

ASCENT

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

A message from the president

Thanks to our Michael Jordan

The Chicago Bulls and Michael Jordan. “The Daily Show” and Jon Stewart. The Washington Post and Katharine Graham.



David Boardman
Boardman Accrediting Council President

Name most any major institution, and you will instantly conjure one individual whose name will be forever associated with its success.

For the Accrediting Council on Education in Journalism and Mass Communications, that person is Susanne Shaw.

Susanne has been our organization’s Executive Director – and its spiritual guru, its drill sergeant, its fearless defender and its compassionate den mother – for three decades. She has steered it through the choppy waters of industry chaos, of shrinking academic budgets, of technological disruption.

Susanne has kept accreditation vital and meaningful. She has been vigilant on the importance of diversity. She has trained dozens of industry professionals and academics on meaningful assessment of university programs. She has put ACEJMC in a position of financial stability, functionality and respect.

We are at a high-water mark for the number of accredited programs, at 119, and global demand for ACEJMC accreditation and what it represents continues to grow – thanks in large part to Susanne.

Having done all that, Susanne has decided she is nearly ready to pass the ACEJMC torch. She has graciously and generously agreed to continue to serve at least into the next accrediting cycle, and to help ACEJMC through the transition to our next Executive Director. The process and timing of that is yet to be determined.

Fortunately, Dean Ann Brill of the University of Kansas’ William Allen White School of Journalism and Mass Communications – our home since 1986 – has agreed to continue to house ACEJMC.

On a personal level and on behalf of the Accrediting Council, I offer deep and heartfelt gratitude to Susanne for all she has done for education, for industry and -- most importantly -- for students. Over the coming months, we will celebrate her and her remarkable tenure. For now, please join me in thanking her.

Vol. 23 #1
February 2016

2016
CALENDAR

Committee Meeting

March 19 and 20
Westin Hotel
909 N. Michigan Ave.
Chicago

Council Meetings

May 6 and 7
Westin Hotel
909 N. Michigan Ave.
Chicago

Sept. 2
Westin Hotel
909 N. Michigan Ave.
Chicago

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NEW FACES ON THE ACCREDITING COUNCIL

Hopgood to represent Asian American Journalists



Hopgood

The Asian American Journalists Association has appointed **Mei-Ling Hopgood** to serve as representative to the Accrediting Council.

Hopgood is an associate professor and the director of Global Initiatives and Evaluation at the Medill School of Journalism, Northwestern University.

An author and freelance journalist, Hopgood has several years experience in newspapers, including the St. Louis Post Dispatch and the Detroit Free Press.

Hopgood will represent AAJA at the Council's May 6 and 7 meeting in Chicago.

[Learn more](#) about Hopgood.

SPJ appoints Albarado to serve on the Council



Albarado

Sonny Albarado, projects editor at the Arkansas Democrat-Gazette since 2007, will take over as Council representative for the Society of Professional Journalists.

Albarado succeeds **Steve Geimann**, SPJ Council representative for 17 years. Geimann, who has been with Bloomberg News since 1999 and most recently financial news editor, accepted a transfer assignment in London last fall.

Albarado has been a member of SPJ since 1979, serving as

president in 2012-13. He serves on SPJ's national FOI Committee and on the Associated Press Media Editors' First Amendment Committee.

Albarado was a member of the APME board from 2012 to 2015 but stepped down to accept the appointment as SPJ representative to ACEJMC.

Albarado will represent SPJ at the Council's May 6 and 7 meeting in Chicago. [Learn more](#) about Albarado.

Rutenbeck appointed to lead Appeals Board

Jeffrey Rutenbeck, dean of the School of Communication at American University, will serve as chair of the Accrediting Council's Appeals Committee. Other committee members are **Deborah Potter** and **Debashis "Deb" Aikat**.

Before becoming dean at AU in 2012, Rutenbeck was the founding dean of the Division of Communication and Creative Media at Champlain College in Burlington, Vt., and a professor and administrator at the University of Denver.

Potter, a contributing correspondent to

PBS Religion and Ethics Newsweekly, is founder and executive director of News-Lab, a non-profit resource for journalists based in Washington, D.C. The veteran journalist spent 16 years as a network correspondent at CNN and CBS News.

