We Are Back in Person!

ASJMC is excited to welcome members and guests in person to the 2022 ASJMC Winter Workshop in Las Vegas, Nevada. The workshop will be held February 23-25, 2022 (Wednesday - Friday), at the MGM Grand Hotel.

The theme: Reinvention, Not Restoration: Leading JMC Programs Past the Pandemic. This workshop focuses on topics that will assist attendees in navigating issues that center around the pandemic and the academy.

Attendees should plan to arrive in Las Vegas Wednesday, February 23. A light welcome reception is planned for that evening. Thursday will offer a full day of informative sessions, including an off-site reception and tour at the National Museum of Organized Crime and Law Enforcement.

The registration fee for this workshop is $450. Special hotel rates for workshop guests at the MGM Grand Hotel will be $69 per day Tuesday through Thursday and $260 on Friday plus additional taxes and fees. Reservation Cut-off Date: Friday, January 28.

The workshop registration link and hotel booking link may be found on the ASJMC website at asjmc.org/events. We look forward to seeing you in Las Vegas.
A Note from the President

When then-association president James Stewart adjourned the 2020 ASJMC Winter Workshop in New Orleans on March 7, we had little idea of what was to come. On March 11 COVID caused the suspension of the NBA season. Within days, higher ed institutions shut down, “pivoting” to remote learning and operations. One year later, still in the thick of the pandemic, ASJMC’s 2021 annual workshop was conducted virtually.

It’s especially gratifying, therefore, to be planning our return to an in-person ASJMC 2022 Winter Workshop experience, February 23-25 in Las Vegas.

Based at the MGM Grand Hotel, the workshop begins on the afternoon of Wednesday, February 23, with meetings of the 2021-22 class of the Institute for Diverse Leadership and of ASJMC’s Executive Committee. There will be a full day of workshop sessions on Thursday, February 24, followed by a fun off-site reception and tour of the National Museum of Organized Crime and Law Enforcement in downtown Las Vegas, popularly known as the Mob Museum. The workshop concludes with a half day of sessions on Friday, February 25.

The workshop theme is “Reinvention, Not Restoration: Leading JMC Programs Past the Pandemic.” This reflects ASJMC’s ongoing emphasis upon convening leaders to engage in dialogue about strategies for addressing challenges exacerbated by the pandemic.

Highlights of the workshop include:
  • New approaches for building enrollment and enhancing retention
  • Best practices in fostering diversity, equity and inclusion
  • Fundraising with women philanthropists
  • An overview of ACEJMC’s new accrediting standards
  • Innovations in media practice from the Las Vegas market
  • A conversation with a university president on trends in higher education

The latest workshop schedule and registration information are available on the redesigned ASJMC website: http://asjmc.org.

Another significant benefit of ASJMC membership is our Call for Leadership series of video-conferences on administrative topics. We held two lively sessions during fall semester, dealing with student recruitment and with ways that JMC programs can help to revitalize local news in their regions. The CFL series resumes for spring semester 2022 on February 2; mark your calendars also for sessions on March 30 and April 27 (all at 1 pm Eastern/10 am Pacific). Information on topics and speakers can be found on the ASJMC website.

On a personal note, it’s a privilege to serve as your ASJMC president this year, joining the ranks of distinguished colleagues and mentors who have previously served in this role. I offer particular thanks to last year’s president, Gracie Lawson-Borders of Howard, for her counsel and encouragement and to this year’s president elect, Raul Reis of Emerson, for his insight and support.

I am eager to see you in Las Vegas for the 2022 Winter Workshop. Until then, feel free to be in touch if ASJMC can support your leadership efforts in any way. I wish you the best for a productive and rewarding 2022.
February 23-25, 2022
(Wednesday - Friday)

WORKSHOP COST: $450

REGISTER NOW!
“Reinvention, Not Restoration:
Leading JMC Programs Past the Pandemic”

MGM Grand Hotel
3799 S Las Vegas Blvd., Las Vegas, NV 89109
PHONE: 877.880.0880

Hotel Reservation Cut-off Date: Friday, January 28, 2022

WINTER WORKSHOP REGISTRATION
• Registration Cost: $450
• Register for the Workshop: https://aejmc2.wufoo.com/forms/2022-asjmc-workshop-registration

MGM GRAND HOTEL
Rates:
• Tuesday, February 22, through Thursday, February 24: $69
• Friday, February 25: $260
(All rooms are subject to a $39 daily resort fee and a 13.38% room tax)

Reservations:
• Book Hotel Reservation: https://book.passkey.com/event/50279713/owner/28465/home
• Reservation Cut-off Date: Friday, January 28, 2022
ASJMC 2022 Winter Workshop Schedule
Las Vegas • MGM Grand
February 23 – 25, 2022

