2005-2006 Journalism

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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:**
   - None
   **Time Frame:** Spring 2003

Actions taken for 2005-2006:

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 2005-2006:
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 2006-2007:

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.

1. Coordinate school and campus promotional materials and approaches to prospective students

   1. Revise the School of Journalism website

   Campus Planning Theme: Teaching and Learning

   Secondary Goals:

   Sub Unit: None

   Time Frame: May 2004

Actions taken for 2005-2006:

Over the last year, our website 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 2005-2006:

New section in operation.

Activities planned for 2006-2007:

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 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

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**Actions taken for 2005-2006:**

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.

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**Evidence of Progress for 2005-2006:**

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

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**Activities planned for 2006-2007:**

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**:  

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**Actions taken for 2005-2006:**

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.

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**Evidence of Progress for 2005-2006:**

...
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 2006-2007:

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 2005-2006:

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 2005-2006:

Commission for Higher Education approval of the degree.

Activities planned for 2006-2007:

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 2005-2006:

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 the Silver Beaver Award for distinguished service to youth. Bob Dittmer and Deb Perkins serve on the 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 2005-2006:

People keep asking us to be involved.

Activities planned for 2006-2007:

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.
‘Develop a School of Journalism Evaluation Matrix’
Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

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

Evidence of Progress for 2005-2006:

Completed matrix. Student use of the matrix.

Activities planned for 2006-2007:

The IUPUI faculty will develop an 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 2005-2006:

NONE.

Evidence of Progress for 2005-2006:

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

Activities planned for 2006-2007:

Present our experience with the E-Portfolio Model to the Bloomington faculty in the fall of 2006 for their modification or adoption. The Bloomington implementation 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 2005-2006:

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 2005-2006:

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 2006-2007:

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 2005-2006:

Trevor Brown has written a proposal for a chair.

Evidence of Progress for 2005-2006:

Successful funding for the chair.
Activities planned for 2006-2007:

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

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 2005-2006:

- Hired person to develop curriculum

Evidence of Progress for 2005-2006:

- 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 2006-2007:

- 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 2005-2006:

- 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 2005-2006:

null

Activities planned for 2006-2007:

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 2005-2006:

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 2005-2006:

Completion of the first seminar.

Activities planned for 2006-2007:

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 2005-2006:

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 numerous 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 2005-2006:

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

Activities planned for 2006-2007:

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 2005-2006:

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 2005-2006:
Approval of the certificate.

Activities planned for 2006-2007:

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 2005-2006:

I was just made aware of this situation

Evidence of Progress for 2005-2006:

Certificate in Journalism is stand-alone.

This was successfully completed.

Activities planned for 2006-2007:

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

**Fiscal Health**

* Fiscal health report for 2006-07 is attached as PDF file.

Download RC 50 Tech Fee.xls for what detail we have on how the tech fee is used. We usually spend more on technology in support of classes than the tech fee brings in.

**Reallocation Plan**

We plan no significant reallocation of resources.

**Other Question(s)**

1) **Doubling goals:** In what ways has and will your responsibility center contribute to the Chancellor’s doubling goals for enrollment (retention and graduation rates and degree conferrals), research and scholarship (grants and contracts), and civic engagement (service learning, internships, community collaborations)?

   Within the last two years, we have doubled our enrollments. This is a result of an active publicity campaign, the announcement
of new degree requirements and increased networking the the professional community. Fall semester headcount in 2004 was 75 and in 2006 the count was 169. We now have close to 300 majors in our files, including those in University College who have declared journalism as a declared major.

Similarly, the new undergraduate headcount increased from 15 in 2004 to 35 in 2006.

We have traditionally not seen majors in the bulk of our courses until the junior and senior years and our retention rate is higher than the campus average; (92 percent in 2005-2006). We are making more efforts to engage our students in the Freshmen/Sophomore courses too. We have had two Cinema Nights this fall semester and will do two more next spring. We show movies with a journalism theme such as "All the President’s Men," and engage the students in a discussion of the issues raised in the movie.

We received a $10,800 grant from ConocoPhillips in 2006.

Our JagComm public relations agency continues to take on major projects for clients in Indianapolis. Current work includes performing a communication audio for the Crossroads of America Council Boy Scouts of America.

