

Reminder:

Schools must update data links

ACEJMC policy requires accredited programs to provide retention and graduation data on their websites and to **update the data by Aug. 15.**

In 2013, the Council approved probation and suspension measures for accredited programs not meeting the requirement.

Notification of the update and the current working link should be submitted to Cindy Reinardy at creinardy@ku.edu

ACEJMC's office will verify websites have been updated. Site visit teams will review the published data during site visits.

Schools seeking initial accreditation are required to have the data published during their site visit year.

A message from the president

Council's push forward to include searchable database, strategic plan

In a provocative piece entitled, "A Blueprint for How to Make J-School Matter (Again)," digital-media futurist Amy Webb takes on the Accrediting Council for Education in Journalism and Mass Communications. But unlike other critics who have aimed to make ACEJMC a root of the media industry's ills, Webb champions the value of accreditation while challenging our members to make it a more nimble, adaptive, catalytic and powerful tool.

"Accreditation in journalism education is a paradox, simultaneously making programs stronger and stifling momentum," Webb writes in Nieman Reports. While not all educators would endorse that assessment, most of us would undoubtedly agree that ACEJMC must move quickly to keep up with the challenges of the professions – and the students – we serve.

The academic and industry representatives on the Council certainly recognize that, and we are taking significant steps this year to move accreditation forward:

Working closely with the Knight Foundation, the McCormick Foundation and data scholars at the University of Illinois, we are developing a standardized, searchable and annually updated database of all programs accredited by ACEJMC. The database will provide objective and current data on various aspects of accredited programs for prospective students and their families, professionals seeking to hire for internships and entry-level positions, and educators seeking to help improve

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David Boardman
Council president

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Council accredits five new schools

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accredited five new schools at its May 1 meeting in Phoenix. Three of the five schools were international programs.

New schools are the Mohammed Bin Rashid School for Communication at the American University in Dubai; College of Communication and Media Sciences at Zayed University in Abu Dhabi and Dubai; School of Communication at Anahuac University in Mexico City; School of Journalism at Stony

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CALENDAR

Council meeting:

Friday, Sept. 4
The Westin, Chicago
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Committee meeting in 2016:

Saturday, March 19
Sunday, March 20
The Westin, Chicago

Accreditation workshop planned

The Accrediting Council will offer a one-day workshop to assist administrators with the accreditation review process. The workshop will be 8 a.m. to 5 p.m. Thursday, Sept. 3, at The Westin, 909 N. Michigan Ave., Chicago.

The workshop is open to any accredited program or

programs working toward initial accreditation or reaccreditation. There is no fee for the workshop. Deadline to register is July 15.

Contact Susanne Shaw, ACEJMC executive director, at 785-864-3986 or sshaw@ku.edu, with your questions.

Future

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journalism and mass communication education. This will involve some commitment of time on the part of accredited programs, but we are working to minimize that investment while making the tool as useful and usable as it can be. We'll have more details to share this fall.

Also this fall, we will begin developing a five-year strategic plan for ACEJMC. The process includes seeking input from each of the stakeholder groups – students, parents, faculty, administrators, alumni, employers, funders – in exploring how to make the process of accreditation better.

Meanwhile, a Council subcommittee is working on updating our accreditation standards to clearly include online education.

Even as we strive to improve, it's clear that accreditation continues to have significant value to students, parents, employers and educators. The number of accredited schools and programs is at an all-time high, at 119. Fifteen of those are recent, first-time reviews. Over the next two years, six more programs are seeking accreditation for the first time.

Finally, we continue to bring innovative, committed people on to both the Accrediting Council and Committee. In fact, when it came time to appoint a new public member to the Council this spring, I asked a certain digital-media futurist to put her personal energy and brainpower where her mouth is. Please join me in welcoming our newest ACEJMC member, Amy Webb!

MEMBER AND PROGRAM UPDATES

Webb to join Council as public member

Amy Webb has been appointed by Council president David Boardman to a three-year public member seat on the Accrediting Council.

Webb is founder of Webbmmedia Group, which researches near-future trends in digital media and technology, and develops business strategies to help clients engage larger audiences.

