



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | July 2006

VanSlyke Turk Elected ASJMC 2006-07 Vice President



Judy VanSlyke Turk

JUDY VANSLYKE TURK, Virginia Commonwealth, has been elected vice president for 2006-07. She will become president-elect in 2007-08 and president in 2008-09. She ran against Anantha

Babbili, Middle Tennessee State University, in the vice-presidential race. VanSlyke Turk received 40 votes and Babbili received 35 votes. Loren Ghigliione, Northwestern, is the incoming president for 2006-07 and Thomas Kunkel, Maryland, is the incoming president-elect.

Three open seats to the Accrediting Council on Education in Journalism and Mass Communications were also filled in the election. Elected were Dianne Lynch of Ithaca College with 46 votes, Pamela Creedon of the University of Iowa with 42 votes and Tim Gleason of the University of Oregon with 40 votes. Lynch and Creedon will serve three-year terms and Gleason will serve a two-year term. Other candidates vying for the ACE-JMC seats were Shirley Carter, University of South Carolina, with 32 votes; Jay Friedlander, University of South Florida, with 24 votes and David Donnelly, Quinnipiac University, with 18 votes.

Candidates running to serve on the ASJMC Executive Committee were Patsy Watkins, University of Arkansas, who received 14 votes and Maria Marron, Central Michigan, who received 11 votes. Watkins will serve a three-year term as representative from medium-size programs.

All elected candidates will take office following the August Convention. A total number of 180 eligible members were mailed ballots in April. Ballots were returned by 76 members for a return rate of 42.2%. The ASJMC Nominations and Election Committee compiled the 2006 election slate.

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A Note from the President

I'm concluding what may be the shortest ASJMC presidential term on record—10 or so months. However, it's because we have made some changes to benefit the organization. The presidential term now starts when the new president is installed at our business meeting at the end of the AEJMC convention, rather than at the end of September—the end of the association's fiscal year—as had been past practice.



Pam Creedon

But, I won't let the loss of a couple of months stop me from still advocating for a number of changes before the end of the San Francisco convention and before my term as past president ends in 2007! ASJMC has played a vital role in JMC education since 1917 and my goal is to ensure that we will continue to do so.

C—"C" stands for Change with a capital "C." We are all facing convergence, confluence or—in some cases—confusion, about the future of journalism and mass communication education and student preparation. What we do know is that our professional fields are changing rapidly. ASJMC needs a voice in the discussion about the future of JMC education, so as a start we are providing some support for a new staff position in external relations at AEJMC headquarters, as well as a new look for the ASJMC website thanks to the efforts of Beth Barnes of Kentucky.

H—"H" stands for Helping. Development officers have been included in our past two mid-winter meetings in order to help us all find new resources and new ways to fund out

needs. ASJMC is also helping to develop a new generation of deans and directors open to new ideas about how journalism and mass communication education should address the changing world of information gathering and delivery. Thanks to funding from the Knight Foundation, the first leadership class of 13 new J-MC administrators has been selected and is midway into a leadership development program. We hope to hear from them at each of our meetings so we can all share in their insights.

A—"A" stands for Advocacy. Our proposed revision to the ASJMC strategic plan states that JMC programs should "take a leadership role in defending the trust they hold in the education of the citizenry, in articulating the value of a free, unfettered press to a democracy, and in securing the partnerships (academic, professional, technological and fiscal) they need to realize the objectives of their programs". ASJMC should be "the convenor of conversation about issues in journalism/mass communication education with the academy, the profession and industry, members of the public, corporate and foundation executives." If we adopt this language in San Francisco, we will begin a discussion of how we should fulfill this role.

N—"N" stands for Name. A committee led by ASJMC vice president-elect Tom Kunkel of Maryland has sent out several proposals for a new name, so we can be distinguished from the alphabet-soup of similarly named organizations. We will discuss these ideas and others in San Francisco.

G—"G" stands for Growth. Without the support of other members of the Executive Committee, executive director Jennifer

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ASJMC Bylaws

Proposed Revision

August 2006

The following proposed revision codifies what has been the past practice on who is eligible to be the official voting representative from a member university or college. One very long sentence in this section has also been split up into separate sentences and put in a different order. Deleted words are struck-through and added words are underlined.

