

JACKSONVILLE STATE UNIVERSITY

The JSU 5 + 7
Department of Communication



COLLEGE OF EDUCATION
& PROFESSIONAL STUDIES
JACKSONVILLE STATE UNIVERSITY

Self-Study for 2013-14 Re-accreditation

Accrediting Council on Education in Journalism and Mass Communications

Undergraduate site visit during 2013-2014

Name of Institution: Jacksonville State University

Name of Journalism/Mass Communications Unit: Department of Communication

Address: 700 Pelham Road N. Jacksonville, AL 36265

Date of Scheduled Accrediting Visit: January 26-29, 2014

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

Journalism/mass communications administrator:

Name: Dr. Kingsley O. Harbor

Title: Department Head

Signature: _____

Administrator to whom journalism/mass communications administrator reports:

Name: Dr. John B. Hammett

Title: Dean, College of Education and Professional Studies

Signature: _____

PART I: General Information

This general information section will be included in its entirety in the site team's report, and it must present the most current information available. Before the site visit, the unit should review its responses to the questions below (especially 13 – 19) and update them as necessary. The unit then should print a copy of this updated section for each team member when they arrive on campus. A digital copy in Word document format of the updated responses also must be provided to the team chair to be included in the digital team report sent to the ACEJMC office.

In addition, if any significant changes not covered in this section have occurred since the original self-study report was submitted, the unit should describe and document those changes and present this new material to the team when members arrive.

Name of Institution: Jacksonville State University

Name of Unit Department of Communication

Year of Visit: 2014

1. Check regional association by which the institution now is accredited.

- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North Central Association of Colleges and Schools
- Northwest Association of Schools and Colleges
- Southern Association of Colleges and Schools
- Western Association of Schools and Colleges

2. Indicate the institution's type of control; check more than one if necessary.

- Private
- Public
- Other (specify)

3. Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state. It is not necessary to include entire authorizing documents. Public institutions may cite legislative acts; private institutions may cite charters or other authorizing documents.

Jacksonville State University's legal authority to operate as a university is provided for under *The Code of Alabama 1975, Title 16, Section 52.*

That code gives the board of trustees power to operate Jacksonville State University by appointing the faculty of the University and other personnel necessary to operate the university. It also gives it power to retain or terminate personnel, fix their salaries or compensation; and increase or reduce the same at its discretion. Furthermore, it is authorized to regulate, alter or modify the government of the University as it may deem advisable; to prescribe courses of instruction, rates of tuition and fees; to confer such academic and honorary degrees as are usually conferred by institutions of similar character; and to do whatever else it may deem best for promoting the interest of the university.

4. Has the journalism/mass communications unit been evaluated previously by the Accrediting Council on Education in Journalism and Mass Communications?

Yes
 No

If yes, give the date of the last accrediting visit: February 3-5, 2008

5. When was the unit or sequences within the unit first accredited by ACEJMC? May 2008

6. Attach a copy of the unit's mission statement. Give date of adoption and/or last revision.

MISSION OF DEPARTMENT

Date of adoption: August 2003

The purpose of the Department of Communication is to provide students with a professional education, within the context of a broad liberal arts and sciences curriculum, which will enable them to compete effectively in a variety of fields of communication. The concepts of learning to read, write, speak, think critically, reason quantitatively and qualitatively, use technology, and apply theory are inherent in the BA in communication. Within this context, four major goals guide the operation of the Department of Communication: 1) To impart to students the practical skills appropriate for their communication disciplines of interest; 2) To develop in students an understanding of research and quantitative applications relevant and appropriate to journalism and mass communications; 3) To develop in students an understanding of the history and theories of mass communications and how to apply them to the journalism and mass communications profession; and 4) To imbue students with the skills that enable them to apply the principles and laws of freedom of speech and press and practice ethical principles in pursuit of truth, accuracy, fairness and diversity.

7. What are the type and length of terms?

Semesters of 16 weeks
Quarters of _____ weeks
Summer sessions of 12 weeks
Intersessions of _____ weeks

8. Check the programs offered in journalism/mass communications:

Four-year program leading to Bachelor's degree
 Graduate work leading to Master's degree
 Graduate work leading to Ph.D. degree

9. Give the number of credit hours required by the university for graduation. Specify semester-hour or quarter-hour credit. *128 Semester hours*

10. Give the number of credit hours students may earn for internship experience. Specify semester-hour or quarter-hour credit. *3 semester hours required*

11. List each professional journalism or mass communications sequence or specialty offered and give the name of the person in charge.

