2001-2002 Journalism

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

1. Expand scholarship support and use strategically

1. Recover scholarships lost by the Gannett acquisition of the Indianapolis Star.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: 2004

Actions taken for 2001-2002:

None

Evidence of Progress for 2001-2002:

Restoration of scholarships
Activities planned for 2002-2003:

Meet with Russ and Myrta Pulliam

2. Continue funding of Woodland Indian Scholarship
   
   Campus Planning Theme: Teaching and Learning
   Secondary Goals:
   Sub Unit: n/a
   Time Frame: Ongoing

   Actions taken for 2001-2002:
   
   Established fund with foundation

   Evidence of Progress for 2001-2002:
   
   When fund reaches $10,000

   Activities planned for 2002-2003:
   
   Royalties from book are directed toward scholarship

2. 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: n/a
   Time Frame: August 2002

   Actions taken for 2001-2002:
   
   Exploring new software

   Evidence of Progress for 2001-2002:
   
   New site in operation

   Activities planned for 2002-2003:
   
   Revise site
2. Develop School of Journalism promotional materials

   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:**
   **Sub Unit:** n/a
   **Time Frame:** August 2002

   Actions taken for 2001-2002:

   Hired photographer from Indiana University Foundation; he was incompetent

   **Evidence of Progress for 2001-2002:**

   New photographs completed by May, 2002

   **Activities planned for 2002-2003:**

   Redo photographs

3. Strengthen and increase articulation agreements linking IUPUI and other campuses and institutions

1. Develop transfer agreement with Vincennes

   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:**
   **Sub Unit:** n/a
   **Time Frame:** Fall 2002

   Actions taken for 2001-2002:

   Met with Vincennes officials

   **Evidence of Progress for 2001-2002:**

   Transfer students from Vincennes

   **Activities planned for 2002-2003:**

   Continue plan and meet with Vincennes officials

4. Increase use of off-campus facilities and distributed learning opportunities

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

   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:**
Actions taken for 2001-2002:

Hired person to develop curriculum

Evidence of Progress for 2001-2002:

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

Activities planned for 2002-2003:

Will test the course in spring semester, 2002

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

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:** n/a
   **Time Frame:** Spring 2003

   Actions taken for 2001-2002:

   I was just made aware of this situation

   **Evidence of Progress for 2001-2002:**

   Certificate in Journalism is stand-alone

   Activities planned for 2002-2003:

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

6. 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 School’s Voices of the Turtle project about Woodland Indians.  
   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:**
   **Sub Unit:** n/a
   **Time Frame:** Spring 2003
Actions taken for 2001-2002:

Nearly complete first draft is in the hands of an IU Press editor

Evidence of Progress for 2001-2002:

Published book

Activities planned for 2002-2003:

Finish writing, layout and photographs

7. Recruit, hire and retain faculty with exceptional qualifications and potential, including minority and female faculty in all disciplines, especially where they are under-represented.

1. Fill our vacant line in Public Relations

   Campus Planning Theme: Research, Scholarship and Creative Activity
   Secondary Goals:
   Sub Unit: n/a
   Time Frame: Fall 2002

Actions taken for 2001-2002:

Three years of failed searches; applicants do not want to join a program with no doctoral students

Evidence of Progress for 2001-2002:

Discussions are under way

Activities planned for 2002-2003:

Interview Bloomington faculty member considering a transfer

8. Increase endowments for professorships and chairs

1. Cooperate with Trevor Brown and Gene Temple to encourage funding of a journalism chair focused on philanthropy.

   Campus Planning Theme: Teaching and Learning
   Secondary Goals:
   Sub Unit: n/a
   Time Frame: 2005

Actions taken for 2001-2002:
Trevor Brown has written a proposal

Evidence of Progress for 2001-2002:

Successful funding

Activities planned for 2002-2003:

A new course will be developed and offered on the IUPUI campus

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

2. Continue ongoing activities

   Campus Planning Theme: Civic Engagement
   Secondary Goals:
   Sub Unit: n/a
   Time Frame: Ongoing

Actions taken for 2001-2002:

Pat McKeand and Jim Brown serve on the board of directors of the Society for Professional Journalists, both are past-presidents; Jim Brown and Deb Perkins are on the Keating Feature Writing Competition board, the School of Journalism is a cosponsor of the annual competition now in its 15th year; Jim Brown serves on several council advisory committees of the Crossroads Council Boy Scouts of America; the School has sponsored an Explorer Post, Boy Scouts of America; the School of Journalism is a founding partner with Dance Kaleidoscope, Indiana Repertory Theatre, Indianapolis opera, Indianapolis Symphony Orchestra, and Madame Walker Theatre Center for the Performing Arts Press Corps, a high school program for students writing about the arts.

Evidence of Progress for 2001-2002:

People keep asking us to be involved

Activities planned for 2002-2003:

More of the same

Fiscal Health

Current Year Operations
Credit Hours and General Fund Income

Budgeted credit hours through Spring 2003 were 2,334 and census credit hours through the same time period were 2,376 for a
gain of 42 hours. Student fee income through Fall was approximately $7,600 above budget, with a similar gain expected for the last half of the year.

Student fees and state appropriation are the only sources of general fund income for The School of Journalism.

General Fund Expenses
During Fall Fiscal Analysis, a $6,000 deficit in general fund operations was projected at year-end. A review of expenses to-date indicates the School will be in the range of breakeven to slightly negative by year-end.

Possible Action for Base Funding Decreases for FY 2003-04

Base funding could be reduced with operating cutbacks such as travel, hardware and software upgrades, and by using reserves.

The base for expense categories such as academic summer salaries, part-time faculty, general expenses and travel could either be reduced or eliminated and fund from the cash reserves the School has accumulated. The Fiscal Health report shows an Ending Fund Balance (general fund) of $185,425 for fiscal year 2001-02. The breakdown is as follows:

Income Shortfall Reserve $ 30,000
Relocation Funds 100,000
Available 51,462
Account Carry Forward 3,963
$185,425

The Income Shortfall Reserve of $30,000 is greater than the required three percent by $9,000+ and could be reduced. Added to the $51,462 Available fund balance, the School could fund up to $60,000 in expenses next year (less any current year deficit) from its reserves. Relocation Funds of $100,000 were identified at the end of FY 2001-03 for the School’s move to the Informatics building, but could be used in part for operations if needed.

Reallocation Plan

We have received no campus reallocation that we are not committed to pay back. We received a loan to accomplish the transfer of an African-American faculty member from the Bloomington campus to us. Her negotiated salary was more than we had in our vacant line. We helped support a campus goal of increasing minority faculty representation. At the same time, there was no effect on the same university goal since there was not a "new" hire.

Other Question(s)
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