STANDARD 8

PROFESSIONAL AND PUBLIC SERVICE

HIGHLIGHTS

❖ The school’s Imagining the Internet Center sends student and faculty teams around the world each year to report on policy issues discussed at the Internet Governance Forum.

❖ The school is the academic home of the North Carolina Open Government Coalition that promotes the importance of governmental transparency in a democracy.

❖ Individually, faculty members contribute professional and public service through a number of avenues. One professor chaired a Pulitzer Prize jury in 2011.

❖ Advisory Board members come to campus each term to interact with students and advise the school. Members represent National Geographic, 60 Minutes, McClatchy, ESPN, USA Today, IQ Interactive, NBC, Fox News, Fortune, CNN and PR agencies.

❖ The school communicates quarterly with its alumni – almost all in their 20s and 30s.
1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

The School of Communications is a dynamic environment for professional and public service activities. Here are leading examples at the national, regional and state levels:

♦ The school’s Imagining the Internet Center serves the public good by exploring the past, present and future impact of the Internet on humanity and societies. The Internet Predictions Project website consists of more than 6,000 pages of video, testimonials, studies and predictions related to the evolution of the Internet from its formative years in the early 1990s. The project is at [www.elon.edu/predictions](http://www.elon.edu/predictions). Center director Janna Anderson partners with Pew Internet & American Life Project director Lee Rainie on a “Future of the Internet” book series. The center also sends student/faculty teams to global Internet Governance Forums that focus on policy issues. Elon is the only school to cover the forums in Athens (2006), Rio de Janeiro (2007), Hyderabad, India (2008), Sharm el Sheikh, Egypt (2009), Vilnius, Lithuania (2010) and Nairobi, Kenya (2011), as well as conferences in South Korea and the United States. Anderson also organized FutureWeb that ran parallel to the global WWW2010 conference in Raleigh. Through the years, more than 100 Elon students have been involved in the center’s many initiatives.

♦ The school is home to the North Carolina Open Government Coalition. Since 2006, the school has operated the Sunshine Center as the educational arm of the coalition. The school hosts workshops and an annual statewide Sunshine Day on the value of open meetings and records in a democracy. The school also maintains the coalition website and operates a phone/email hotline for the general public. The coalition’s board consists of journalists, broadcasters, librarians, attorneys, the League of Women Voters, and even government officials. The coalition successfully raised $250,000 for the cause to secure a matching grant from the Knight Foundation, and the $500,000 resides in the Elon University endowment. Connie Ledoux Book served as the first executive director of the Sunshine Center, and Brooke Barnett now serves as executive director.

♦ The school has produced two publications for national distribution to JMC units. At the Accrediting Council’s request, the school produced an assessment handbook following its 2005-06 accreditation cycle. The handbook offers ideas for direct and indirect measures and how to implement and analyze them. In fall 2008, the school produced “Diversity Revisited: Good Ideas for Your Diversity Plan” on behalf of ASJMC and its Diversity Committee. It contains chapters on the definitions of diversity and ideas related to faculty, students, curriculum and academic climate.
The graduate program includes a winter term course titled Interactive Project for the Public Good. In January 2011, all 32 students went in teams with a lead professor to either Costa Rica or Panama, where they completed interactive media projects for organizations that had limited exposure and were in need of digital communications assistance. In Costa Rica, students worked on the Caribbean and Pacific coasts for environmental sustainability. In Panama, students worked with a population of indigenous Panamanians and an organization to assist the blind.

Other professional and public service activities occur on Elon’s campus, such as:

- The school hosted the Broadcast Education Association District 2 conference in 2010, the North Carolina College Media Association conference in 2009, and will be hosting the Society of Professional Journalists Region 2 conference in 2012.

- Four faculty members (George Padgett, Jessica Gisclair, Dale Harrison and Brooke Barnett) received a grant to host a First Amendment Day celebration on campus that included a panel discussion, a First Amendment board, a Stand Up and Speak Zone, the planting of a First Amendment liberty tree, and a speaking event about art and the First Amendment. In addition, speakers from the First Amendment Center, ACLU and Elon law school were guests on panels and in classes.

