Executive summary (optional).

As already stated, faculty annual evaluation in the College of Education and Professional Studies and in the Department of Communication is based on three major criteria, one of which is research, creative and/or professional activity. From the time of employment, a faculty member is made aware of the importance of this to promotion, tenure, and merit raises in Jacksonville State University. Because our department comprises faculty with a terminal degree and others with a master’s degree and extensive professional experience, we adopt a broad definition of scholarship that takes into consideration faculty members’ professional as well as scholarly specializations.

To emphasize the importance of research, creative and/or professional activity, the department supports faculty presentation at professional conferences by paying for the total cost of conferences. We also pay for the total cost of membership in professional organizations. Further, we assign fewer course loads to faculty in order to facilitate research, creative and/or professional activities.
To foster a climate that supports intellectual curiosity, we host and participate in several annual programs that bring distinguished professionals and intellectuals to campus to lecture and interact with our students, faculty, and staff. For instance, we host the Ayers Lecture Series annually; we host the Communication Week annually; and we participate in *The Anniston Star’s* Community Journalism Week, when it is held. These provide significant intellectual stimulation for both the academic and the external communities within our area. Details of all these activities are provided in the report that follows.

**Please respond to each of the following instructions:**

1. Describe the institution’s mission regarding scholarship by faculty and the unit’s policies for achieving that mission.

As a teaching institution, Jacksonville State University places most emphasis on teaching effectiveness, but she also understands that pedagogy must be cushioned with scholarship in order for it to be factual, reflective of contemporary knowledge-evolution, and effective. JSU’s goal #3—“Increase student and faculty participation in research and service activities”—attests to this mission (*JSU Faculty Handbook*, 2013, p. 11).

JSU promotes scholarship in several ways. It offers different financial incentives—travel and self-improvement grants for faculty to present papers at conferences, research grants for faculty to develop and conduct their research—and holds an annual faculty research award forum where faculty members who have presented a scholarly research and/or published a peer-reviewed research during that year are recognized.

Furthermore, the College of Education and Professional Studies (CEPS), the home of the Department of Communication, provides a more specific definition of scholarship and the criteria to guide its accomplishment. These are clearly spelled out in the college’s faculty evaluation instrument as well as in its promotion and tenure documents. For example, promotion from assistant to associate professor requires a “sustained scholarship with a minimum of five (5) major scholarly activities, to include at least three (3) publications.” Major scholarly activities are defined as a refereed journal publication, or book chapter with the faculty member as the first author on at least one journal article; or a book published by a refereed press; or a substantial monetary grant that provides a significant contribution to the field; or two refereed scholarly presentations. These same scholarship requirements apply to faculty seeking tenure. For those seeking promotion from associate to full professor, there are similar scholarship requirements, but with some higher level differentiation requiring six major scholarly activities to include at least four (4) publications. (See the section on research in *Appendix II.4.3. “Faculty Expectations in Teaching, Research, and Service”*).

To achieve this scholarship mission, the Department of Communication subscribes to the college’s scholarship requirement and holds its faculty accountable for this during annual faculty evaluation. It (the department) goes further to support faculty in accomplishing this goal by (1) paying faculty members’ annual (professional organization) membership dues, and (2) paying for faculty members’ expenses to present papers at professional meetings.
2. Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years (for example, new faculty and retired faculty).

Our department has not lost any full-time faculty member in the past six years from fall 2007 to May 2013, but has added two new faculty members—Dr. J. Patrick McGrail, assistant professor of broadcasting, and Mr. Chris Waddle, the Ayers Chair of journalism—although the latter left at the end of May, 2013.

Because of our faculty’s varying backgrounds, our definition of scholarship—traditional research (or scholarship of discovery, as it is often termed) or creative activities (scholarship of application)—is broad, thus making accommodation for both categories of faculty colleagues. Faculty members with terminal degrees (Ph.D.) are expected to engage in the scholarship of discovery, while those with extensive professional experience engage in the scholarship of application. Details of all faculty members’ status—including their ranks and periods of tenure—are shown in the table below.

