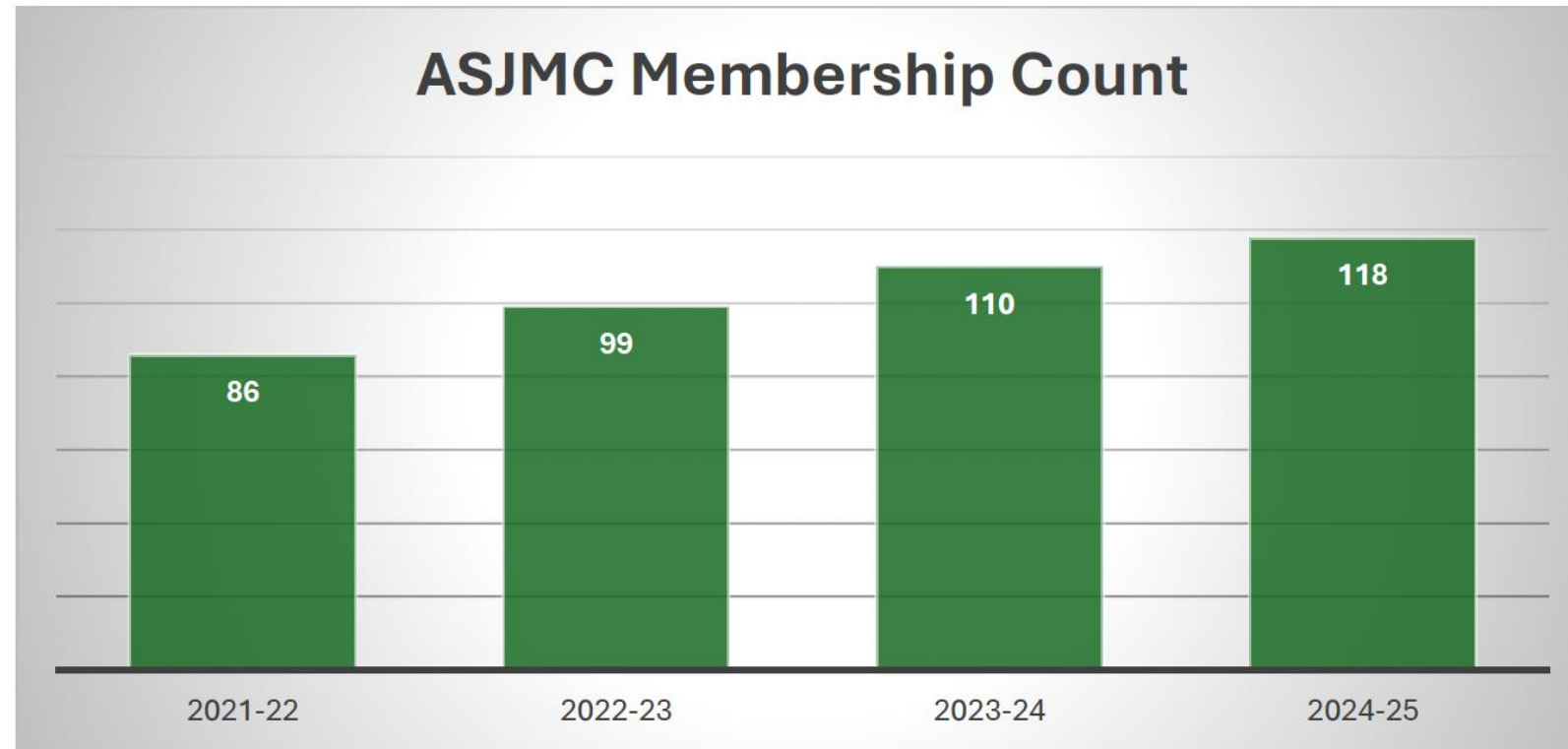




Serving ASJMC Membership

March 20, 2025



Membership is growing

Member Type	Percentage
Individual	14%
International	2%
Small Programs	19%
Medium Programs	25%
Large Programs	25%
Extra Large Programs	14%