- Elon faculty members have led spring break service trips, including a 2009 service trip to the hurricane-ravaged gulf coast of Mississippi and have participated in panel discussions on media coverage of natural disasters.

- The school has taken a leadership role in bringing top academicians, politicians and thought leaders to campus to participate in public forums. In the past six years, the school has hosted a conference on civil rights journalism titled “In the Midst of a Movement: The South, The Press, and Civil Rights,” which was televised on statewide public television. The school also has participated in the North Carolina CEO Forum that aired live on UNC-TV. Nicole Triche, Max Negin and J McMerty played key roles in the taping of the new “Elon Presents” interview series in which Elon President Leo Lambert interviewed Brian Williams, David Gergen and others for the series scheduled to be shown on UNC-TV.

2. Attach brochures and other publications that describe the unit’s professional and public service activities.

A variety of brochures and publications are on the following pages.
Imagining the Internet

www.imaginingtheinternet.org

Forecasting the networked future

Look into the future projected by thousands of technology experts and social analysts. "The Future of the Internet" surveys are conducted through a partnership between Elon University’s Imagining the Internet Center and the Pew Internet & American Life Project. Expanded versions of the survey results are incorporated in an award-winning book series published by Cambria Press.

- 77% said mobile computing devices will be the primary global Internet connection platform in 2020 (Future of the Internet I)
- 58% said people who don’t use digital communications will form their own cultural group that self-segregates from modern society (Future of the Internet I)
- 66% said there will be at least one devastating attack on network information systems or power grids in the next decade (Future of the Internet I)

Illuminating today’s communications concerns

Learn about policy issues and practices being discussed by leaders of businesses, governments, civil society and organizations that will shape the ways technologies evolve and impact the rights of users around the world.

- Video and audio recordings of Internet visionaries, including Vint Cerf, Esther Dyson, Vernor Vinge, Douglas Engelbart, Robert Kahn, Raph Koster and others
- Coverage of existing foresight events such as the Metaverse Roadmap Summit and the Accelerating Change Conference

News reporting, videos and other documentary coverage of policy events including:

- The annual Internet Governance Forums organized by the United Nations under the mandate of the World Summit on the Information Society, including 2006 IGF, Greece, 2007 IGF-Brazil, 2008 IGF-India and 2009 IGF Egypt, and regional IGF events in the United States
- The Organisation for Economic Cooperation and Development conference on the Future of the Internet Economy, 2008 in Seoul, South Korea

Sharing the story of the Internet’s early development

Explore the Internet history section, including a database with more than 4,000 statements made in the early 1990s by more than 1,000 Internet pioneers who expressed their hopes and fears about emerging technologies.

There’s a big cinder block stuck on the technology accelerator pedal, and we’re only going to go faster and faster, never stopping.
- William Gibson, 1994

I’m looking forward to the day when my daughter finds a rolled up 4,000-pixel-by-4,000-pixel color screen in her cereal box pocket, with a magnetic back so it sticks to the fridge.
- Tim Berners-Lee, 1995

Add your vision

Imagining the Internet includes "Voices of the People," an online forum that allows you and people around the world to share your ideas and concerns about the digital world of the future. Add your entry to the more than 1,500 Internet predictions already submitted.
The Sunshine Center:
- serves as an ambassador for education initiatives on open government.
- produces online resources for citizens of North Carolina on open government.
- educates stakeholders in the state on open government issues.
- educates students in North Carolina on the concepts of open government.

