



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | November 2012

Winter Workshop: “More like Wrestling than Dancing”

Roman emperor Marcus Aurelius Antoninus said “The art of living is more like wrestling than dancing.” For those of us working on our own career development while at the same time trying to manage other people, it does seem more like a bout than waltz.

The ASJMC 2013 Winter Workshop will focus on how administrators can take steps to advance and improve their own careers as well as help and manage those they work with. There will also be a special track of sessions for development officers.

Join us Feb. 22-23 at the Hyatt French Quarter in New Orleans and hear from experts such as:

Jill Giesler, Poynter Institute and author of *Work Happy; What Great Bosses Know*—Poynter is a school that exists to ensure that our communities have access to excellent journalism—the kind of journalism that enables us to participate fully and effectively in our democracy.

Dennis Barden, senior vice president, Witt/Kieffer—Witt/Kieffer is the preeminent executive search firm that identifies outstanding leadership solutions for organizations committed to improving the quality of life.

Porsha Williams, principal, Parker Executive Search—Parker Executive Search is a leading global retained executive search firm with clients, which include Fortune 500 companies, leading

colleges and universities and best-in-class non-profits.

Stewart Vanderwilt, director & general manager, KUT Radio, Austin, Texas—KUT is an award-winning NPR affiliate and market leader in Austin. The station is licensed to the University of Texas and under Stewart's leadership increased outside giving.

Helen Read Smith, director of development, Catholic Charities Archdiocese of New Orleans—Catholic Charities of New Orleans is known as one of the key nonprofits in the area that persevered the flood, staying strong in New Orleans to help victims through the crisis.

Hear from these folks as well as colleagues such as **Richard Cole, Gail Baker, Greg Luft, Nancy Cornwell, Maryanne Reed** and **Birgit Wassmuth**. Cost of the workshop will be \$185 per person and will include three meals. A mailing about the workshop is going out in November.

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ASJMC Votes to Take Ownership of JMC Annual Surveys

During ASJMC's August 2012 Chicago meeting, the ASJMC Executive Committee voted unanimously in favor of ASJMC taking ownership of the Annual Surveys of Journalism and Mass Communication.

The Annual Surveys have been conducted by the Cox Center at the University of Georgia under Lee Becker's leadership since 1997. Lee began talking with ASJMC several years ago about the future of the surveys.



Lee Becker

There are three major surveys: the Survey of Journalism and Mass Communication Enrollments, the Graduates Survey and the Faculty Salary Survey. The Faculty Salary Survey is conducted on behalf of ASJMC and ASJMC has always borne the cost of that survey. The other two surveys cover broader populations.

The costs of the Enrollment and Graduates surveys have been covered by a combination of sources including ASJMC, AEJMC, the Cox Center and donations from a number of professional organizations and foundations.

Data for both the Enrollments and Salary Surveys are provided by unit administrators. The Graduates Survey is more complicated; units in the sample provide the names and addresses for all of their May/June graduates. The initial survey mailing goes out in November, with follow-up mailings in January and March, as needed. The 2011 survey went to 9,480 graduates.

The results of the Graduates Survey are presented at the annual AEJMC Conference. The results of the Enrollments Survey are published in *Journalism & Mass Communication Educator*. The results of the Faculty Salary Survey are shared with the ASJMC membership.

ASJMC President Peggy Kuhr will be appointing a committee to make recommendations on how ASJMC can best manage the surveys in both the short-term and longer-term (in other words, while Lee and the Cox Center are still running the surveys and after Lee retires). The committee's recommendations will include looking at ongoing funding for the surveys.



Peggy Kuhr

Reminder: Leadership Resources Expanding on ASJMC's Website

The page on ASJMC's website featuring Resources for Contemporary Leadership continues to grow. Resources include links to articles and documents, publications and reports, and a special look at issues that fellow administrators are working on. Visit asjmc.org/contemporary/index.php often!



Collegiality & Community



"What Am I Working on Today?"



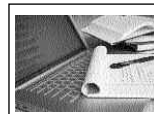
Education & Equity



Recruitment & Retention



Leadership & Loyalty



Administration & Assessment

AEJMC Seeks Diversity Award Nominations

AEJMC is seeking nominations (self-nominations are welcome) for the 2013 AEJMC Equity & Diversity Award.

This award recognizes journalism and mass communication academic units—which may be an entire program, school or department, or a smaller sub-unit—that have implemented innovative approaches to increasing racial, gender and/or ethnic equity and diversity over the previous three years. Applications should provide evidence of demonstrable success in one or more of these areas: ensuring a climate free of discrimination; improving curriculum and programming; providing mentoring or other support for faculty, staff and students from under-represented groups; recruiting, hiring and retaining faculty and staff from under-represented groups; and other equity and diversity areas not listed above.

The award will be presented during the 2013 AEJMC Conference (Aug. 8-11) at the Renaissance Washington, D.C., Downtown Hotel.

