

2003-2004 Journalism

Section	Document Name
Fiscal Health	• JOUR Fiscal Health Report 2004-05.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: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Spring 2003

Actions taken for 2003-2004:

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. Two associate editors were added.

Evidence of Progress for 2003-2004:

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Activities planned for 2004-2005:

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 want color photographs of the Indians 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.

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 2003-2004:

The site has been rebuilt and is now in the campus color scheme with the campus search window.

Evidence of Progress for 2003-2004:

New site in operation, This has been accomplished.

Activities planned for 2004-2005:

Revise site

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 2003-2004:

We now have some promotional activities on our certificate and degree programs.

Evidence of Progress for 2003-2004:

New photographs completed by August, 2004

Activities planned for 2004-2005:

Meet with Troy Brown.

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 2003-2004:

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 17th 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. Lynn Johnson is the web master for the Keating Competition (<http://keating.iupui.edu>). Deb Perkins serves as the program chair for the Pathfinder District, Boy Scouts of America. She also served on Wood Badge training staff (BSA) for 2003; Powwow Staff, 2002; Trainer Development Conference, 2002-2003; Activities and Civic Affairs Chair, Venturing Crew Advisor and Explorer Post Committee person.

Evidence of Progress for 2003-2004:

People keep asking us to be involved

Activities planned for 2004-2005:

More of the same

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:

Time Frame: 2004

Actions taken for 2003-2004:

Development director officially asked for the scholarships back after the Gannett acquisition of The Star. Our request was officially refused.

Evidence of Progress for 2003-2004:

Restoration of scholarships

Activities planned for 2004-2005:

Fund the Patrick J. McKeand scholarship



Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Five years

Actions taken for 2003-2004:

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. In the meantime, we are making small awards each year in the name of the honoree.

Evidence of Progress for 2003-2004:

A fully funded \$10,000 scholarship. To date we have commitments for \$6,000.

Activities planned for 2004-2005:

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 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: None

Time Frame: 2005

Actions taken for 2003-2004:

Trevor Brown has written a proposal.

Evidence of Progress for 2003-2004:

Successful funding

Activities planned for 2004-2005:

A new course will be developed and offered on the IUPUI campus. Trevor Brown and Del Brinkman continue to work with Jim Brown and Gene Temple on this possibility.

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

The proposal for an endowed chair is under consideration by a foundation.

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:

Sub Unit: None

Time Frame: Fall 2002

Actions taken for 2003-2004:

Hired person to develop curriculum

Evidence of Progress for 2003-2004:

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 2004-2005:

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 2003-2004:

Plan has been developed and submitted to the faculty.

Evidence of Progress for 2003-2004:

Activities planned for 2004-2005:

Meet with faculty to activate components of the plan.

Mary Benedict Issues Seminar

null

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: None

Time Frame: one year

Actions taken for 2003-2004:

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.

Evidence of Progress for 2003-2004:

Completion of the first seminar.

Activities planned for 2004-2005:

Mary Benedict has passed away. Her gift is being added to additional funding and the first seminar is planned for the 2005-2006 academic year.

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: None

Time Frame: Spring 2003

Actions taken for 2003-2004:

I was just made aware of this situation

Evidence of Progress for 2003-2004:

Certificate in Journalism is stand-alone.

This was successfully completed.

Activities planned for 2004-2005:

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

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: None

Time Frame: Fall 2002

Actions taken for 2003-2004:

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

Evidence of Progress for 2003-2004:

Discussions are under way.

The Bloomington faculty member was successfully hired. She has since fallen in love, decided to get married, and will be moving to Atlanta at the end of this academic year.

Back to the drawing board.

Bob Dittmer joined our faculty in fall, 2004.

Activities planned for 2004-2005:

Interview Bloomington faculty member considering a transfer

Fiscal Health

*** Fiscal health report for 2004-05 is attached as PDF file. ***

Reallocation Plan

Journalism did not receive any reallocated funds.

Other Question(s)

How do you plan to maintain/ increase quality in the face of diminishing resources? What processes do you have in place to do this, for example, how are faculty involved in decision-making?

How do you cultivate a climate for diversity – how do you recruit, develop, and retain diverse students, faculty, and staff? How do you incorporate diversity in the curriculum, in research, in civic engagement?

Five years from now what proportion of your faculty do you expect to be in the following categories: tenure track faculty, clinical faculty, research faculty, lecturers, or other academic specialties (percentages should total 100%)?

Please prepare an EXECUTIVE SUMMARY of no more than one page summarizing your most significant accomplishments of the past year (including items from the period from July 1, 2003 to the present) and the major initiatives you plan to undertake in 2004-05.