NCOGC Officers:
President - Hugh Stevens, Media Attorney
Everett, Gaskins, Hancock & Stevens, Raleigh

Vice President - Rick Willis, News Director
News 14 Carolina, Raleigh

Immediate Past President - Sue P. Johnson, Former Chief of Bureau
North Carolina/South Carolina, Associated Press

Treasurer - Steve Riley, Senior Editor for Enterprise and Visuals
The News & Observer Raleigh

Secretary - Monica Hill, Director
North Carolina Scholastic Media Association
School of Journalism and Mass Communication, UNC-Chapel Hill

Elon University
School of Communications
2850 Campus Box
Elon, NC 27244
p/336-278-5506 - f/336-278-5734
www.neopengov.org
The North Carolina Open Government Coalition

Our Beginning: The North Carolina Open Government Coalition was formed in 2004 as an alliance of groups committed to increasing awareness and advocacy of citizen access to public records, open meetings, and other government activity. From the beginning, the intent has been to unite people from many disciplines who are engaged in access issues and to move the discussion beyond the normal battles between journalists and government to the realm of citizenship. Momentum began to build in spring 2005 with the coalition’s first statewide event held in Charlotte in cooperation with the North Carolina Library Association. The website ncopengov.org was launched in 2005. Late in 2005, the coalition leadership decided that our organization needed professional staff and permanent sustainable funding to fulfill a growing demand for citizen interaction and community education.

Our Future: In fall 2006, the coalition’s board voted to make Elon University the academic home of the NCOGC, thus creating the Sunshine Center of the North Carolina Open Government Coalition. This was a major step in focusing our mission on education and community outreach, goals that are echoed in the Elon School of Communications’ commitment to public engagement and freedom of information. The coalition, whose members include organizations representing journalists, lawyers, good-government groups, librarians, educators, and nonprofit organizations, has begun to focus its work more acutely on public education and dialogue with government workers and citizen groups. Board leaders are determined to establish a solid funding model so that the North Carolina Open Government Coalition is effective, focused and accessible to the growing number of people who seek information and help regarding access to government.

Our Mission: The North Carolina Open Government Coalition unites organizations interested in ensuring and enhancing the public’s access to government activity, records and meetings. The nonpartisan coalition educates people about their rights and supports their efforts to gain access; advocates the principles of open government; and promotes the benefits of transparency in state and local government.

Why do the rays of the sun appear in the Sunshine Center’s logo?

“Sunshine Laws” is the phrase coined to represent openness to government proceedings. These laws, found at the local, state and federal levels, provide a right of access to public meetings and records.

North Carolina’s Open Meetings Law
(N.C.G.S. § 143-318)

The North Carolina General Assembly has declared it to be the public policy of North Carolina that the hearings, deliberations, and actions of public bodies be conducted publicly. A public body is constituted by an elected or appointed body, with two or more members that exercise or are authorized to exercise legislative, policy-making, quasi-judicial, administrative or advisory functions.

- The law requires public notice of all official meetings regarding the time and location.
- Closed meetings are permitted at the state and local level, but only for pre-specified reasons, such as industry and business expansion.
- Open meetings must allow the recording, taping and broadcasting of all content covered.
- Full and accurate minutes must be kept at all open meetings.
- Official meetings, open and closed, can be challenged and enforced by the court system through orders of injunction or invalidation.

North Carolina’s Public Records Law
(N.C.G.S. § 132-1)

The North Carolina General Assembly has declared as a matter of public policy that the public records and public information compiled by agencies of North Carolina government or its subdivisions are the property of the people. Public records are documents, papers, letters, maps, books, photographs, films, sound recordings, magnetic or other tapes, electronic data-processing records, artifacts, or other documentary material.

- Everyone is entitled to access.
- News organizations are considered a person entitled to access.
- No person is required to disclose the purpose for requesting records.
- Certain records are exempt from public access, such as education and medical records.
- Copies of public records are generally free, but a minimal and reasonable fee may apply.
- If you are denied access to public records, you may file a lawsuit within the statute of three years, to compel disclosure or copying.
Celebrate the First Amendment
TUESDAY, SEPTEMBER 29

School of Communications
Hosts College Coffee
WITH AN EMPHASIS ON CAMPUS MEDIA
& THE FIRST AMENDMENT

9:40 A.M. – 10:20 A.M., ACADEMIC VILLAGE PLAZA

21st Century Challenges to the First Amendment
A Panel Discussion Featuring Gene Policinski, vice president and executive director of the First Amendment Center, Nashville, Tenn., and Washington, D.C., Katy Parker, North Carolina ACLU Legal Director; Sonya Garza, Elon University School of Law; Madison Taylor, Executive Editor, Burlington Times-News; and Mark Hosler, Negativland.