Name of Sequence or Specialty	Person in Charge
Broadcasting	Dr. J. Patrick McGrail
Digital Journalism	Mr. Jerry G. Chandler
Public Relations	Dr. Augustine Ihator

12. Number of full-time students enrolled in the institution:

Full-time students in fall 2013	=	5982
Full-time and part-time students, fall 2013	=	8693

13. Number of undergraduate majors in the unit, by sequence and total (if the unit has pre-major students, list them as a single total):

Name of Sequence or Specialty (Fall 2012)	Undergraduate majors
Broadcasting	65
Print Journalism (Prior to Digital Journalism)	20
Public Relations	62
Pre-major/Undecided	127
<hr/>	
Total	274

Name of Sequence or Specialty (Spring 2014)

Broadcasting	86
Print Journalism (Prior to Digital Journalism)	7
Public Relations	71
Pre-major/Undecided	-----
<hr/>	
Total	164

14. Number of students in each section of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Attach separate pages if necessary.

<u>Skills Course</u>	<u>Enrollment</u>	
	<u>Fall 2013</u>	<u>Spring 2014</u>
COM 205 Intro to Broadcast Writing	18	18
COM 301 Intro to TV Production	16	19
COM 302 Intro to Audio Production	16	15
COM 315-01 Intro to News	18	15
COM 315-02 Intro to News	19	16
COM 320 Video Production and Editing	16	13
COM 325 Publication Design	18	18
COM 340 Public Relations Writing	12	15
COM 375 Internet Production	14	8
COM 420 Advanced Reporting	3	5
COM 440 PR Campaign Management	7	15
COM 470 Advanced Electronic News	6	15

15. Total expenditures planned by the unit for the 2013 – 2014 academic year:

Percentage increase or decrease in three years:

Amount expected to be spent this year on full-time faculty salaries:

Our annual budgets for 2010-2011 = \$560,452.39; 2011-2012 = \$560,383.39; 2012-2013 = \$583,486.49; and 2013-2014 = \$603,002.96. This amounts to a budget decrease of 0.0001 percent in 2011-2012; an increase of 4.1 percent in 2012-13; and another increase of 3.3 percent in 2013-14 (Please see Table 10, Budget and Expenditures, in Standard 7, #1).

Our full-time faculty salaries for the 2013-2014 session are expected to be \$346,364.00.

16. List name and rank of all full-time faculty. (Full-time faculty refers to those defined as such by the university.) Identify those not teaching because of leaves, sabbaticals, etc.

*Dr. Jeffrey Hedrick, Assistant Professor

*Mr. Jerry Chandler, Asst. Professor

*Dr. Augustine Ihator, Professor

*Dr. Kingsley O. Harbor, Professor

*Dr. J. Patrick McGrail, Assistant Professor

*None of our faculty members is on leave or sabbaticals now.

17. List names of part-time/adjunct faculty teaching at least one course in fall 2013. Also list names of part-time faculty teaching spring 2013. (If your school has its accreditation visit in spring 2014, please provide the updated list of faculty at time of visit.)

Part-time/adjunct faculty in spring 2013

Mr. Mike Stedham, part-time faculty and manager of the student media
 Ms. Pamela Hill, adjunct faculty
 Ms. Anita Stiefel, adjunct faculty

Part-time/adjunct faculty in Fall 2013

Mr. Mike Stedham, part-time faculty and manager of the student media
 Ms. Pamela Hill, adjunct faculty
 Ms. Anita Stiefel, adjunct faculty

Part-time/adjunct faculty in Spring 2014

Mr. Mike Stedham, part-time faculty and manager of the student media
 Ms. Pamela Hill, adjunct faculty
 Ms. Anita Stiefel, adjunct faculty
 Dr. Stacey Mann, Assistant Professor

18. Schools on the semester system:

For each of the last two academic years, please give the number and percentage of graduates who earned 80 or more semester hours outside the major and 65 or more semester hours in liberal arts and sciences.

Year	Total Graduates	80 or more semester hours outside the major		65 or more semester hours in liberal arts/sciences	
		Number	Percent	Number	Percent
2012-2013 academic year	<u>32</u>	<u>31</u>	<u>96.9</u>	<u>32</u>	<u>100</u>
2011-2012 academic year	<u>44</u>	<u>44</u>	<u>100</u>	<u>44</u>	<u>100</u>

19. Schools on the quarter system:

For each of the last two academic years, please give the number and percentage of graduates who earned 116 or more quarter hours outside the major and 94 or more quarter hours in liberal arts and sciences.

Year	Total Graduates	116 or more quarter hours outside the major		94 or more quarter hours in liberal arts/sciences	
		Number	Percent	Number	Percent
2012-2013 academic year	_____	_____	_____	_____	_____
2011-2012	_____	_____	_____	_____	_____