2006-2007 Journalism

Section	Document Name
Fiscal Health	• Journalism.pdf

Mission

The mission of the School of Journalism is to explore and to help students explore the institutions, procedures, professional skills, and audiences of journalism and mass communication. Our subject is how the media mediate, and what this process of mediation means for public life in America and around the world. This mission is both an academic and a professional one; it is about learning, teaching, and doing. To this end, we are committed to scholarly research in journalism and mass communication, to liberal education in the arts and sciences, and to professional training in media work.

Mission of the Baccalaureate Program
The mission of the baccalaureate program of the School of Journalism is to help students learn to read, think, and communicate clearly, critically, and creatively. The school is committed to liberal education in the arts and sciences, as well as to professional training in the skills of journalism and mass communication. The school believes that both breadth and depth of learning must characterize the undergraduate experience. To this end, the Bachelor of Arts in Journalism degree emphasizes:
· development of basic skills in writing, critical thinking, independent learning, mathematics, foreign language, computers, and new information technologies;
· exposure to a broad range of coursework in the disciplines of the liberal arts and science, both in the School of Liberal Arts and the School of Science and within the School of Journalism;
· study of human culture outside the United States and of selected minority cultures within the United States;
· training in statistical analysis and quantitative and qualitative research; training in the professional skills of journalism and mass communication, including reporting, writing, editing, visual communication, new communications technology, and collaborative group work;
· study of the institutions, processes, and effects of mass media in society;
· study in depth of a field or discipline in the arts and sciences, other than journalism and mass communications;
· preparation for a lifetime of learning.

Goals and Objectives

Connect the research and creative strengths of IUPUI with the opportunities and needs of Indianapolis and Central Indiana

1. Publish the second book from the Schools Voices of the Turtle project about Woodland Indians.
Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit: None
Time Frame: Spring 2003

Actions taken for 2006-2007:

Nearly complete first draft is in the hands of an IU Press editor. This manuscript is near completion. Additional historic materials were discovered that were incorporated into the book.

Evidence of Progress for 2006-2007:

In October 2006, ConocoPhillips provided a grant of $10,800 for subvention.

All materials were delivered to IU Press by the November 15, 2006 deadline. The book is in production and is scheduled to be released in November 2007.

Activities planned for 2007-2008:

Finish writing, layout and photographs.

The finished manuscript has been accepted by IU Press. However, the press has only agreed to publish black and white photographs in one signature. We, and the subjects of the book, want color photographs to appear with each person´s chapter. To accomplish this goal, we need to raise $15,000 in subvention. We have raised approximately $5,000.

A grant proposal is under review by Conoco Phillips for the remainder of the funding needed. We may hear about the grant in November or December of 2005.

Coordinate school and campus promotional materials and approaches to prospective students

1. Revise the School of Journalism web site

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: May 2004

Actions taken for 2006-2007:

Over the last year, our web site has enjoyed increased use. Traffic has increased by about 33 percent over last year with a 100 percent increase in October 2005 (35,000 page views). We have made a concentrated effort to keep the information current and updated with regular news items. We have a new section on jobs and internships and we issue J-Grams (a push-pull e-mail we send to all majors weekly). J-Gram content includes news notices and information appropriate to journalism majors to help them make course selections, highlight internship opportunities and prepare seniors and graduates for the job market.

Evidence of Progress for 2006-2007:

New section in operation.

Activities planned for 2007-2008:

We anticipate adding a new section in January of 2006 after a complete redesign of the web site that focuses on high school juniors and seniors and provides information that will help them make choices about universities and majors and promotes IUPUI and the School of Journalism.

Our web activities are on hold until the university settles whether or not we are to continue to be a part of the School of

Our web activities are on hold until the university settles whether or not we are to continue to be a part of the School of Journalism in Bloomington or a department in Liberal Arts at IUPUI.

However, the content of the web site is updated on a regular basis.