Any AEJMC or ASJMC member, faculty member within the nominated unit, or the head of the nominated unit may submit an application. Self-nominations are welcome. The application deadline is **5 p.m. Eastern Time, March 15, 2013**. Please address any questions to Dr. Deb Aikat, School of Journalism and Mass Communication, CB # 3365, University of North Carolina Chapel Hill, Chapel Hill, NC 27599-3365, email: da@unc.edu, phone number: 919/962-4090.

The AEJMC Equity and Diversity Award Advisory Committee, composed of AEJMC members, will select the winner based on award criteria. The committee reserves the right not to present an award in any given year.

The following application materials are required:

- A cover letter or emailed text that includes contact person's name, phone number and email address; the title and address of nominated unit and its parent institution; and the name and title of unit's head.

- A letter from the unit head in support of the nomination.
- Two additional letters of support.
- A completed EDA Demographics Form that describes the unit's faculty, staff and students, the degrees it confers, among other information. The form is available on the AEJMC website at <http://www.aejmc.org/home/scholarship/aejmc-awards/>
- A narrative of no more than four double-spaced pages describing the equity and diversity efforts of the academic unit with attention to the points list in the "Award Criteria" section of this call. The narrative may include goals, actions, steps and outcomes related to creating a work environment that promotes equity and diversity.

Applications may include additional materials, such as description of specific institutional policies or legislation outlining diversity opportunities or barriers, and documentation of other awards received. Complete applications **MUST BE COLLABORATED INTO A DIGITAL FILE** and sent as an email attachment to Aikat. Mention "AEJMC-Diversity" in the subject line of the email. Only emailed applications will be accepted. Incomplete applications will not be considered. Late applications will be included in the 2014 competition.

ASJMC 2012-13 Executive Committee

President, *Peggy Kuhr*, University of Montana • **President-elect**, *Don Heider*, Loyola University of Chicago • **Vice President**, *Ann Brill*, University of Kansas • **Past President**, *Beth E. Barnes* • **Publication Committee Chair**, TBA • **Executive Committee Representatives**, *Mary Arnold*, University of South Dakota; *Lorraine Branham*, Syracuse University; *Bob Lochte*, Murray State University • **ACEJMC Representatives Chair**, *Paul Parsons*, Elon University • **AEJMC President**, *Kyu Ho Youm*, University of Oregon • **BCCA Representative**, *Rochelle Ford*, Howard University • **Executive Director**, *Jennifer McGill*, AEJMC/ASJMC

ACEJMC Approves Standards Revisions

The Accrediting Council unanimously approved revisions to the accreditation standards Aug. 24, including an adjustment to the 80/65 credit requirement in Standard 2: Curriculum.

The revisions were based on comments gathered during a two-year period by the Standards Review Committee from administrators, industry professionals and educators.

Doug Anderson, chair of the committee, said most comments were on the need to adjust the liberal arts credit hour requirement and to provide language to clarify and help bring consistency in judging diversity and assessment standards.

The ACEJMC office has received numerous questions about the revisions. The following highlights some of the more notable changes and addresses the more commonly asked questions.

- The revised **standards go into effect** in fall of the 2013 academic year.

- **Adjustment of 80/65** credit hour requirement to: “72 semester credit hours (or 104 quarter credit hours) required for a baccalaureate degree outside of the unit and meet the liberal arts and sciences-general education requirements of the institution.” The revision reduces the 80 credit hours required outside of the unit to 72. The adjustment from 80 to 72 provides 8 additional credit hours within the major.

The unit must ensure its students meet the liberal arts requirement of its parent university.

Several questions have been about classes taken outside the unit but allowed as credit in the major and whether these classes should be counted in the 72. In general, count these classes as they have been in the past. Because each accredited unit is unique, there is no one all-inclusive answer.

However, as an example: A photography class taken in the art department that is more conceptual or theory-based would likely count toward a university’s liberal arts requirement. A photography class that is skills and application centric would be professional in nature and, therefore, count toward the major and not in the 72.

- Schools working on **self-studies in 2012-13** would use the 80/65 rule for 2011-12 and the 72 rule for 2012-13.

- Acceptable **internship credit hours** will be extended to six semester hours.

- **Online classes and accredited online degree** programs will be reviewed and held to the same standards as those onsite.

- **Diversity plans** should be unit-specific and include the unit’s definition of diversity and identify the under-represented groups.

- **Standard 6 Student Services** has long required accredited units to collect and analyze student enrollment, retention, graduation, and job placement. Beginning fall 2013, this **information must be made available on the unit’s website and updated annually**. The data should be specific to the accredited unit and not university-wide numbers.

The full revised standards are available at:
<http://www2.ku.edu/~acejmc/>

Contact Susanne Shaw at 785/864-3986 or email sshaw@ku.edu with your questions.

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