The ASJMC membership will vote on this change during its business meeting Friday, Aug. 4 from 1:30 to 3:30 p.m. during the AEJMC convention in San Francisco.

ARTICLE I —MEMBERSHIP

Section B.

Only universities or colleges in the United States, which are tax-exempt as Section 501(c)(3) organizations or governmental entities and which are fully accredited by a recognized regional accrediting association, may be ~~elected to the~~ approved as voting Institutional Membership. Further, the institution's course offerings in the various aspects of journalism/mass communications must constitute a major field of study in which an undergraduate or graduate student may take a baccalaureate or master's degree. The institutions shall ~~and~~ be represented by an executive who devotes a major portion of his/her employment to administering a sequence, department, division, school or college of journalism or mass communications or affiliated program or center or who serves in an equivalent or higher administrative capacity while retaining appointment in the JMC unit in such university or college. This individual must be, ~~and is~~ designated by the chief executive of said institution as its voting representative, ~~provided that such institution is fully accredited by a recognized regional accrediting association and provided further that the institution's course offerings in the various aspects of journalism/mass communications constitute a major field of study in which an~~

~~undergraduate or graduate student may take a baccalaureate or master's degree.~~ The term Institutional Member used herein refers both to the institution and to its designated representative.

ASJMC 2006 Convention

Sessions • San Francisco

August 2-5



Wednesday, August 2

- 7 to 10 a.m. — ASJMC Executive Committee
- 1:30 to 3 p.m. — Panel on “Facing the Facebook: Administrative Issues Involving Social Networks”

Thursday, August 3

- 7 to 8 a.m. — ASJMC Task Force on Mission/Purpose
- 3:15 a.m. to 4:45 p.m. — Panel on “World Journalism Education Congress Update”
- 6:45 to 9 p.m. — ASJMC 2006 Sass Distinguished Service Award dinner honoring Judy Clabes, Scripps Howard Foundation

Friday, August 4

- 8:15 to 9:45 a.m. — Breakfast Roundtable: “Journalism’s Place in JMC Programs” — Recognizing the 2005 Journalism Administrator of the Year: Tom Kunkel, Maryland
- 11:45 a.m. to 1:15 p.m. — Panel on “Achieving Diversity”
- 1:30 to 3:30 p.m. — ASJMC business meeting

Saturday, August 5

- 7 to 10 a.m. — ASJMC 2006-07 Executive Committee

Convention Registration Hours:

Monday, July 31	6 p.m. to 9 p.m.
Tuesday, August 1	8 a.m. to 7 p.m.
Wed., Aug. 2-Fri. Aug. 4	8 a.m. to 5 p.m.
Saturday, August 5	8 a.m. to 3 p.m.

From the President

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McGill and our ASJMC Strategic Plan, Mission and Goals Task Force led by Maria Marron of Central Michigan, none of these ideas for change would be part of our discussion in San Francisco. These ideas—and others we hope we will hear from you—are intended to help our organization grow and mature. (Please read the Task Force report in this issue carefully!)

E—“E” stands for Evolution. The overall goal of the new ASJMC strategic plan is that by 2011, our renamed organization will be recognized as a key voice for journalism and mass communication academic administrators in discussions about issues that concern us all. If we approve our outreach focus and other aspects of the Strategic Plan in San Francisco, our evolution will have started.

We have a staff of the finest, most dedicated and hard-working association professionals in the country at ASJMC/AEJMC headquarters, but they will need our support, energy and effort to ensure that we accomplish our goals. If we decide to adopt an agenda for change, we also must be ready to assume some of the responsibility for its implementation.

I also want to thank all of the ASJMC members and others who have expressed their support to me for various aspects of our agenda for change. Please feel free to e-mail me your thoughts and ideas before the convention (pam-creedon@uiowa.edu), but I urge you to make a special effort to attend our business meeting on Friday, August 4 starting at 1:30 p.m. See you in San Francisco!

— Pam

ASJMC to Discuss Name Change

One of the agenda items during the ASJMC Business in San Francisco will be possible new names for the association. This idea has been discussed at the past two ASJMC meetings (in Chicago in February and in San Antonio last August).