2:00 P.M., WHITLEY AUDITORIUM

Adventures in Illegal Art
90-minute video and storytelling presentation by Mark Hosler, founding member of Negativland, with Q and A to follow No lawyers were harmed in the making of these events!

7:30 P.M., YEAGER AUDITORIUM

EXPRESS YOURSELF FIRST AMENDMENT BOARD IN FRONT OF MCEWEN!

STAND UP AND SPEAK ZONE/BANNED BOOK READING/EXPRESS YOURSELF
MOSELEY WEST LAWN
Megachurches and the Media
7:30 p.m., March 15
KOBC LaRose Digital Theatre

PANELISTS INCLUDE:

Ken Garfield, former religion editor for the Charlotte Observer. Ken is now the communications director for Myers Park Methodist in Charlotte.

Dr. Sir Walter L. Mack, Jr., Elon alumnus and pastor of Union Baptist Church in Winston-Salem.

Tim Riddle, executive pastor of St. Mark’s Church in Burlington.

Sponsored by the Truitt Center and the Society of Professional Journalists
Marconi speaks

Guglielmo Marconi
the Father of Wireless Communications
Portrayed by Jerry D. Neal

Guglielmo Marconi, the father of wireless communications (1874-1937), comes to life on the campus of Elon University. Jerry Neal promises to keep his audience on the edge of their seats as he takes a step back in time to delve into the invention and inventor of a technology that truly changed our world.

Monday September 19, 2011, 6 pm - 7 pm
LaRose Digital Theatre • Koury Business Center • Elon University

A free event, open to all Elon University students, faculty and staff

Sponsored by the Elon University School of Communications
3. Describe the unit’s contact with alumni, professionals and professional organizations to keep curriculum and instruction current and to promote the exchange of ideas.

The school has a 25-member national advisory board comprised of professionals in journalism, strategic communications, and media arts and entertainment. Current members are:

- Brian Williams, managing editor and anchor, “NBC Nightly News” (national chair)
- Ann Camden, senior vice president, Gibbs and Soell Public Relations, Raleigh
- Kelly Carlton, creative director, TrailerPark cinema, Los Angeles
- Michael Clemente, senior vice president, Fox News, New York
- Nina Easton, Washington editor, *Fortune* magazine
- Anders Gyllenhaal, vice president and Washington editor, McClatchy, Washington
- Ellen Hartman, president and CEO, Hartman Public Relations, Atlanta
- Stavros Hilaris, chief technology officer, National Geographic Global Media
- Tom Howe, director and general manager, UNC-TV public television, Chapel Hill
- MJ Jacobsen, vice president for communications, National Geographic Society
- Allen Johnson, editorial page editor, Greensboro *News & Record*
- Doug Limerick, ABC News correspondent, Washington
- Mary Beth Marklein, education reporter, *USA Today*
- Sunshine Overkamp, president, Overkamp & Overkamp-Smith, Atlanta
- Byron Pitts, correspondent, “60 Minutes,” CBS
- Tony Quin, founder & CEO, IQ Interactive, Atlanta
- Michael Radutzky, senior producer, “60 Minutes,” CBS
- Lee Rainie, director, Pew Internet & American Life Project, Washington
- Rick Rogala, senior vice president, Nexstar Broadcasting, Little Rock
- Gayle Sierens, anchor, WFLA-TV, Tampa, Florida
- Stuart Snyder, president, Animation/Young Adults/Kids, Turner Broadcasting, Atlanta
- Michael Vadini, CEO, Titan Technology and Skylark Entertainment, Charlotte
- Ken White, news director, Fox News Charlotte
- Trey Wingo, host, “NFL Live” and “Sports Center,” ESPN
- Jack Womack, senior vice president of domestic news, CNN, Atlanta