2. Develop School of Journalism promotional materials

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: August 2004

Actions taken for 2006-2007:

Our brochures have been updated to reflect the new university image standards and new graphic look. One new general brochure will be printed in November 2005 and additional brochures are printed locally as needed.

Evidence of Progress for 2006-2007:

New photographs completed by August, 2004; new brochures on hand; marketing plan under way. Evaluations scheduled for October 2006.

Activities planned for 2007-2008:

The school will obtain branded pens to use as a promotional item with high school students. This has proved a surprisingly popular item and useful as a result. In addition, an information packet is under development to use with high school journalism and newspaper advisors and teachers, and for high school students interested in journalism. This will be used for the first time in January 2006.

Create new professional interaction and experience opportunities for students.

Create a student operated public relations agency

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

The student agency, Jaguar Communications, has been organized with five initial members and has created a business plan to govern its initial operations. It also has its first client and is just beginning work for that client. Space and tools have been allocated for the organization to conduct its business.

Evidence of Progress for 2006-2007:

Successfully completed projects and campaigns.

During 2006 the IUPUI Chapter of the Public Relations Student Society of America (PRSSA) was chartered by the Public Relations Society of America (PRSA). The initial membership included approximately 20 students from the School of Journalism.

The PRSSA chapter also formed a student-run public relations agency called Jaguar Communications. Members of the PRSSA chapter participate at all levels in this agency that serves clients both on and off campus. As of November 2006, the agency was serving three active clients, one on campus and two off campus.

Activities planned for 2007-2008:

The agency will expand to allow more students to participate in the coming semesters and continue to solicit clients to provide learning opportunities for members in agency operations and real-world public relations tasks, programs, and campaigns.

Develop M.A. Proposals

Develop Proposal for M.A. with a focus in Public Relations and Health and Science

Campus Planning Theme: Teaching and Learning, Collaboration
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

Approval of Dean of School of Journalism to move forward on this project has been obtained. Initial research in other programs and some research needed to establish need for the degree has been completed. Initial examination of course requirements has been conducted and proposed course composition for the degree has been established. New courses needed for the degree program are under development. Initial financial analysis has been conducted. Early discussions with Kelly School of Business have been conducted to obtain partnering agreement on business courses to be included in the course of study.

Evidence of Progress for 2006-2007:

Commission for Higher Education approval of the degree.

Activities planned for 2007-2008:

Courses required to complete the course offerings will be developed by January 2006. Formal support from industry and community leaders will be complete and documented no later than February 2006. Formal proposal will be presented to the School of Journalism faculty for approval no later than February 2006 with presentation to IUPUI through normal degree process continuing until approved. Target is to have the proposal approved for initial implementation by SY2007-2008.

The two-campus school of journalism is no longer considering any degree or course proposal by IUPUI faculty

We are moving to merge with the School of Liberal Arts at IUPUI. A proposal is waiting to move through the system when that approval is obtained.

Develop wide-spread community participation in the development and implementation of IUPUI's civic engagement in Indianapolis and Central Indiana

1. Continue ongoing activities

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: None
Time Frame: Ongoing

Actions taken for 2006-2007:

Jim Brown is on the advisory board of the Keating Feature Writing Competition board, the School of Journalism is a cosponsor of the annual competition now in its 19th year.

Jim Brown and Deb Perkins were on the national staff of the National Jamboree of the Boy Scouts of America. Jim Brown serves on several council advisory committees of the Crossroads Council Boy Scouts of America. Brown was awarded teh Silver Beaver Award for distinguished service to youth. Bob Dittmer and Deb Perkins serve on Public Relations committee of the Crossroads Council Boy Scouts of America. The School has sponsored an Explorer Post, Boy Scouts of America. Bob Dittmer is a member of the IUPUI Community Board and chair of its Positioning Committee.

One public relations class traditionally serves external clients each year with the development of a public relations campaign plan. This effort is normally for a local not-for-profit organization.