<table>
<thead>
<tr>
<th>Full-time faculty</th>
<th>Rank</th>
<th>Period of tenure here in the past six years (2007 - 2013)</th>
<th>Scholarship-type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Jerry Chandler</td>
<td>Asst. Prof.</td>
<td>2007 – 2013</td>
<td>Creative Activities</td>
</tr>
<tr>
<td>Dr. J. Patrick McGrail</td>
<td>Asst. Prof.</td>
<td>2008 – 2013</td>
<td>Traditional</td>
</tr>
<tr>
<td>Dr. Augustine Ihator</td>
<td>Professor</td>
<td>2007 – 2013</td>
<td>Traditional</td>
</tr>
<tr>
<td>Dr. Jeffrey B. Hedrick</td>
<td>Asst. Prof.</td>
<td>2007 – 2013</td>
<td>Traditional</td>
</tr>
<tr>
<td>Mr. Chris Waddle*</td>
<td>Ayers Chair</td>
<td>2008 – 2013</td>
<td>Creative Activities</td>
</tr>
<tr>
<td>Dr. Kingsley O. Harbor</td>
<td>Prof. &amp; Dept. head</td>
<td>2007 – 2013</td>
<td>Traditional</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Part-time/Adjunct faculty</th>
<th>Rank</th>
<th>Period of tenure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Pam Hill</td>
<td>Instructor</td>
<td>2011 - 2013</td>
</tr>
<tr>
<td>Ms. Anita Stiefel</td>
<td>Instructor</td>
<td>2011 - 2013</td>
</tr>
<tr>
<td>Mr. Mike Stedham</td>
<td>Mgr., student media</td>
<td>2007 – 2013</td>
</tr>
</tbody>
</table>

* Mr. Waddle separated from the university at the end of his 2012-2013 contract (i.e., at the end of May, 2013), thus, the Ayers Chair’s position is currently vacant.
3. Using the grid that follows, provide counts of the unit’s productivity in scholarship for the past six years by activity, first for the unit as a whole and then for individuals broken down by academic rank. The grid should capture relevant activity by all full-time faculty. Provide the total number of individuals in each rank in place of the XX. Adapt the grid to best reflect institutional mission and unit policies and provide a brief narrative.

<table>
<thead>
<tr>
<th>Scholarship, Research, Creative and Professional Activities</th>
<th>By Unit *</th>
<th>By Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Full Professors (2)</td>
</tr>
<tr>
<td>Awards and Honors</td>
<td>19</td>
<td>8+4</td>
</tr>
<tr>
<td>Grants Received Internal</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Grants Received External</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Scholarly Books, Sole- or Co-authored</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Textbooks, Sole- or Co-authored</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Books Edited</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Book Chapters</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Monographs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Articles in Refereed Journals</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Refereed Conference Papers</td>
<td>24</td>
<td>6+4</td>
</tr>
<tr>
<td>Invited Academic Papers</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Encyclopedia Entries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Reviews</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Articles in Non-refereed Publications</td>
<td>&gt;200</td>
<td></td>
</tr>
<tr>
<td>Juried Creative Works</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-juried Creative Works</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Other (specified)</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

*Co-authored work should be counted as a single publication in the unit totals, however if, for example, two members of the faculty are co-authors on the same journal article, it would be reported as a publication for both authors.

**Includes all full-time faculty who do not hold listed ranks, such as instructors and others on term appointments. Many faculty in this category may hold teaching appointments without significant scholarship, research or creative requirements.

*** Chandler’s 3 appearances on National Geographic Channel as aviation journalism expert

***** Hedrick’s 5 annual (2008-2012) coordination/management of health fairs at various sites in Jacksonville, Oxford, and Anniston
4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years. Please provide a full list; do not refer team members to faculty vitae for this information. (Full-time faculty refers to those defined as such by the unit.) If including faculty who have since left the unit, please note.

The six-year period in consideration here is from 2007-2008 to 2012-2013, and, as the table in instruction #2 above shows, most of the full-time faculty members listed here cover that period. The two scholarship categories described above—discovery and application—are reflected in the list that follows.

**Assistant Professor Jerry G. Chandler (M.A.)**

*Creative Activities*

2008- Contributing editor, Overhaul & Maintenance Magazine; contributing editor Business Travel Executive Magazine; North American Correspondent, Cheapflights.com; writer, Air Transport World.

2009- Contributing editor, Overhaul & Maintenance Magazine; contributing editor, Business Travel Executive Magazine; writer, Air Transport World.

2010- Contributing editor, Overhaul & Maintenance Magazine; contributing editor, Business Travel Executive Magazine; writer Air Transport World.

2011- Contributing editor, Overhaul & Maintenance Magazine; contributing editor, Business Travel Executive Magazine; writer, Air Transport World; writer-on-assignment (medical news) for VFW Magazine.

2012- Contributing editor, Overhaul & Maintenance Magazine; contributing editor, Business Travel Executive Magazine; contributing editor, Business Traveler Magazine; writer-on-assignment (medical news) for VFW Magazine; writer, Cheapflights.com.

2013-Writer, Aviation Week MRO Edition; contributing editor, Business Travel Executive Magazine; contributing editor, Business Traveler Magazine; technology and safety editor, Airline Ratings.com; writer-on-assignment (medical news), VFW Magazine.