As ASJMC updates its mission and goals statement to better accommodate both its leadership and service roles in the field, a name change was also seen as a way to make the association stand out from other similarly named groups. A subcommittee headed by Vice President Tom Kunkel of Maryland explored this idea and has suggested two possible names:

Council of Journalism & Mass Communication Schools
Journalism & Mass Communication Leadership Council

While no formal vote on the name change will be taken in San Francisco, the ASJMC Executive Committee is encouraging wide discussion by the membership on these two names, as well as any other possible names that members want to suggest. If you have questions or comments on the name discussion, contact Kunkel at tkunkel@jmail.umd.edu.

Please plan to take part in the discussion on Friday, Aug. 4 at 1:30 p.m.

NEW ONLINE AD RATES

Effective July 1, 2006, the new rate for the AEJMC Website online-only ads are \$125 for the first 200 words and then 25 cents for each additional word.

Online-only ads stay on the website for two months. **Send online ad placement requests to aejmcnews@aol.com.**

ASJMC Strategic Plan, Mission and Goals Proposal

This proposed change will be considered at the ASJMC business meeting in San Francisco.

Rationale for Revised Strategic Plan:

The call for a revision of the strategic plan, mission and goals of the Association of Schools of Journalism and Mass Communication to Bill Slater, former ASJMC president and now dean, journalism, Texas Christian University, resulted in current president Pam Creedon (2005-06), director, journalism/mass communication, University of Iowa, appointing a task force to explore these matters.

The report of Doug Anderson's committee on ASJMC's Goals and Mission was accepted by the membership at the AEJMC convention in Boston in 1991. The ASJMC Goals and Mission Statement (1991) was the last revision. Although the mission and goals continue to have value for the organization, they reflect ambitions that had been articulated in the years preceding the revision but which have not necessarily been realized since their formulation in 1991. It is noteworthy that at the mid-winter meeting in 1988, for example, educator and consultant George Keller had called "for more assertive leadership in our field and for educational planning sensitive to major national trends."¹ In the wake of the Carnegie Corporation/Knight Foundation funding to five elite institutions of the New Journalism Initiatives program in 2005, similar calls had been made. It became obvious that the mission and goals of ASJMC need to evolve in keeping with contemporary journalism/mass communication/communication education.

Preamble:

Journalism and mass communication programs exist today in universities and colleges where scientific and technological advances have altered our lives, our culture and our economy; where, increasingly, "departments and their faculty members are expected to find their own financial support for programs"² and where individual access to technology has made everyone an instant communicator to a global, a local or a glocal audience.

Journalism and mass communication programs

face increasing threats – to their existence, their perceived value, their wellbeing and their prestige. Never before has it been so important for journalism/mass communication educational organizations to:

- assert the value of their programs' curricula to the academic, the professional and the lay communities;
- promote and publicize their professional and academic worth to the local, national and international communities;
- take a leadership role in defending the trust they hold in the education of the citizenry, in articulating the value of a free, unfettered press to a democracy, and in securing the partnerships (academic, professional, technological and fiscal) they need to realize the objectives of their programs.

Mission Statement:

The Association of Schools of Journalism and Mass Communication – to be renamed – is an organization of leaders – deans, directors and chairs of journalism and mass communication programs in college and universities. The organization seeks to extend collectively on a national and even an international level the individual leadership its members practice on their campuses. This organization will work to ensure that its constituents innovate, manage and lead in a media marketplace undergoing fundamental change. It will work to ensure that j/mc programs broaden, deepen and invigorate the professions they serve, working with them to innovate and lead.

Strategic Plan:

The 2006 task force on the mission and goals has concluded that ASJMC needs to:

- be positioned and perceived as THE leadership organization for journalism/mass communication educators;
- be distinguished from the alphabet-soup of similarly named organizations by a branding campaign and a name change;
- be the convenor of conversation about issues in journalism/mass communication education with the academy, the profession and industry, members of the public, corporate and foundation executives;
- and share in the full-time resource of an AEJMC public relations/marketing/advocacy person.