Board members come to campus for a day each semester to speak in classes, talk with faculty about changes in the professional world and how that may impact curriculum, and discuss how to make the school even better (more detail provided in Standard 9: Assessment). Sometimes the board also conducts mock interviews of seniors or tackles issues in campus forums. For example, the school sponsored a forum in fall 2010 titled “The News We Watch: Is It Getting More Personal and Opinionated and, If So, Is That a Bad Thing?” Two board members (Radutzky of “60 Minutes” and Fox News contributor Nina Easton) joined communications professor Connie Ledoux Book for a discussion on fact versus opinion moderated by associate dean Kenn Gaither.
SCHOOL OF COMMUNICATIONS

NATIONAL ADVISORY BOARD

Brian Williams (National Chair)
Anchor and Managing Editor, “NBC Nightly News,” New York

Ann Camden
Senior Vice President, Gibbs & Soell, Raleigh

Kelly Carlton
Creative Director, TrailerPark cinema, Los Angeles

Michael Clemente
Senior Vice President, Fox News, New York

Nina Easton
Washington Editor, Fortune Magazine

Anders Gyllenhaal
Vice President and Washington Editor, The McClatchy Co.

Ellen W. Hartman
President and CEO, Hartman Public Relations, Atlanta

Stavros Hilalis
Vice President and CTO, National Geographic Global Media, Washington, D.C.

Tom Howe
Director and General Manager, UNC TV

MJ Jacobsen
Vice President for Communications, National Geographic, Washington, D.C.

Allen H. Johnson III
Editorial Page Editor, Greensboro News & Record

Doug Limerick
Correspondent, ABC News, Washington, D.C.

Mary Beth Marklein
Education Reporter, USA Today

Sunshine Janda Overkamp
President, Overkamp Overkamp-Smith, Atlanta

Byron Pitts
Correspondent, “60 Minutes,” CBS, New York

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CEO, Titan Technology Partners & Skylark Entertainment, Charlotte

Ken White
News Director, Fox News Charlotte

Trey Wingo
ESPN Host, “NFL Live” and “SportsCenter,” Bristol, Conn.

Jack Womack
Senior Vice President, CNN USA, Atlanta
Faculty and staff participate in professional organizations to stay abreast of industry trends and to promote the exchange of ideas. The school (and/or faculty members) are members of the North Carolina Press Association, North Carolina Association of Broadcasters, North Carolina Cable Television Association, and the Tar Heel chapter of the Public Relations Society of America. Faculty interact on a regular basis with media and communication leaders at conferences and other venues.

The school surveyed its alumni again during spring 2011 to gain their perspectives on curriculum and instruction. As one of the school’s indirect measures of assessment, those results are provided in Standard 9 Assessment. Of course, alumni are welcomed back to the school on a regular basis, often as guest speakers in classes, and the school typically solicits their feedback on the quality of preparation they received at Elon for the workplace or graduate school.

4. List professional and public service activities undertaken by each member of the faculty in the past six years. Please provide a full list; do not refer team members to faculty vitae for this information.

Faculty members individually serve the profession and public in important ways.

For example, a professor chaired the 2011 Pulitzer Prize jury for General Nonfiction, and another is in a leadership role with the Internet Governance Forum/USA. One produced the Festival of Media Arts for the Broadcast Education Association, and another organized the “Journalism That Matters” conference about amplifying diverse voices in new media. Elon faculty members are editors of journals and a book series and officers in AEJMC divisions and other organizations.

The following is a list of key professional and public service activities undertaken by each faculty member, starting with the dean and then faculty in alphabetical order.

Paul Parsons

President, Association of Schools of Journalism and Mass Communication, 2010-11

Member, Accrediting Council (representing AEJMC, 2004-07, and ASJMC, 2011-present)

Accreditation team chair, University of Missouri (2011), University of Nebraska (2010), Texas Christian University (2010), Iowa State University (2009), University of Oklahoma (2009), University of Wisconsin at Eau Claire (2008) and University of Tennessee at Chattanooga (2008), Team member at Abilene Christian University (2006), University of Oregon (2005) and Drake University (2004)

External reviewer, Qatar University (2011), King Saud University in Saudi Arabia (2009), Kuwait University (2008), Alfred University (2006), Goshen College (2006), DePauw University (2005), Catawba College (2005) and Baylor University (2000)
Convenor of leadership sessions, World Journalism Education Congress, South Africa, July 2010