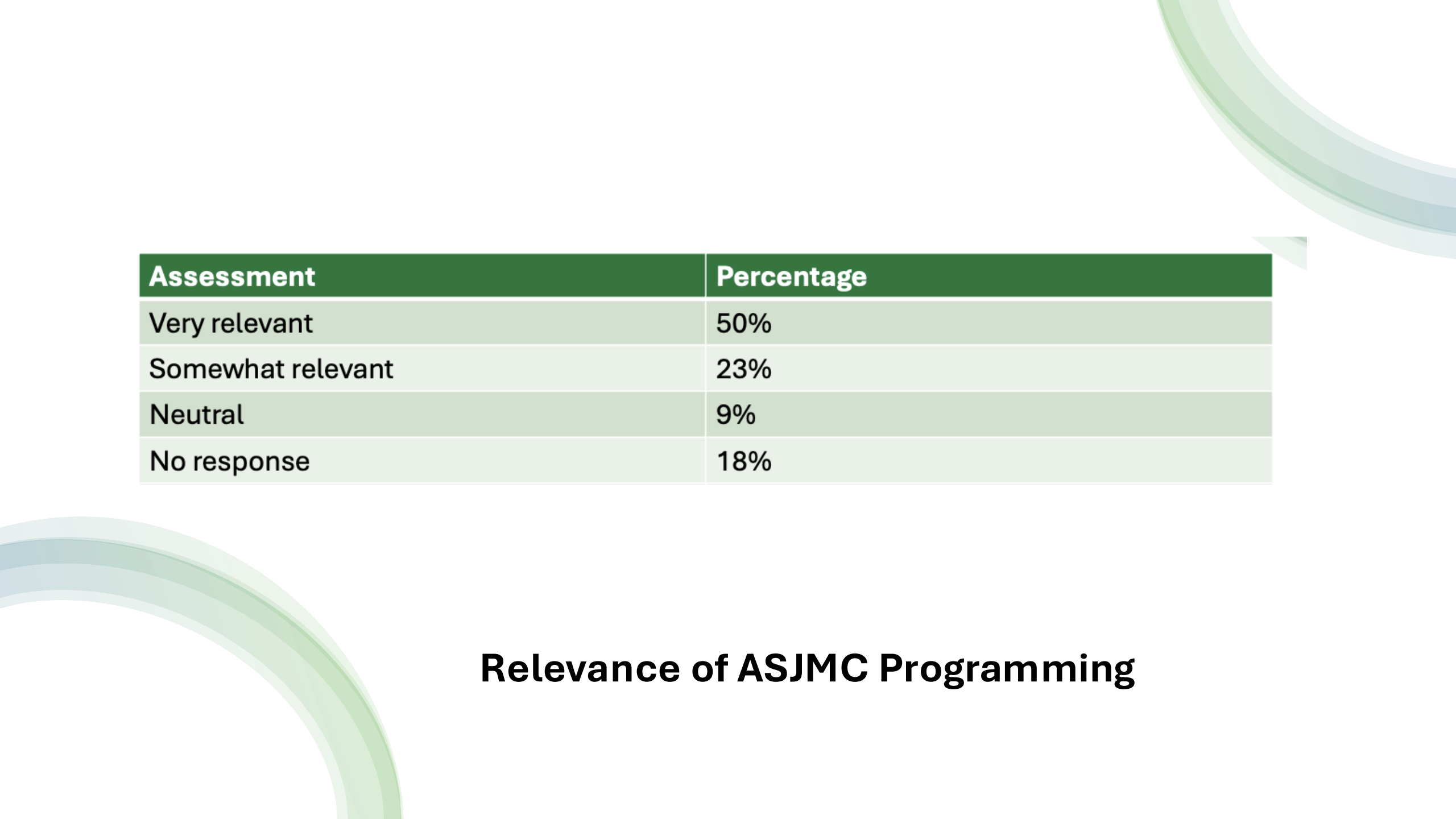
Membership is varied

Primary Reason	Percentage
Gaining insights for my institution	50%
Professional networking	18%
Keeping up with industry trends	14%
Other	9%