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The renamed organization needs to be activist and proactive in setting the agenda for national discourse about journalism/mass communication/communications education. Its past president, president and president-elect need to convene regularly, electronically or otherwise, to discuss matters relevant to the organization and to determine their public stance on behalf of the organization. Working with the public relations person/advocate, the elected officers should set the agenda for discussion and ensure the promotion/communication of their determinations to the media and other relevant constituencies. The public relations person on the AEJ/ASJ staff will research ideas put forth for this call, assemble the agenda and do the follow-up.

Within a five-year period, 2006-2011, the renamed organization should have national/international name recognition and successfully have set the agenda for discourse about journalism/mass communications education.

Goal 1:

Provide national leadership for the advancement of journalism/mass communications education:

Objective 1.1: Set the agenda for discourse about journalism/mass comm. education.

Strategy 1.1.1:

At regular/set intervals, the past president, president and president-elect should be in contact via phone, e-mail or otherwise to set the agenda for discourse about journalism/mass comm. education and should communicate their agenda or determinations to the media and other relevant constituencies.

Strategy 1.1.2:

The organization's leading officers (the above) should be the convenor of discussions and collaborations with academic and professional organizations with similar goals and objectives and should send representatives to meetings and conventions of media and academic organizations. ASJMC (renamed) will convene an annual "town hall" or roundtable "summit" to create an annual "state of journalism/mass comm. education" white paper. ASJMC will need to secure funding to further this initiative.

Strategy 1.1.3:

Continue to discuss matters relevant to the administration of j/mc programs through the generation of articles to the organization's publications (especially *Insights*) and website. Ensure that these publications are disseminated to relevant constituencies in the academy, the profession and industry, corporations and foundations.

Objective 2.1: To: Continue to provide help to administrators of j/mc units.

Strategy 2.1.1:

Foster formal arrangements with the relevant academic organizations toward the goal of providing workshops, seminars and panels aimed at administrators, to be held at their annual conventions. The Council of Communication Associations, which includes NCA, ICA, BEA and others, could provide for collaborations on programming to be held at all conferences, conventions, etc.

Objective 3.1: To: Continue to define the discipline of j/mc in an evolving and increasingly technologically driven society.

Strategy 3.1.1:

Plan program offerings in innovative curricula, new courses, non-traditional and interdisciplinary communications areas.

Goal II:

Articulate the role of j/mc education to a variety of constituencies – academic, professional, industrial, and public constituencies.

Objective 2.1: To: Provide forums to discuss the role of j/mc education in relation to the liberal arts and sciences, to technology and to the restructuring of the contemporary academy. The renamed ASJMC could provide a template for such a forum on individual campuses. Conversations at the local level could be very useful and would obviate the need for an ASJ-sponsored major national discussion.

Strategy 2.1.1:

Organize convention programs and encourage publication of articles (delivered through various means) that explore and define the purposes of

liberal arts and sciences and technology in various j/mc programs. A special annual issue of *Insights* would cover these topics.

Strategy 2.1.2:

Promote inquiry into the changing nature of higher education and into the role therein of j/mc education. Expand such inquiry to conversation about the changing nature of society.

Objective 2.2: To: Collaborate with relevant organizations – academic, professional, industrial – to discuss basic and applied research in the discipline.

Strategy 2.2.1:

Work with the Council of Communication Associations and other relevant organizations to disseminate j/mc research to the relevant professionals.

Objective 2.3: To: Promote j/mc education as the desired education and training for professional communicators.

Strategy 2.3.1:

Collaborate with AEJMC regarding industry and professional trends, job placement and internships for j/mc graduates and publicize success stories in the academy, the media and other relevant constituencies.

Objective 2.4: To: Collaborate with ACEJMC to provide forums on the accreditation process and how it relates to academic values.

Strategy 2.4.1:

Partner with ACEJMC to ensure transparency in the accreditation process and to develop a system whereby accreditation standards are juxtaposed with academic values.

Goal III:

Foster excellence in the leadership, administration and management of j/mc units.

Objective 3.1: Provide forums to discuss excellence in j/mc units and the leadership, administration and management of those units.

Strategy 3.1.1:

Plan programs on leadership, administration and management, perhaps availing of institutes

at various universities to educate j/mc unit heads about these specialties.

Strategy 3.1.2:

Work with the Council for the Advancement and Support of Education, for example, to hold special convention and pre-convention workshops for administrators.

