Description:
At most colleges and universities, very few of the central stakeholders—like provosts and presidents—come from JMC programs. Likewise, externally, most alumni are not recently familiar with the campus and programs. How do we explain the return on investment to stakeholders who are not from our field or not intimately knowledgeable about the challenges we face? How do we demonstrate that our units contribute to the mission of the university and to the expectations of philanthropy?

9 AM to 11:15 AM – Session 6B (Development Track)
(Uptown 1 & 2, 2nd Floor)
“What Motivates Philanthropy to Journalism and Mass Communication Programs: A Donor’s Perspective”

Speakers:
Ralph Bender, CFO Manship Media, Baton Rouge, Louisiana
Derby Gisclair, Board of Trustees, Loyola University New Orleans,
Faith in the Future, Campaign Co-Chairman, Retired Investment Management Consultant
Stephanie Stokes, Board of Trustees, Loyola University New Orleans, Journalist

Description:
Come hear from donors why they open their pocketbooks for journalism and mass communication and get others to do the same.

11:30 A.M. to 12:30 P.M. – Accreditation: Key Issues for 2020
(Marigny, 2nd Floor)

Speaker:
Peter Bhatia, ACEJMC President

Description:
Peter Bhatia will present draft recommendations by the Standards Review Committee. (The recommendations of the Committee are scheduled to be presented to the ACEJMC Council in April.) Afterward, ASJMC attendees will be invited to provide feedback on the recommendations. To allow for ease of small-group conversation, three groups may run concurrently and organized by size of program:
- Extra-large (>40 FTEs)
  (Marigny, 2nd Floor)
- Large (18-39 FTEs)
  (Uptown 1 & 2, 2nd Floor)
- Medium and Small programs (less than 18 FTEs)
  (Uptown 3, 2nd Floor)

12:30 P.M. – “Grab and Go” Box Lunch
(Marigny Foyer, 2nd Floor)

· Workshop Ends ·

12:30 P.M. to 1:30 P.M. – Accreditation: Key Issues for 2020 (Continued)

Group discussion will continue for those who wish to stay.
opportunities.

practices to suggestions and ideas for new international programs and partnerships. The panelists will discuss what is occurring with international programs and partnerships. A number of universities have some type of international program from their successes and best outreach and offerings, one area that is receiving attention is international programs and partnerships. Developing new programs and partnerships. The panelists will discuss what is occurring with international programs and partnerships.

Description

“Global Reach: Adjusting the Focus on International Programs”

7:15 AM to 3:00 PM

Moderator:

Programs in Europe
Raul Reis
Tonija Navas

Borderlands Programs
Chris Callahan

Communication, Howard University:

Moderator:

Panelists:

Speakers:

Inclusive Leadership: In Area K-12 Schools and On Our Campuses

12:45 PM to 1:30 PM

Working Lunch

Giwung Yun
University and Mass Communication, Texas State University

Raine Downey, Dean, Arizona State University

Albert Dupont Jr., Dean, Howard University

Meghan Sanders, Dean, College of Communication, Louisiana State University

Donnell Probst, Associate Professor, School of Communication, Butler University

Grace Triplett, Professor and Chair, Department of Communication, University of Central Florida

Tom Olimb, Professor and Director, School of Communication, Northern Illinois University

Speakers

Looking for Funding: Practical Ideas for Expanding Your Program and Resource Base

3:30 PM to 4:30 PM

Moderator:

Gala Weng, Interim Associate Director, University of Central Florida

Rondell Riddick, Professor and Center Director, School of Communication, Butler University

Rochelle Ford, Development, Howard University View Academy

Vacation Institute

3:00 PM to 4:00 PM

Moderator:

Panelists:

Speakers

Innovation in Building Enrollment and Protecting Our Turf

10:15 AM to 11:30 AM

Moderator:

Mikki Dunham, Director, Howard University

Margaret Sanders, Dean, College of Communication, Texas State University

Gerald Luft, Professor and Chair, Department of Communication, Santa Clara University

Evelyn Carrillo, Professor and Director, School of Communication, University of Nevada Reno

Speakers

Telling Our Stories: Transforming Communication in our World

3:30 PM to 4:30 PM

Moderator:

Bonnie Sosik, Mitchell University President

Jennifer Scullin, Professor and Chair, Department of Communication, Loyola New Orleans

5:15 PM to 6:00 PM

Tour and Reception

Thank you for attending the session on transforming communication in our world. We hope you enjoyed the presentations and discussions. Please feel free to contact us for more information or to discuss potential collaborations. We look forward to seeing you again soon.

Schedule of Events

Sunday, March 7

8:00 AM to 10:00 AM – Tour and Registration

10:00 AM to 11:00 AM – Room 1 Session 1:

Inclusive Leadership: In Area K-12 Schools and On Our Campuses

11:15 AM to 12:30 PM – Room 1 Session 2:

Looking for Funding: Practical Ideas for Expanding Your Program and Resource Base

12:30 PM to 1:30 PM – Working Lunch

1:30 PM to 2:30 PM – Room 1 Session 3:

Innovation in Building Enrollment and Protecting Our Turf

2:30 PM to 3:30 PM – Room 1 Session 4:

Transforming Communication in Our World

3:30 PM to 4:30 PM – Room 1 Session 5:

Thank you for attending the session on transforming communication in our world. We hope you enjoyed the presentations and discussions. Please feel free to contact us for more information or to discuss potential collaborations. We look forward to seeing you again soon.

Monday, March 8

8:00 AM to 10:00 AM – Tour and Registration

10:00 AM to 11:00 AM – Session 1:

Inclusive Leadership: In Area K-12 Schools and On Our Campuses

11:15 AM to 12:30 PM – Session 2:

Looking for Funding: Practical Ideas for Expanding Your Program and Resource Base

12:30 PM to 1:30 PM – Working Lunch

1:30 PM to 2:30 PM – Session 3:

Innovation in Building Enrollment and Protecting Our Turf

2:30 PM to 3:30 PM – Session 4:

Transforming Communication in Our World

3:30 PM to 4:30 PM – Session 5:

Thank you for attending the session on transforming communication in our world. We hope you enjoyed the presentations and discussions. Please feel free to contact us for more information or to discuss potential collaborations. We look forward to seeing you again soon.

Tuesday, March 9

8:00 AM to 10:00 AM – Tour and Registration

10:00 AM to 11:00 AM – Session 1:

Inclusive Leadership: In Area K-12 Schools and On Our Campuses

11:15 AM to 12:30 PM – Session 2:

Looking for Funding: Practical Ideas for Expanding Your Program and Resource Base

12:30 PM to 1:30 PM – Working Lunch

1:30 PM to 2:30 PM – Session 3:

Innovation in Building Enrollment and Protecting Our Turf

2:30 PM to 3:30 PM – Session 4:

Transforming Communication in Our World

3:30 PM to 4:30 PM – Session 5:

Thank you for attending the session on transforming communication in our world. We hope you enjoyed the presentations and discussions. Please feel free to contact us for more information or to discuss potential collaborations. We look forward to seeing you again soon.