Editorial board member, *Journalism & Mass Communication Educator, Journalism & Communication Monographs* and *Mass Comm & Society*

Author of *Assessment: Our Approach to the New Accreditation Standard* (on behalf of ACEJMC) and *Diversity Revisited: Good Ideas for Your Diversity Plan* (on behalf of ASJMC)

Steering Committee member, Hearst Journalism Awards Program, 2008 to present

Former member, AEJMC Standing Committee on Teaching, and mentor, Journalism Leadership Institute for Diversity

**Janna Anderson**

Director, Imagining the Internet Center (which partners with the Pew Internet & American Life Project)

Member, IGF-USA Steering Committee, World Wide Web 2010 Steering Committee, and DiploFoundation Expert Advisory Board

Contributing author, Millennium Project (World Federation of United Nations Associations) State of the Future

Co-administrator, Global Foresight

Editorial board member, *Newspaper Research Journal*

Manuscript reviewer, *New Media & Society* and *Media History Monographs*

**Lucinda Austin**

Manuscript reviewer, *Journal of Public Relations Research, Social Marketing Quarterly Journal* and *PRism*

Contributor to reports for the American Red Cross, U.S. Education Department, U.S. Agriculture Department, U.S. Health and Human Services Department, and the Centers for Disease Control and Prevention’s National Center for Injury Prevention and Control

**Brooke Barnett**

Executive Director, Sunshine Center for the North Carolina Open Government Coalition

Documentary producer or director, *Documentary Filmmaking: Tips from the Trenches; Alpha Class of the Elon Academy; Access Denied: Navigating the Legal Challenges to Newsgathering; and Family Teacher Partnerships in High Poverty Schools.*

Manuscript reviewer, *Journal of Broadcasting & Electronic Media, Communication Law and Policy, Choice*, AEJMC Law Division and AEJMC Visual Communication Division

Judge, Festival of Media Arts documentary competition, Broadcast Education Association; Kentucky Educational Television Independent Film Grants; and North Carolina Visions Film competition

Board member and former president, Crossroads sexual assault crisis center
Connie Book
Testified before the U.S. Senate Commerce Committee on the transition to digital television and testified before North Carolina General Assembly committees on cable regulation.
Invited panelist on “Working with Professional Associations,” Broadcast Education Association
Editorial board member, *Electronic News*

Vanessa Bravo
Editor, Noticias WUFT, a weekly Spanish radio news show broadcast by the University of Florida to the Spanish-speaking population of north-central Florida

Lee Bush
Speaker, “Trends in Marketing” to the Alamance County Arts Council
Speaker, “Mass Participation: Engaging Your Audience in a Dialogue with Your Brand,” Triad PRSA
Panelist on “Utilizing Media to Build Awareness of Community-Based Organizations and Issues” at the Gulf Coast Summit on Service-Learning and Civic Engagement,” Nashville

Naeemah Clark
Newsletter editor for the Research Division, Broadcast Education Association
Manuscript reviewer, *Mass Communication & Society, CyberPsychology & Behavior*, American Journalism Historians Association and Broadcast Education Association

David Copeland
Editor, *Media History Monographs*
Chief editor, Thomson Gale 19th-Century Newspaper Digitization Project
Teaching chair and Professional Freedom and Responsibility chair for the History Division, AEJMC
Member, Margaret A. Blanchard dissertation award, American Journalism Historians Association
Editorial board member, *Journalism History*

Vic Costello
Festival chair, Festival of Media Arts, Broadcast Education Association
Board of directors, Broadcast Education Association
Festival producer, BEA Best of Festival King Foundation awards ceremony, and co-chair, Faculty Interactive Multimedia competition
Technical director and producer, Electronic Retailing Association awards ceremony

Member, Business Communications Committee, Alamance County Area Chamber of Commerce

**Michelle Ferrier**

Vice president, Journalism That Matters

Creator and host, “Create or Die” sessions at Journalism That Matters events in Detroit and Greensboro

Founder and managing editor, *LocallyGrownNews.com*, a hyperlocal online community site on local food and sustainability issues

Speaker on “Food Blogging For Change,” BlogHer Food, Atlanta

**Mike Frontani**

Invited speaker on “The Beatles: Image and the Media.” Union College, Schenectady, N.Y.