Strategy 3.1.3:

Assist members with fund-raising by notifying them of opportunities with foundations, corporations and government agencies that contribute to j/mc education. The p.r. appointee will undertake this assignment, using the organization's website as a communications tool.

Strategy 3.1.4:

Collaborate with leaders, administrators and management from other disciplines to explore the similarities and differences across disciplines. Ensure that j/mc administration partners with university central and higher administration in programs and forums.

Strategy 3.1.5:

Promote the inclusiveness of women and minorities in leadership, administrative and management roles in j/mc programs through ongoing networking and training opportunities such as those provided by JLID.

Strategy 3.1.6:

Provide data to all members of the organization about contracts, salaries, special clauses, and other information that may be pertinent to administrators' careers.

Strategy 3.1.7:

Provide mentorship, internship and fellowship (i.e., fiscal) support to enable women and minority group members to engage in and advance in their administrative careers. Obtain feedback and monitor successes.

¹ Billy I. Ross, ed., *Seventy-Five Years of Journalism and Mass Communication Leadership: The History of the Association of Schools of Journalism and Mass Communication* (Columbia, SC: ASJMC, 1993)

² Warren Bennis and Hallam Movius, "Why Harvard is So Hard to Lead," *The Chronicle of Higher Education*, B20, March 17, 2006

ACEJMC 2006 Summary of Accrediting Actions

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accredited two new schools at its May 5-6 meeting in St. Petersburg, FL. Newly accredited schools were the School of Communications, Elon University; and the School of Mass Communications, Virginia Commonwealth University.

The Council elected two new members, and re-elected four current members, to three-year terms on its Accrediting Committee. New members are Benjamin Holden, vice president and executive editor, *Columbus Ledger-Enquirer*, and David Boardman, managing editor, *The Seattle Times*. Boardman will complete Peter Bhatia's unexpired two-year term. Bhatia, executive editor, *The Oregonian*, will represent the American Society of Newspaper Editors on the Accrediting Council effective in September. Re-elected members are Trevor Brown, professor emeritus, School of Journalism, Indiana University; Karen Brown Dunlap, president, The Poynter Institute; Dulcie Straughan, associate dean for undergraduate studies, School of Journalism and Mass Communication, University of North Carolina and Paul Voakes, dean, School of Journalism and Mass Communication, University of Colorado.

Tom Kunkel, dean, College of Journalism, University of Maryland, was elected to a two-year term as chair of the Accrediting Committee. Pam Luecke, Donald W. Reynolds Professor of Business Journalism, Department of Journalism and Mass Communications, Washington and Lee University, was elected to a two-year term as vice chair of the Accrediting Committee.

The Council made accreditation decisions for 19 schools and now accredits 109 schools in the United States and one outside the country. The Council conducts voluntary reviews for schools with professional journalism and mass communications programs.

The Department of Communication, University of Utah, received provisional re-accreditation last year and was granted full re-accreditation.

The following schools received provisional re-accreditation: Department of Communication and Journalism, Auburn University; Division of Journalism, Florida A&M University; Department of Mass Communications, Southern University; Department of Journalism, New York University; and Scripps Howard School of Journalism and Communications, Hampton University. The Department of Mass Communications at Winston-Salem State University received provisional accreditation. The Council grants provisional status when it identifies weaknesses that can be corrected within two years.

The Council also re-accredited the following 10 schools: Department of Journalism, University of Arizona; Graduate School of Journalism, University of California-Berkeley; College of Journalism and Communications, University of Florida; College of Journalism and Mass Communication, University of Georgia; Department of Journalism, Eastern Illinois University; Department of Communication, University of Louisiana at Lafayette; School of Journalism, University of Montana; Department of Mass Communication, Nicholls State University; School of Journalism and Communication, University of Oregon; Department of Journalism and Mass Communication, South Dakota State University.

The Council's fall meeting will be Friday, Sept. 1, at the Sheraton Chicago Hotel & Towers. Anyone wanting additional information about Council activities may contact Susanne Shaw, ACEJMC executive director, Stauffer-Flint Hall, 1435 Jayhawk Blvd., University of Kansas, Lawrence, KS 66045-7575; tel.: 785-864-3986; e-mail: sshaw@ku.edu.