Evidence of Progress for 2006-2007:

People keep asking us to be involved.

Activities planned for 2007-2008:

More of the same.

Bob Dittmer will serve as National Assembly Delegate from the Hoosier Chapter to the National Assembly of the Public Relations Society of America (PRSA) in 2006.

In November 2007, Bob Dittmer served as lead Assembly Delegate to the PRSA National Assembly, the governing body of the Public Relations Society of America, representing the 400+ member Hoosier Chapter.

In January 2007, Governor Daniels will present Jim Brown with the Hoosier State Press Association´s Distinguished Service Award.

E-Portfolio

'Develop a School of Journalism Evaluation Matrix'

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

Jim Brown met with Lorie Shuck of the Center for Teaching and Learning on November 4, 2005. An overall plan for a school evaluation portfoiio was developed. A followup meeting with an instructional developer will help answer logistical questions that emerged in the discussion.

Evidence of Progress for 2006-2007:

Completed matrix. Student use of the matrix.

Activities planned for 2007-2008:

The IUPUI faculty will develop an a evaluation matrix to be operational during spring semester 2006. Students in spring semester classes will be directed to enter some assignments in the matrix.

Future work will be helping students develop internship and job portfolios based on a selection of their work entered in the matrix.

'Present Evaluation Matrix as a Model for the System-wide School'

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

NONE.

Evidence of Progress for 2006-2007:

System-wide School of Journalism use of the E-Portfolio for part of the assessment program.

Activities planned for 2007-2008:

Present our experience with the E-Portfolio Model to the Bloominton faculty in the fall of 2006 for their modification or adoption. The Bloomington implemetation depends on when the E-Portfolio technology is made available for use on other campuses.

Fund the Patrick J. McKeand scholarship

Establish scholarship

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Five years

Actions taken for 2006-2007:

Established the Patrick McKeand scholarship fund with the IU Foundation.

The funding for this scholarship is estimated to be $15,000 or more. Much of the amount is in pledges. Funding is on schedule for completion in approximately five years. There is approximately $4,000 more in pledges to be completed.

Evidence of Progress for 2006-2007:

A fully funded $10,000 scholarship.

To date, there is $11,883.64 in the principal of the fund. So with outstanding pledges, the total will be at a minimum of $16,000.

Activities planned for 2007-2008:

A campaign, initiated by former editors of *The Sagamore* was started in October, 2003. Solicitation letters have been sent to faculty, staff and alumni.

Increase endowments for professorships and chairs

1. Cooperate with Dean Brad Hamm, Trevor Brown and Gene Temple to encourage funding of a journalism chair focused on philanthropy and the media.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: 2005

Actions taken for 2006-2007:

Trevor Brown has written a proposal for a chair.

Evidence of Progress for 2006-2007:

Successful funding for the chair.

Activities planned for 2007-2008:

Work with Dean Brad Hamm, Trevor Brown and Gene Temple on this possibliity.

A conference was held for editors and other decision-makers in September, 2005. The conference was fully funded by the McCormick Foundation.

Increase use of off-campus facilities and distributed learning opportunities

Convert J100, Computer Methods for Journalists to a distance learning class

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Fall 2002

Actions taken for 2006-2007:

Hired person to develop curriculum

Evidence of Progress for 2006-2007:

Students enroll in the developed course and the course has satisfactory course evaluations.

We have successfully developed an online version of J100 and it is now in the fourth semester of existence.

Activities planned for 2007-2008:

Will test the course in spring semester, 2002

Marketing Plan

Develop Marketing Plan

Campus Planning Theme:
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

This plan is now complete, has been approved by the faculty and staff for implementation, and elements of the plan are already being executed.

Evidence of Progress for 2006-2007:

null

Activities planned for 2007-2008:

Additional elements of the marketing plan are scheduled for future implementation. In addition, an evaluation process will be put in place to determine effectiveness of the various elements and to allow for adjustments to the plan.

