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, Civic Engagement

   **Secondary Goals:**
   
   **Sub Unit:** None

   **Time Frame:** Spring 2003

   **Actions taken for 2008-2009:**

   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 2008-2009:**
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.

"Long Journey Home: Oral Histories of Contemporary Delaware Indians' was award first place for nonfiction books by the Society for Professional Journalists.

The editors, James Brown and Rita Kohn, were interviewed by three public radio stations. The editors were guests on the Hoosier History show moderated by Nelson Price.

One magazine article has been published in Traces, a magazine of the Indiana Historical Society.

Brown's photographs have been used to illustrate an article in a cultural journal.

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**Activities planned for 2009-2010:**

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.

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**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

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**Actions taken for 2008-2009:**

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.

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**Evidence of Progress for 2008-2009:**

New section in operation.
Activities planned for 2009-2010:

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.

The School of Journalism in Bloomington is developing a web template that is similar to the school's site in Bloomington. Content from our site will be transferred to the new template in spring semester 2010.

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 2008-2009:

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 2008-2009:

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

Standup vertical banners were produced to accompany our programs on campus and in the community.

Activities planned for 2009-2010:

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:
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 2008-2009:

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 2009-2010:

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.

1. Develop Common Web Site for Lower Division Courses

   - J100 Computer Methods for Journalists
     - Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity
     - Secondary Goals:
     - Sub Unit:
     - Time Frame:

   - Actions taken for 2008-2009:

     Instructors for the three sections of J100 worked from a common web site and syllabus for spring and fall semesters 2008.

   - Evidence of Progress for 2008-2009:

     http://j100.journalism.iupui.edu

   - Activities planned for 2009-2010:

     Continue this process for J100 and for other lower division courses.

In the fall semester 2009, we held meetings between full-time faculty and adjuncts to ensure that our adjuncts are aware of
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 2008-2009:

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 2008-2009:

Commission for Higher Education approval of the degree in spring 2008.

We began the program in fall semester 2008 with approximately 20 students, the number we had projected for the end of the first year.

The first graduates will be awarded degrees in May 2009.

Activities planned for 2008-2010:

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.

Develop proposal for M.A. with Journalism and Sports Journalism tracks

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

Actions taken for 2008-2009:

A faculty committee met regularly fall semester
Evidence of Progress for 2008-2009:

Completed proposal.

Activities planned for 2009-2010:

Our proposal was finished in fall semester 2009 and has been approved by the Board of Trustees. The proposal has been submitted to the Commission for Higher Education for approval.

섭 Develop Sports Journalism

섭 Develop Curriculum

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

Actions taken for 2008-2009:

The faculty met regularly to discuss curriculum for sports journalism.

Evidence of Progress for 2008-2009:

Completed course proposals. Many new courses have been submitted and approved.

Activities planned for 2009-2010:

Course proposals for sports journalism classes will be developed in spring semester 2009. These proposals will be both at the graduate and undergraduate level.

Required courses for both the undergraduate and graduate programs have been submitted.

섭 Develop Faculty

Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity, Civic Engagement
Secondary Goals:
Sub Unit: 
Time Frame:

Actions taken for 2008-2009:

Dean Hamm recruited Pam Laucella whose speciality is sports journalism and assigned her to IUPUI.
Dean Hamm recruited Tim Franklin, editor of the Baltimore Sun, and assigned him to develop the sports program at IUPUI.

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Evidence of Progress for 2008-2009:

Laucell and Franklin are here.

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Activities planned for 2009-2010:

We continue to explore ways in which we can grow our faculty. It's difficult.

1. Continue ongoing activities
   
   **Campus Planning Theme:** Civic Engagement
   
   **Secondary Goals:**
   
   **Sub Unit:** None
   
   **Time Frame:** Ongoing

Actions taken for 2008-2009:

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 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.

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Evidence of Progress for 2008-2009:

People keep asking us to be involved.

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Activities planned for 2009-2010:

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.

In April 2008, Jim Brown was given the Chancellor’s Faculty Award for Civic Engagement.

In April 2009, Jim Brown will be inducted into the Indiana Journalism Hall of Fame.

Enhance Contact with Alumni

Alumni Board

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

Actions taken for 2008-2009:

Establish the first independent IUPUI Journalism Alumni Board.

Evidence of Progress for 2008-2009:

The board has met and elected officers. The second meeting of the board is planned.

Activities planned for 2009-2010:

Continuation of the development of the board and its programs.

The board has established funding for an endowed scholarship.

Establish an Emerging Scholars Program

Add content to our web site

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

Actions taken for 2008-2009:

Write copy for the web site on the Emerging Scholars Program. Write an application form for the program.
Evidence of Progress for 2008-2009:

http://www.journalism.iupui.edu/Scholars/index.php

Activities planned for 2009-2010:

See the web page.

☑ Define the program

Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2008-2009:

We interviewed people from our Bloomington program for advice on structuring our program. There were many faculty meetings to define our program. This program will be our honors program.

Evidence of Progress for 2008-2009:

Twenty students in the program for fall semester 2009.

Activities planned for 2009-2010:

Applications will be received spring semester 2009.