In the past 25 years, Professor Chandler has written more than 2,000 articles, consulted for three screenplays, and published two books. The citations below are a *partial* recent sampling:

‘Attila Arrives,’ Aviation Week & Space Technology, January 14, 2013, pp. 42 - 43;

‘Rural Health Care Realities: There No Place Like Home,’ November/December VFW Magazine, pp. 40 – 42.


Kingsley O. Harbor. Ph,D. Professor and Department Head

**Research**

**INVITED PAPERS--THE OXFORD ROUND TABLE**


**PEER-REVIEWED SCHOLARSHIP**


Grants

APA Grant: (2013). Received a grant from Alabama Press Association to conduct Journalism workshop for high school students in Summer. Jacksonville State University.

  Project Title: “Summer Journalism Institute: A Workshop for High-schoolers.”

APA Grant: (2011). Received a grant from Alabama Press Association to conduct Journalism workshop for high school students in Summer. Jacksonville State University.

  Project Title: “Summer Journalism Institute: A Workshop for high-schoolers.”

Awards

(2012) Faculty research certificate for the 2011-12 academic year. Presented by Jacksonville State University

(2009) Faculty research certificate for the 2008-09 academic year. Presented by Jacksonville State University


Assistant Professor J. Patrick McGrail, Ph.D.

Book Chapters


Scholarly Articles


Spanish Translated Version: Lo que hay de malo con los derechos de autor: Leyes analógicas de propiedad intelectual en un mundo digital.

**Conference Presentations**


Rieger, A., & McGrail, J. P. (2010, October). The relationship between humor styles, family cohesion and flexibility in parents of a child with a disability. Paper presentation at the 2010 Annual Conference of the Georgia Association of Teacher Educators/ Georgia Association of Colleges of Teacher Education/ Georgia Association of Independent Colleges of Teacher Education (GATE/GACTE/GAICTE), (October 6-8, 2010), Holiday Inn Select Atlanta-Perimeter/Dunwoody, Atlanta, GA


**Awards**
Finalist, Georgia Education Distinguished Research Award, 2012.
Runner-up, Top Faculty Paper, International Communication Association, May 2012.
Faculty Research Award, Jacksonville State University, 2009-2010.

**Creative**
Owner of 27 copyrights on musical compositions. Arranger and composer of popular music.
Recording Engineer and Producer.
Audio Consultant for Sacred Heart Basilica, Downtown Atlanta.
Videographer for Sacred Heart Children’s Choir.
Speech Consultant.
Currently liaising on Civil War films made under the aegis of the Alabama Film Initiative.
Published Poet.
Award Winning Actor.

**Assistant Professor Jeffrey B. Hedrick (Ph.D.)**

**Competitive Conference Papers**

JSU either in-progression or submitted for review/consideration for either an academic conference and/or publication.

Two studies have received JSU Institutional Review Board approval and over two hundred surveys have been completed for either; both are in the statistical analyses phase of the research.


Third Study (in-progress of accumulating data, will begin statistical analyses after Spring 2013 term ends):
Longitudinal Study exploring the effectiveness of pre-test/post-test when assessing student competence in statistics, research, and diversity (an in-process study that analyzes course embedded assessments administered in an upper-division mass communication research course of a program seeking ACEJMC re-accreditation) 2013-2014 academic year.

In-progress, will be submitted to an academic journal once completed: “A Content Analysis of midsize newspaper coverage of New York Times v. Sullivan from a regional perspective” (adaptation of dissertation research that analyzes data using a sociological approach not previously explored; intent to submit for publication in academic journal). Summer 2013.

**Academic Publication**

**Professor Augustine Ihator (Ph.D.)**

**Presentations/Textbook Review**


**Awards**
- Jacksonville State University Foundation Service Award 2010
- Faculty Research Award, 2011, Jacksonville State University.
- Faculty Research Award, 2010, Jacksonville State University.
- Faculty Research Award, 2009, Jacksonville State University.

5. Provide relevant sections of faculty guides, manuals or other documents in which the unit specifies expectations for scholarship, research, and creative and professional activity in criteria for hiring, promotion and tenure. Describe how the unit’s criteria for promotion, tenure and merit recognition consider and acknowledge activities appropriate to faculty members’ professional as well as scholarly specializations.

For criteria for hiring, please see Appendix II.4.2. “Faculty Ads for Six Years (2007-2013).
Criteria for hiring
All faculty position advertisements by the department contain language that stipulates required as well as desired qualifications for employment as a faculty member. Minimally, a master’s degree in communication is required, or a master’s degree in a closely related area with 18 graduate hours in communication; or in the special case of a professionally accomplished candidate, a bachelor’s degree and a record of significant professional accomplishments in lieu of advanced degrees. Faculty position advertisements also contain expectations for teaching, scholarship, and service after a faculty member has been hired. These qualifications and expectations follow Jacksonville State University’s policy statement on faculty employment, tenure, and promotion. For promotion and tenure, please see Appendix II.5.5. “JSU Faculty Handbook—Tenure and Promotion”.