Reasons for Membership

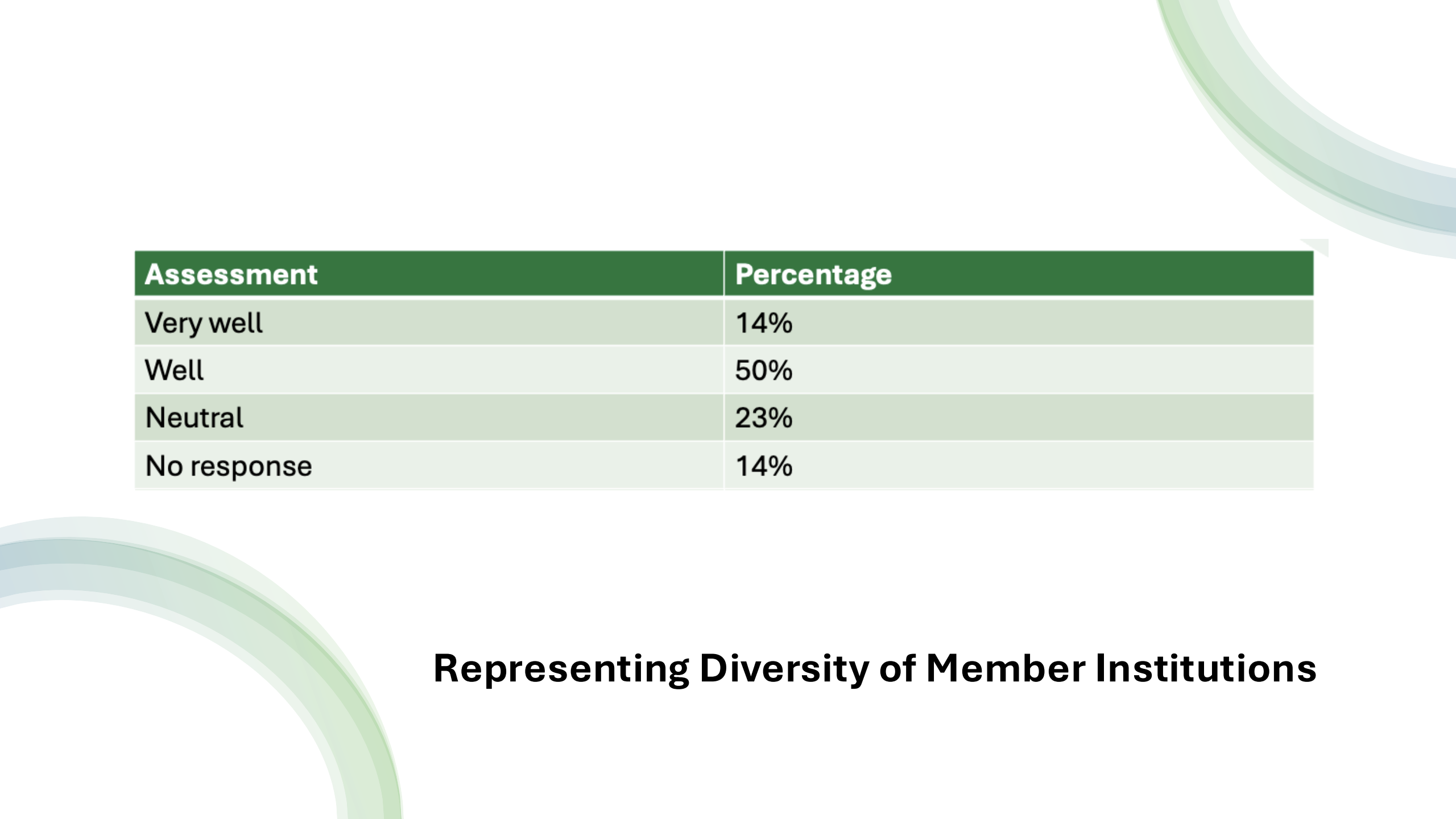
Assessment	Percentage
Very satisfied	41%
Somewhat satisfied	27%
Neutral	14%
No response	18%

Satisfaction with ASJMC Membership



Assessment	Percentage
Very relevant	50%
Somewhat relevant	23%
Neutral	9%
No response	18%

Relevance of ASJMC Programming



Assessment	Percentage
Very well	14%
Well	50%
Neutral	23%
No response	14%

Representing Diversity of Member Institutions

Issue Area	Percentage Indicating Importance
Leadership & management	86%
Fundraising & resource management	50%
Curriculum development	36%
Digital media trends	27%

Desired Areas of Programming Focus

Enhancing Membership Value


- **Focus on Institution Size:** ASJMC's focus has historically leaned toward smaller programs, making it less relevant for larger ones. However, recent improvements were acknowledged, with a call for continued efforts to address the needs of larger programs.
- **Leadership Development:** A recurring suggestion was to prioritize leadership training across all levels—emerging leaders, mid-level administrators, and deans. Respondents emphasized mentoring and professional advancement opportunities.
- **Connection to Accreditation:** The link between ASJMC and ACEJMC (accreditation body) was highlighted as a key membership benefit, with suggestions to "lean into helping institutions be successful" in preparing for reaccreditation.



Priority Initiatives & Services

- **Leadership and Innovation:** Respondents want ASJMC to focus on developing leaders for roles within AEJMC and fostering innovation in curriculum to meet industry demands
- **Addressing Broader Challenges:** Suggestions included tackling pressures like DEI (diversity, equity, inclusion), legislative changes, enrollment declines, and job placement for graduates. Fundraising workshops and tenure/promotion best practices were also proposed.
- **Mass Communication Focus:** One respondent noted that ASJMC's activities often center on journalism, urging more engagement with the "mass communication" side, which represents most students.





Responding to Membership Feedback

- One-day workshop
- Focus on programming that serves all members
- Thinking beyond journalism
- Establishing more regular communication
- Updating bylaws
- Growing presence at AEJMC