“Reinvention, Not Restoration: Leading JMC Programs Past the Pandemic”

WEDNESDAY, FEBRUARY 23
11:30 AM to 6:00 PM – Registration
6:00 PM to 7:30 PM – Light Reception at Hotel

THURSDAY, FEBRUARY 24
7:00 AM to 4:00 PM – Registration
7:00 AM to 8:15 AM – Breakfast
8:30 AM to 9:00 AM – “Welcome and Introductions”
   Al Stavitsky, University of Nevada, Reno, ASJMC President
9:00 AM to 10:15 AM – Session 1:
   “Best DEI Practices, Post-Pandemic”
10:30 AM to 11:45 AM – Session 2:
   “A Conversation with UNLV President
   Keith Whitfield”
12:00 PM to 1:00 PM – Lunch
1:00 PM to 2:30 PM – Session 3:
   “Innovation in Growing JMC Enrollment”
2:45 PM to 4:00 PM – Session 4:
   “‘What Happens in Vegas’: The State of the Las Vegas Media Market”
5:00 PM to 7:00 PM – MOB Museum Tour and Reception

FRIDAY, FEBRUARY 25
7:30 AM to 12:30 PM – Registration
7:30 AM to 8:45 AM – Breakfast
9:00 AM to 10:15 AM – Session 5:
   “Engaging with Women Philanthropists”
11:00 AM to 12:15 PM – Session 6:
   “ACEJMC’s New Accreditation Standards”
12:15 PM – “Grab and Go” Box Lunch

Workshop Concludes

All times are listed in PST.
This is a tentative schedule; times and topics may change slightly.
The Accrediting Council on Education in Journalism and Mass Communications will conduct a workshop during the February ASJMC conference, focused primarily on its new standards that go into effect for schools with reviews starting in Fall 2022.

ACEJMC goes through a major revision of its standards every 10 years, with an eye on staying up to date with changing demands of the professions and academia. The process was led by a diverse committee of ACEJMC Council members and included subcommittee participation by more than a dozen directors and experienced site team members; presentations and discussions at several AEJMC, ASJMC and ACEJMC meetings over the past two years; and a survey of 200 communications educators and professionals.

The new standards provide less duplication and stronger embrace of key standards on leadership, curriculum, diversity and assessment. And, of course, a strong recognition of the need for expanded digital education and training for students as well as the desire for more creative and wide-ranging study plans.

All standards were revised, including indicators and evidence. Here are a few highlights:

- The number of standards is reduced from nine to eight. The current Standard 4 (Full-Time and Part-Time Faculty) and Standard 5 (Scholarship: Research, Creative and Professional Activity) are combined into a new Standard 5 (Faculty). Both Standards 4 and 5 focused on faculty and how faculty activity meets the university and unit teaching, research and service mission.

- In Standard 2 (Curriculum and Instruction), the requirement for 72 hours outside the unit is eliminated. The goal is to give students and units more flexibility in constructing learning plans that connect with today’s journalism and strategic communication worlds. The Council stressed that this recommendation does not conflict with ACEJMC’s fundamental commitment to students receiving a well-rounded liberal arts and science education. Units will be required to explain how their curriculum meets that commitment, as well as how they incorporate ACEJMC’s professional values and competencies.

- The Diversity and Inclusiveness revisions strengthen the standard by encouraging progress in diversity, inclusion and empowerment, going beyond a focus on numbers. The revised standard recognizes that diversity, equity and inclusion issues are significantly more important in our society and an even more central part of a well-structured education. In 2021, Council members unanimously approved a resolution on diversity, equity, inclusion and social justice, available on its website, acejmc.org.
ASJMC Insights Returns

We are delighted to announce the upcoming release of the revised ASJMC Insights. The scheduled release is February 23, 2022, in Las Vegas, Nevada, at the ASJMC Winter Workshop.

The new look of the publication as well as relevant articles and improved publication frequency will keep you better informed about your role in the academy.

We invite you to become part of the process by contacting the editor, James Stewart, Nicholls State, to contribute at James.Stewart@Nicholls.edu.

CALL FOR LEADERSHIP VIDEO CONFERENCE SERIES

Save these dates for our upcoming video conferences

Topic: “Retaining Staff during ‘The Great Resignation’”
- Wednesday, February 2, 2022
- 1:00 p.m. ET/10:00 a.m. PT

Topic: TBA
- Wednesday, March 30, 2022
- 1:00 p.m. ET/10:00 a.m. PT

Topic: TBA
- Wednesday, April 27, 2022
- 1:00 p.m. ET/10:00 a.m. PT

Contact samantha@aejmc.org with questions.

asjmc.org/call-for-leadership

Supporting the Leadership of Schools of Journalism and Mass Communication