Mary Benedict Issues Seminar

Plan first seminar

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: None
Time Frame: one year

Actions taken for 2006-2007:

Established a foundation account with a gift from Mary Benedict. Audrey Wilson, Mary Benedict and Jim Brown met to discuss general parameters for the annual issues seminar for area professionals and student. The planning has been delayed due to the death of Ms. Benedict and Audrey Wilson resigning from the faculty.

Evidence of Progress for 2006-2007:

Completion of the first seminar.

Activities planned for 2007-2008:

Faculty will plan the topic for the first seminar during spring semester 2006. The seminar will be scheduled for the 2006-2007 academic year.

An advisor committee was formed which includes Professor Jonas Bjork as chair, Mark Haab and Dan Niles who are both adjuncts and high school teachers. The first Mary Benedict Critical Issues seminar will take place on March 23, 2007. Publicity has gone out to high school advisors to hold the date. The seminar will focus on issues of press freedom in high school journalism. High school editors and advisors will be invited.

Merge

Select Merge Partner

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

In the Planning meeting held in spring 2006, Dean Bradley Hamm publically announced that the School of Journalism would fully cooperate with the Chancellor´s plans to merger journalism on the IUPUI campus with a larger school.

IUPUI faculty time was consumed with the implications and logistics of the announcement. We met numberous times spring, summer and fall of 2006. This included a three-day retreat in July 2006. We evaluated potential merge partners and interviewed prospective deans. We quickly settled on the School of Liberal Arts as the desired partner.

Jim Brown met with Dean White just before fall semester 2006 to propose the merger. Dean White immediately supported the idea and our faculty and staff scheduled required discussions following an Indiana University policy on mergers.

Liberal Arts faculty voted 100 to 1 to absorb journalism as a department.

At the November 2006 meeting, IUPUI Faculty Council voted unanimously to approve the merger.

At some point during fall semester, 2006, Dean Hamm changed his mind and is now fighting the merger. He has not communicated this change of mind or his plans to IUPUI faculty.

The matter now rests with President Herbert who has shown prejudice against a merger. President Herbert has said he would give his recommendation to the Board of Trustees at the February 2007 meeting.

Evidence of Progress for 2006-2007:

Completed move of journalism to a department in the School of Liberal Arts, IUPUI.

Activities planned for 2007-2008:

Actions for 2007 will depend on President Herbert and the Board of Trustees.

Provide non-credit courses, degrees, and certificates that enhance workforce skills and contribute to Indiana's economic development

'Develop new certificate program in cooperation with SPEA´

Campus Planning Theme: Teaching and Learning, Collaboration
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

Preliminary discussions have been held on a certificate program in cooperation with SPEA. The focus would be mass media and public policy.

Evidence of Progress for 2006-2007:

Approval of the certificate

Approval of the certificate.

Activities planned for 2007-2008:

Present a proposal to the Journalism faculty.

1. Convert Certificate in Journalism to stand-alone certificate; students must currently be enrolled in another degree program.
   Campus Planning Theme: Teaching and Learning
   Secondary Goals:
   Sub Unit: None
   Time Frame: Spring 2003

Actions taken for 2006-2007:

I was just made aware of this situation

Evidence of Progress for 2006-2007:

Certificate in Journalism is stand-alone.

This was successfully completed.

Activities planned for 2007-2008:

Meet with Bonnie Brownlee, associate dean for undergraduate studies, and Trevor Brown, dean

Fiscal Health

Reallocation Plan

Other Question(s)

1) *Diversity.* In the past year (July 1, 2006-June 30, 2007) what actions have you taken and what results have you achieved in retaining and graduating a diverse student body; enhancing diversity in research, scholarship, and creative activity; and recruiting, developing, and supporting diverse faculty and staff?

2) *International activities.* Over the past year, in what international projects and activities have your faculty, staff, and students engaged? What new efforts have been undertaken to internationalize the curriculum?