Webb also is a lecturer on emerging technology and media for Columbia Journalism School's Punch Sulzberger Program. She was a 2014-15 Visiting Nieman Fellow at Harvard University.

Webb serves on the board of directors for the Online News Association, the Knight-Batten Advisory Board, the advisory board for Temple University's journalism program and the advisory board for the International Center for Journalists.

ASJMC, AEJMC elect Council representatives

Judith Oskam, director of the School of Journalism and Mass Communication at Texas State University, was elected as a Council representative for the Association of Schools of Journalism and Mass Communication (ASJMC). She will serve a 3-year term, beginning with the Sept. 4 meeting in Chicago.

Carol Pardun and **Don Grady** were re-elected to second three-year terms as Council representatives for the Association for Education in Journalism and Mass Communication (AEJMC).

Pardun is a professor in the School of Journalism and Mass Communications at the University of South Carolina. Grady is an associate dean in the School of Communications at Elon University.

In brief

Teri Hayt, former executive editor of GateHouse Media Ohio, is the new director of the **American Society of News Editors**. Hayt is the first female director of ASNE in the organization's 93-year history.

Patricia Hart was named interim director of the School of Journalism and Mass Media at the **University of Idaho**. Hart replaces **Kenton Bird**, who stepped down as director.

David Kurpius became dean of the **Missouri School of Journalism**, July 1. Kurpius was professor and associate vice chancellor for enrollment management at Louisiana State University. Missouri Dean **Dean Mills** is retiring.

Carolyn Kitch was named chair of the Department of Journalism at **Temple University**. Kitch replaces **Andrew Mendelson**, who became associate dean at the **CUNY Graduate School of**

Journalism in New York in January.

Ana Garner was named interim director of the College of Communication at **Marquette University**. Garner replaces director **Lori Bergen**, who will be the first dean of the new College of Media, Communication and Information at the **University of Colorado**.

Andrea Tanner is the new interim director of the School of Journalism and Mass Communications at the **University of South Carolina**.

Clark Bell was reappointed by Council president David Boardman to serve a second three-year term as a public member. Bell is with the McCormick Foundation.

Peter Debreceeny will replace **Ward White** as the **Arthur W. Page Society's** representative to the Council. White served as the representative for 10 years. Debreceeny is a consultant at Gagen MacDonald LLC in Chicago.

Council elects Committee members

Two new members were elected by the Council to serve three-year terms on the Accrediting Committee. They are **Brian Sheehan**, associate professor at the S.I. Newhouse School of Public Communications at Syracuse University, and **Denise Dowling**, associate professor at the School of Journalism at the University of Montana.

Caesar Andrews, Leonard Distinguished Professor in Ethics and Writing at the Reynolds School of Journalism at the University of Nevada, Reno, was elected to serve the remaining two years of Kathryn Christensen's term, who resigned for personal reasons.

Re-elected to three-year terms were Marie Hardin, dean of the College of Communication at Pennsylvania State University; Brad Rawlins, dean of the College of Media and Communication at Arkansas State University; Jennifer Sizemore, vice president of communications and marketing at the Fred Hutchinson Cancer Research Center in Seattle; and Vincent Duffy, news director at Michigan Radio (NPR).

Callahan, Hardin to serve as Committee chairs

Chris Callahan, dean and vice provost at the Walter Cronkite School of Journalism and Mass Communication, Arizona State University will lead the Accrediting Committee as chair. Marie Hardin, dean of the College of Communication at Pennsylvania State University, will serve as Committee vice chair.

Council makes accreditation decisions

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Brook University; and the Department of Communications at University of North Alabama.

The Council reviewed 29 schools. ACEJMC now accredits 119 schools in the United States and outside the country. The Council conducts voluntary reviews for schools with professional journalism and mass communications programs.