Professor Brown was named the 2006 recipient of the Distinquished Service Award by the Hoosier State Press Association.

Our community involvement has always been high and we continue our high level of commitment to the community and the professions we serve.

2) Diversity: 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?

In J475, Race, Gender and Media, students work in teams to produce community profiles. Before they go out to do field work, we have discussions, readings, exercises on how to define community and why it is important for the media outlets to be aware of the many constituencies they serve. Students have created profiles on the Hispanic community, African Americans, Asian Americans and the gay community. The end result of their research: the creation of an agenda for better coverage by the local media.

In J410, journalism ethics, we do a segment on importance of newsroom diversity, which includes readings and discussions of the Kerner Commission’s mandate for racial and ethnic parity by the year 2000. The media industry fell far short of this goal at the turn of the century and continues to struggle with diversity issues. During this part of the course, students contact local editors and station managers for interviews about their commitment — or lack of it — to diversifying staffs.

We diversify our classes through guest speakers; Professor Ricchiardi brought Yorro Jallow, a journalist from The Gambia in West Africa, to campus earlier this year to speak to journalism and law students. Yorro is a Nieman Fellow at Harvard University and continues to live in exile due to death threats against him in his country. The newspaper he founded, The Independent, has been under attack for the past three years. Its presses have been burned, its journalists arrested, beaten and intimidated. Yorro fled the country after his friend, another editor of an privately-owned newspaper, was assassinated. He learned that his name was on the same hit list. This is also an example of how we sensitize our students to international issues.

Marcos Dominguez SR., who runs a Hispanic TV station in Indianapolis, was a guest speaker in J475. A young female reporter from The Indianapolis Star, Rebecca Neal, spoke to this class. She is an excellent role model.

Joe Boyce, a retired senior editor of the Wall Street Journal and an African-American, regularly teaches for us.
3) **Campus collaboration:** In what ways has your unit collaborated with other units to enhance teaching and learning and/or research and scholarship? What plans do you have to strengthen collaborative activities in coming years?

We have collaborated with Herron on their digital design lab.

For the last two years, Professor Brown and several students have worked with Informatics on Operation Walk, a medical mission that rotates between Nicaragua, Cuba and Guatemala. The medical staff performs total hip and knee replacements and Journalism documents their efforts for publicity and fund raising efforts.

We are collaborating with Communication Studies in the School of Liberal Arts and the Kelly School of Business on a new Master’s degree in Public Relations Management. Courses from both areas are in the proposed curriculum.

Assuming our merger with the School of Liberal Arts is approved, many other opportunities for collaboration will be explored.

4) **International scholarship:** How extensively are faculty in your school involved in research on international topics or in collaborations with international colleagues? Please cite some examples.

Professor Ricchiardi is on the editorial board for a media journal published by the journalism department at Dubrovnik University — it is brand new for 2007. She also is on the planning board for the International Center for Education in Journalism, Opatija, Croatia. Ricchiardi is constantly involved in researching/reporting on international issues for American Journalism Review, which is a prestigious publication for media analysis. She just completed a story on media crackdown in Russia and killing of journalists there for the February 2007 issue. She has researched and written extensively on Iraq and Middle East; She created a new course on international human rights and media — it was taught one time two years ago.

5) **Internationalization of curriculum:** How extensive are international perspectives and content in curricula in your school? Are international perspectives present in the core requirements for undergraduate degrees? Are there degree or certificate programs with an international emphasis? Do you have study abroad programs?

Professor Ricchiardi incorporates an international component into J410, Media as Social Institutions, which has included a project titled “World View.” Students do original research on countries in conflict and developing/post-Communist countries and their media systems. Ricchiardi also teaches J414, International Journalism, which is project-driven and places our students in touch with journalists, media organizations and journalism educators around the globe. We place an emphasis on developing and post-Communist countries and nations in conflict. She also has incorporated an international perspective in “Race, Gender and Media,” looking at stereotypes of ethnic groups and foreigners the impact these pre-conceived notions have when they come to this country. We have taken a hard look at the Hispanic population since it is one of the fastest growing in Indianapolis and around the country.


We do not have a study abroad program for students.