Aikat is an associate professor and media futurist in the School of Journalism and Mass Communication at the University of North Carolina, Chapel Hill. Aikat's research focuses on the impact of communication technologies and social aspects of interactive technologies.

PROGRAM UPDATES

Dan Waechter took over Jan. 1 as interim chair of **Ball State University's** Department of Journalism. **Michael Holmes** stepped down from the position and retired from Ball State at the end of 2015.

Sandra Lee is serving as interim head of the Department of Mass Communication at **Grambling State University**. Lee succeeds **Edward Welch**.

Lucian Dinu is now head of the Department of Communication at the **University of Louisiana at Lafayette**. Dinu succeeds **T. Michael Maher**, who retired and is a Fulbright Professor this semester at Primorska University in Koper, Slovenia.

Cathy Jackson is serving as interim chair of the Department of Mass Communications and Journalism at **Norfolk State University**. Jackson succeeds **William Hart** as chair.

Accrediting Committee to review 25 schools

The Accrediting Committee will meet Saturday, March 19, and a half day on Sunday, March 20, at the Westin Hotel, 909 N. Michigan Ave., Chicago.

The Saturday meeting will begin at 9 a.m. in the Chicago Ballroom and end around 4 p.m. The time for Sunday's meeting will be set when the Saturday meeting ends. Twenty-four site visit reports and one revisit report will be presented.

The hotel rate is \$175 per night. Deadline for reservations is 5 p.m. Thursday, Feb. 18. Make reservations by calling 888 627-8385. You must ask for an Accrediting Council room to receive this rate. To make reservations online, [click here](#) or copy the following link into your browser: <https://www.starwood-meeting.com/events/start.action?id=1601073690&key=109F4122>

Reservation deadline:

5 p.m.
Thursday,
Feb. 18.

Contact **Susanne Shaw**, sshaw@ku.edu, with questions about reservations.

The meeting is open, but registration is requested. Contact Cheryl Klug at cklug@ku.edu or Cindy Reinardy at creinardy@ku.edu to register.

DISCUSSION SCHEDULE

Saturday, March 19

- University of Alaska, Anchorage (Revisit)
- University of Arkansas, Fayetteville
- Bowling Green State University
- University of Southern Mississippi
- High Point University
- Western Kentucky University
- Texas Christian University
- University of Maryland
- Louisiana State University
- Universidad Catolica de Chile
- California State University, Northridge
- University of North Texas
- University of Wisconsin, Oshkosh
- California State University, Chico
- Sharjah University
- University of S. Florida, St. Petersburg
- Iowa State University
- Massey University

Sunday, March 20

- North Carolina A&T State University
- Murray State University
- Howard University
- Ball State University
- West Virginia University
- University of Alabama
- Syracuse University

REMINDERS

MEMBERSHIP DUES:

The deadline for all accredited program and member association dues was **Oct. 15**. Contact Cheryl Klug at cklug@ku.edu or 785-864-3973 with questions.

RETENTION, GRADUATION DATA:

Accredited programs must annually update and publish on their websites retention and graduation data. Deadline is Aug. 15. All accredited master's programs must publish data. Failure to meet this requirement can result in probation of accreditation status.

Accrediting Council to meet May 6 and 7 in Chicago

The Accrediting Council will meet Friday, May 6, and for a half day Saturday, May 7, at the Westin Hotel, 909 N. Michigan Ave., Chicago.

On Friday, the Council will make accreditation decisions on 25 schools. On Saturday, the

Council will conduct a business meeting.

Details about the meeting room and start time, as well as information on hotel reservations and registrations, will be sent in March. The accreditation deliberations and business meeting are open but registration is requested.

2016-17 Site Visit Schedule

* Seeking initial accreditation

October	9-12	University of Missouri Southeast Missouri State University
	16-19	University of Southern California University of Iowa * University of North Florida
	30-Nov. 2	University of Kansas University of Mississippi Grambling State University
November	13-16	Colorado State University Southern Illinois University, Edwardsville Middle Tennessee State University
January	22-25	Arizona State University *St. Bonaventure University
	29-Feb. 1	University of South Carolina University of Colorado
February	5-8	St. Cloud State University University of Nebraska
	12-15	Drake University University of Tennessee, Knoxville
	19-22	Norfolk State University Shippensburg University Northwestern University

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Letter to graduates promotes 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.