Tenure and Promotion
In the Department of Communication, decisions for promotion, tenure, and merit recognition rely on faculty evaluation, which itself is a composite of three major components: (a) teaching effectiveness and advisement, (b) scholarly activities, and (c) professional, institutional, and community services. This is a model used across the College of Education and Professional Studies. While the criteria for fulfilling (a) and (c) above are fairly common across the college, the Department of Communication, in consideration of its professional faculty members, broadens the definition of scholarship to include creative activities. Thus, research refers to traditional scholarship of discovery, while creative activity refers to the kinds of work done by professional journalists.

The head of department applies this definition of scholarship in his annual evaluation of the department’s professional faculty members—Assistant Professor Jerry Chandler, and Mr. Chris Waddle, the former Ayers Chair. It is pertinent to clarify that while Mr. Chandler had been successful in the past in obtaining both tenure and promotion based on his creative activities, and while the department still employs this broad definition of scholarship in its annual evaluation of faculty, the university does not have a policy that extends tenure or promotion to faculty without terminal degree. Thus, the department’s continued definition of scholarship to include creative activities (for its professional faculty) is effective only as far as the department has power to influence decision-making, such as in recommending merit raises.

6. Describe the institution’s policy regarding sabbaticals, leaves of absence with or without pay, etc.

Professional Development Leave
Any tenured faculty member may be granted a professional development leave after six years of service with the University.

Leave of Absence
While the university encourages and supports faculty to pursue a terminal degree, it does not customarily grant leaves of absence to non-tenured faculty members, and when it does, the period for such leaves does not count toward tenure.

Leave of absence, with or without pay, may be granted a faculty member for appropriate reasons such as, further studies, research, visiting professorships, and others. Also a faculty
member may be granted a leave of absence without pay for reasons of adoption, paternity, or extended maternity.

7. List faculty who have taken sabbaticals or leaves during the past six years, with a brief description of the resulting activities.

No communication faculty has taken sabbaticals or leaves of absence in six years.

8. Describe travel funding, grant support, or other methods or programs the unit uses to encourage scholarship, research, and creative and professional activity.

The department requires and supports faculty scholarship and professional activities. It funds 100 percent of all faculty travels dealing with scholarship—conference presentations—and also pays 100 percent for faculty professional organization membership. Currently that is limited to one professional organization per faculty, but that is likely to increase as more funds become available.

Another avenue the department follows in encouraging scholarship, research, creative and professional activity is annual evaluation where performance in each area serves as a criterion for assessing faculty members, thus providing an incentive for more scholarship. Furthermore, annually the department head recommends any faculty member who has a conference presentation or publication to the University Faculty Research Committee through the dean. Upon that committee’s recommendation, the president and his provost and vice president for academic and student affairs award a certificate to those faculty members during a public ceremony attended by members of the university and the outside community. The university also has a competitive faculty travel grant that is awarded annually to faculty members whose peer-reviewed papers have been accepted for presentation at professional conferences. Finally the department also assigns fewer course loads to enable faculty members engage in scholarly activities.

9. List faculty who have taken advantage of those programs during the past six years, with a brief description of the resulting activities.

Dr. Augustine Ihator
Dr. Augustine Ihator, professor of public relations, has won the faculty travel grant by the university several times in the past six years. He has presented a paper to the American Behavioral Science Association conference in Las Vegas and at Auburn University. He has received Jacksonville State University faculty research award for his research. He also received departmental financial support for to present such papers.

Mr. Jerry Chandler
Mr. Jerry Chandler, Assistant Professor of Journalism, receives time off from the department each semester to attend professional conferences. Professor Chandler, an expert in aviation journalism, travels to Europe and Asia often to attend meetings of aviation journalists.

Dr. J. Patrick McGrail
Dr. McGrail has received the faculty travel grant by Jacksonville State University to present peer-reviewed paper at national conferences in the past six years. He has received JSU’s faculty research award for his research as well as departmental financial support to present
such papers at conferences. Several of these conference papers have eventually resulted in several publications (Please see his list of scholarship in the past six years in #4 above)

Dr. Kingsley O. Harbor
For a number of times in the past six years, Dr. Kingsley Harbor, head of the department, has received research awards by Jacksonville State University for his peer-reviewed papers presented at national and international conferences. Those conference papers have so far produced two peer-reviewed publications (Please see his list of scholarship in #4 above).