**Kenn Gaither**

Editor, Cambria Press Mass Communication Collection. Review manuscripts and proposals to determine suitability for publication to director of Cambria Press

Presenter, North Carolina Open Government Coalition Launch Day: “Targeting Unawareness: Considerations for a Strategic Plan”

Manuscript reviewer, *Communication Yearbook 33: Agenda-Building Theory and Research*, AEJMC Mass Communication & Society Division and AEJMC Public Relations Division

Member, Semester at Sea Alumni Advisory Board Faculty Staff Council

**Mandy Gallagher**

Co-chair, Professional Freedom and Responsibility, and membership chair, AEJMC Public Relations Division


**Jessica Gisclair**

Vice president of ethics, Tar Heel Chapter of the Public Relations Society of America

Author of “The Challenges of Working with Student Respondents.” *Asian Studies Newsletter*, Association for Asian Studies

**Don Grady**

Manuscript reviewer and judge, *Media History Monographs*, AEJMC Minorities and Communication Division, BEA Faculty Video Competition, BEA Research in Progress, and Radio-Television Digital News Association’s Radio Division

Judge, Bassett Mosse Award for Faculty Development, AEJMC

**Anthony Hatcher**

Coordinator, Religion and Media conference at Elon University

Teacher, “Religion, Media and Popular Culture.” Encore Center for Lifelong Enrichment, North Carolina State University

Workshop leader on presentation skills, Nicholas School of the Environment and Earth Sciences, Duke University

**Dan Haygood**

Manuscript reviewer, AEJMC Advertising Division, AEJMC History Division, and Conference on Historical Analysis and Research in Marketing at Duke University

Moderator, History Division Research Paper Competition, AEJMC Southeast Colloquium, Chapel Hill, N.C.

**Derek Lackaff**


**Richard Landesberg**

Executive administrator, Radio Television News Directors Association of the Carolinas

Former chair, News Division, Broadcast Education Association

Editorial board member, *Broadcast Journalism*

Awards judge, Radio Television News Directors Association and BEA Radio Awards

**Byung Lee**

Speaker, “Emerging Ideas for Creating New Models and Revamping New Models” and “How to Connect to an Unfound, Fragmented Audience,” Newsplex, University of South Carolina
Speaker, "Challenges to Newspapers: Solution to Urgent Problems," Rutgers University

Speaker, "The Future of Journalism in Korea and Our Preparation," Chosun University in Kwangju and Kyungsung University in Pusan, Korea

Former editor, *Journal of Human Subjectivity*


**Julie Lellis**


Editorial board member, *Case Studies in Strategic Communication*

Program chair, AEJMC Media and Disability Interest Group

Manuscript reviewer, *PRism, AEJMC Public Relations Division, AEJMC Visual Communication Division, AEJMC Minorities and Communication Division, AEJMC Media Management and Economics Division, and AEJMC Graduate Education Interest Group*

Moderator, top student papers, AEJMC Public Relations Division

**Harlen Makemson**

Selection committee, Kobre Award for Lifetime Achievement in Journalism History Award and Distinguished Service to Journalism History Award, American Journalism Historians Association

Research chair, AEJMC History Division paper competition, Southeast Colloquium

Manuscript reviewer, American Journalism Historians Association, AEJMC History Division, AEJMC Civic and Citizen Journalism Interest Group

Workshop presenter, “InDesign,” North Carolina Scholastic Media Association adviser course

Workshop presenter, “Desktop Publishing,” North Carolina Scholastic Media Institute

Presenter, “Flair and Structure: Designing Feature Pages and Magazine Spreads,” North Carolina College Media Association

**Barbara Miller**

Manuscript reviewer, *Journal of Public Relations Research, Journal of Applied Communication Research, AEJMC Science Communication Division and AEJMC Public Relations Division*

Respondent, top paper panel, Broadcast Education Association

Moderator, AEJMC Southeast Regional Colloquium and Communication in the New Millennium Symposium
Phillip Motley
Speaker, “Micro-Mentoring in the Collaborative Learning Environment.” Collaborative Learning Institute, Orlando, Fla.

