge and experiences.

We will strive to do our best on all assignments and activities in the Greenlee School and in the professional world.

We will seek every opportunity to learn and will be open to new ideas.

We will conduct our work ethically.

We will be active citizens of the School, Iowa State University and the community.

We will utilize the resources provided by the Greenlee School and its faculty and staff.

We will positively represent Greenlee School in the classroom, during extracurricular activities, on internships and in the community.

We will work exceptionally hard, as both an individual and a member of a team.

We will become working professionals.

We will be role models and pass our experience on to future students.

We will practice our craft, expand our skills and learn from our mistakes.

We will shape the future of journalism and mass communication.



**APPENDIX 5. ASSISTANT PROFESSOR VACANCY  
ANNOUNCEMENT**

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Vacancy ID #	110927
Title	ASSISTANT PROFESSOR - Journalism
Employing Department	GREENLEE SCHOOL OF JOURNALISM & COMMUNICATION
Appointment Conditions	Tenure-track, 9-month, full-time
Proposed Start Date	08/16/2012
Job Description	<p>The Greenlee School of Journalism and Communication seeks a tenure track assistant professor in Journalism. Teaching responsibilities will primarily be in undergraduate introductory and advanced journalism classes, such as news writing/reporting and computer-assisted reporting. Candidates may teach appropriate graduate courses in journalism and mass communication. We welcome a second area of expertise in teaching or research areas in the Greenlee School's curriculum. □□□The Greenlee School of Journalism and Communication has an accredited undergraduate program with approximately 650 students and a strong master's program with 40 students. Additional information about the School is available at <a href="http://www.jlmc.iastate.edu/">www.jlmc.iastate.edu/</a>.</p>
Required Qualifications	<p>Doctorate in a relevant field and professional media experience; or outstanding professional media experience and advanced degree such as J.D., MFA, or relevant master's degree. Candidates must demonstrate potential to establish and maintain an active program of scholarly research and/or creative activity.</p>
Preferred Qualifications	<p>Evidence of excellence as a teacher. Demonstrated ability to generate external funds.</p>
Salary	Commensurate with qualifications
Special Conditions	<p>All offers of employment, oral and written, are contingent upon the university's verification of credentials and other information required by federal and state law, ISU policies/procedures, and may include the completion of a background check.</p>

Application Instructions

To apply for this position, please click on "Apply for this Vacancy" and complete the Employment Application. Please be prepared to enter or attach the following: 1) a letter of application 2) vita 3) contact information for three references, 4) a brief statement describing your teaching philosophy including strategies to create an inclusive classroom environment and/or enhance the learning of a diverse group of students, to foster critical thinking, and to strengthen communication skills; also include a brief statement describing research interests and/or plans (attach as one document) 5) three examples of scholarly work (attach as Other Documents). For more information about the position please email [gsjcsearch@iastate.edu](mailto:gsjcsearch@iastate.edu) or call 515-294-4341. If you have questions regarding this application process, please email [employment@iastate.edu](mailto:employment@iastate.edu) or call 515-294-4800 or Toll Free: 1-877-477-7485.

To ensure consideration, submit application by:  
AFSCME Merit Contract Transfer  
Deadline  
Quick Link

12-01-2011