Removed from provisional and reaccredited:

The Department of Journalism and Mass Communication at Abilene Christian University

Provisional reaccreditation of the undergraduate programs:

Department of Media and Journalism, University of South Dakota

Department of Communication and Journalism, University of Wisconsin-Eau Claire

School of Journalism and Mass Communications, San Jose State University

Reaccreditation of the undergraduate programs:

Gaylord College, University of Oklahoma

W. Page Pitt School of Journalism and Mass Communications, Marshall University

School of Journalism and Telecommunications (journalism), University of Kentucky

School of Journalism, University of Texas at Austin

Department of Communication/Journalism Emphasis, University of Washington

Department of Journalism, Public Relations and New Media, Baylor University

School of Communications, Brigham Young University

Department of Journalism, Central Michigan University

School of Journalism and Mass Communication, Florida International University

Department of Journalism, Indiana University

School of Journalism and Mass Communication, Kent State University

School of Journalism and Media Studies (advertising, journalism, public relations), San Diego State University

School of Journalism and Mass Communication, Texas State University

Department of Mass Communication, Winthrop University

Department of Journalism, University of Connecticut

Department of Communications, California State University, Fullerton

College of Media and Communication (multimedia journalism/creative media production strategic communications), Arkansas State University

Reaccreditation of the undergraduate and professional master's programs:

School of Communication, American University

Department of Mass Communication, Iona College

School of Journalism and Mass Communication, University of North Carolina

Allowed accreditation to lapse

The following schools did not seek an accreditation review as part of the six-year cycle and, therefore, allowed their accreditation status to lapse.

Department of Communications at the University of Southern Indiana

Department of Mass Communication at Jackson State University

Letter to graduates promotes the value of accreditation

The Accrediting Council has a letter template available for use by accredited schools to help promote the value of their accreditation.

Accredited schools can send the letter to their graduates, encouraging the use of "Nationally

Accredited" on resumes. The letter also explains to graduates how a degree from an ACEJMC-accredited program could be advantageous in the job market. For a copy of the letter template, contact Cindy Reinardy at creinardy@ku.edu.

ACCREDITATION TIMELINE

Schools beginning the self-study year:

SEPTEMBER

-- Receive self-study packet from ACEJMC office with list of possible dates for the site visit in 2016-17

NOVEMBER

-- Submit CEO's letter of invitation to ACEJMC executive director.
 -- Return Enrollment and Credit Hour Information and preferred site visit dates to ACEJMC office.

DECEMBER

-- Receive from the ACEJMC office the date of your 2016-2017 site visit and due date for self-study.
 -- Schedule exit interview with CEO and team in the morning on the last day of your scheduled visit.

Schools completing the self-study year:

JULY

-- Receive letter from ACEJMC executive director suggesting site visit team members.
 -- Approve visiting team chair and team members.
 -- Reserve hotel rooms for the number of team members.

SEPTEMBER

- Make travel plans for site visit team in coordination with team chair.
- Receive site team report materials from ACEJMC; includes report template (and instructions) to be installed on computers in a workroom set up for the team.
- First self-studies due. Refer to your due date set in the December 2014 letter from ACEJMC.

Council to meet Sept. 4 in Chicago

The Accrediting Council will meet Friday, Sept. 4, at The Westin, 909 N. Michigan Ave., Chicago.

A five-year strategic plan and a searchable database will be among discussion topics. Council meetings are open to the public.

Hotel rooms at the Westin are available for \$189 plus tax. Reservations can be made online at:

<https://www.starwoodmeeting.com/StarGroupsWeb/id=1506027509&key=339E2C6E>

or by contacting Westin reservations at (888) 627-8385. You must mention the Accrediting Council to receive the group rate.

Contact Susanne Shaw, ACEJMC executive director, at 785-864-3986 or sshaw@ku.edu, with your questions.

Session at AEJMC convention

ACEJMC will have an information session from 8:15 to 9:45 a.m. Thursday, Aug. 6, at the Association for Education in Journalism and Mass Communication convention in San Francisco. A proposed database of accredited programs will be discussed.

Noncompliance findings in the 2014-15 cycle

Standard 1: Mission and Governance	0
Standard 2: Curriculum and Instruction	2
Standard 3: Diversity and Inclusiveness	3
Standard 4: Full-Time and Part-Time Faculty	0
Standard 5: Scholarship	2
Standard 6: Student Services	0
Standard 7: Resources, Facilities and Equipment	1
Standard 8: Professional and Public Service	0
Standard 9: Assessment of Learning Outcomes	6



Newsletter of the Accrediting Council on Education in Journalism and Mass Communications

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