☑ Focus on Multimedia in the Curriculum

☑ Equipment

Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2008-2009:

In the spring of 2008, the faculty decided to promote multimedia skills in the curriculum. We decided that all students should have their own camera(s) capable of shooting both still pictures and video, a digital voice recorder, and a tripod.

A web site was developed that explained both the philosophy and requirements.

The new equipment requirement was widely publicized in the school’s publications.
Jim Brown facilitated a cooperative sales arrangement between the on-campus Barnes and Noble and Robert’s Imaging so that the basic equipment could be stocked at the bookstore as a convenience to students.

Evidence of Progress for 2008-2009:

http://www.journalism.iupui.edu/Information/multimedia.php

Activities planned for 2009-2010:

The j210 Introduction to Visual Communication class taught by Jim Brown in spring 2009 will be the first to have students supply their own equipment.

This program is working well.

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 2008-2009:

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 2008-2009:

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 2009-2010:

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

Actions taken for 2008-2009:

Trevor Brown has written a proposal for a chair.

Evidence of Progress for 2008-2009:

Successful funding for the chair.

Activities planned for 2009-2010:

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.

Marketing Plan

Develop Marketing Plan

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

Actions taken for 2008-2009:

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 2008-2009:

null

Activities planned for 2009-2010:

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.
Plan first seminar

**Campus Planning Theme:** Campus Climate for Diversity, Civic Engagement  
**Secondary Goals:**  
**Sub Unit:** None  
**Time Frame:** one year

Actions taken for 2008-2009:

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 2008-2009:**

Completion of the first seminar. The second seminar had a focus on diversity. The third seminar is being planned.

Activities planned for 2009-2010:

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 advisory 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.

On the last Friday in February, 2010, 60 high school journalism students will convene at the Pacers headquarters for a focused day of hands-on sports journalism techniques.

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 2008-2009:

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 2008-2009:**
Approval of the certificate.

Activities planned for 2009-2010:

Present a proposal to the Journalism faculty.

**Fiscal Health**

**Reallocation Plan**

**Other Question(s)**

1) How are you dealing with the projected base budget reductions for 2009-10 and 2010-11?

- How will the projected base reductions affect your ability to deliver your current level of services to students and faculty? Will some planned initiatives related to teaching and learning, research and scholarship, and civic engagement have to be delayed or terminated?
- If your unit experienced enrollment increases during the Summer II and/or fall terms, how have you used the additional revenue?

Journalism has been at the top or near the top of schools in percent increase in credit hours and headcount for the last six semesters. Yet we are no better off financially. Why? Increased taxes and budget reductions have substantially reduced our flexibility.

Our faculty and staff are committed to provide the best possible curriculum and resources to our students that we can under the constraints we are under. We are pushing equipment costs to our students.

As far as civic engagement is concerned, we will not engage in any activity that costs money. Time we give willing and we are actively seeking grants to extend programs into our community.

As far as the increased revenue from summer and fall students is concerned, 100 percent was captured to satisfy the budget reduction require by the state’s loss of revenue.

Assuming no further budget reduction, we should be able to meet our 2011 budget.

2) To achieve the campus goal of doubling the numbers of undergraduate students completing baccalaureate degrees, and to increase the number graduating in four years, what changes have you implemented or planned to implement in course scheduling, curriculum, student support etc.?

Our growth indicates that we are doubling the number of undergraduate students completing baccalaureate degrees. We already offer sufficient courses and a schedule that students may graduate in four years if they are inclined to do so. Many students delay graduation due to semester long internships. Others take reduced loads to maintain a high GPA because they have aspirations for entering a graduate program. In short, there is no barrier to graduation in four years.

3) Do you currently have

- school-based space and
to support an increase in credit hours without a significant investment? Are you investigating methods to use space more effectively
a. on Fridays and weekends?
b. with online/hybrid/distance education course offerings?
c. by developing larger classrooms?

The only school-based spaces we have are two labs. Students use the labs when they are not used for instruction and when the building is open, including Friday, Saturday and Sunday. Currently all of our course sections can be handled with scheduling in the IT building.

For the last two semesters we have offered some courses on both the Bloomington and IUPUI campuses using video conferencing technology. The structural barriers that IU allows to exist make such school-based efficiencies very difficult. The two core campuses of Indiana University do not have the same campus calendars, do not honor the same holidays and do not begin and end classes on a common schedule.

We are developing a fully online version of our M.A. in Public Relations.

4) What are your priorities for student technology support, and what progress has been made as you have worked with UITS staff this year to implement your technology plans?

The UITS capturing of the technology fees was done without a plan to use the money. There was no discussion with the deans before this maneuver was a firm decision. This action was a serious erosion of the principles of Responsibility Center Management.

After the capture of student technology fees, UITS called for proposals for its use. For several years, Associate Dean Brown encouraged UITS to implement a mass storage system for storage and retrieval of rich media. He wrote a proposal for such a system that would use student technology fees and attended regular meetings on the matter. It looked like a system would be in place by this semester. Apparently that proposal is stalled or abandoned. This system would have benefitted journalism but also any program or administrative unit that needs to store and retrieve video, still photos, graphics, music files, etc. Journalism did its best to encourage a mass storage system that would benefit the university.

We anticipate handling our own technology needs in the future but are open to discussions with UITS if they have future plans that would benefit our students.