Sang Nam
General Secretary, National Association for Korean Schools
Research co-chair and webmaster, AEJMC Visual Communication Division
Manuscript reviewer and book reviewer, Visual Communication Quarterly and AEJMC Visual Communication Division

Max Negin
Speaker, “Visualizing Multiculturalism,” North Carolina A&T State University
Moderator, “The Storyteller’s Art,” panel featuring Academy Award nominated screenwriter Josh Olson and Angus MacLachlan

Thomas Nelson
Speaker, “On This Spot” about a World War II POW camp in Kansas, Cloud County Historical Society, Concordia, Kansas

George Padgett
Volunteer, intake interviews, Christmas Cheer of Alamance County

Randy Piland
Photographer and videographer, 100th anniversary Boy Scout Handbook
Multimedia staff and video producer, Mountain Workshops, Western Kentucky University
Judge, Pictures of the Year, North Carolina Press Photographers Association
Summer workshop presenter, Flash, InDesign and Innovations in Instruction

Glenn Scott
Research chair and teaching chair, AEJMC Civic and Citizen Journalism Interest Group
Research chair, AEJMC Newspaper Division, Southeast Colloquium
Awards judge, Virginia Press Association and North Carolina Scholastic Journalism Association
President, Ph.D. Alumni Association, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill

**Michael Skube**


Contributor, *Los Angeles Times* and *Washington Post*

**Amanda Sturgill**

Producer, digital media team, Association of Computing Machinery-Intercollegiate Programming Contest

Speaker, “Micro-Mentoring in the Collaborative Learning Environment.” Collaborative Learning Institute, Orlando, Fla.

Speaker, “Public and Media Relations for Nonprofits.” School of Social Work, Baylor University

**Nagatha Tonkins**

Speaker, “Navigating Your Way to Success.” National Association of Black Journalists

Coordinator of the Career Resource Center, 2009 NABJ national convention

Speaker, “The Importance of Education in the African American Community,” PepsiCo, Winston-Salem

Awards judge, consumer/economics division, Radio Television News Directors Association of the Carolinas

**Nicole Triche**

Former director, Flicker Film Festival

Panelist, “Preproduction for the Classroom: The Role of Course Design in Production Education” and “Conducting the Fruitful Documentary Interview,” University Film and Video Association

Judge, Carolina Film & Video Festival; RiverRun Film Festival; FilmSpark 48-Hour Film Challenge; North Carolina Visions; and George D. Lindsey UNA Film Festival Screenplay Contest.

Presenter, “The Short Documentary,” Randolph Arts Guild

Audio commentary, “Crowded with Voices” by A. Belkina, Experimental Short

**Frances Ward-Johnson**

Executive editor, *Journal of International Women’s Studies*
Executive committee member, Universal Accreditation Board, Public Relations Society of America

Chair, readiness review panel for accreditation in public relations, Public Relations Society of America, Tarheel Chapter

Coordinator, AEJMC Minorities and Communication Division midwinter conference

Professional Freedom and Responsibility chair, AEJMC Minorities and Communication Division

Judge, PRSA Silver Anvil Awards and AEJMC Tankard Book Awards

Panel chair, “Race, Sport and Power,” International Conference on Sport, Race and Ethnicity, University of West Indies, Barbados

Qian Xu

5. Describe the role of professional and public service in promotion and tenure decisions. Describe travel funding or other support by the unit for faculty involvement in academic and professional associations and related activities.

Professional and public service plays an important role in tenure, continuation and promotion decisions at Elon. The three categories of faculty expectation are Teaching, Contributions to the Life of the University (service/leadership within the institution), and Professional Activity (research, creative activity and professional service).

Professional and public service by Elon faculty is categorized as Professional Activity. This is different from Research I universities that subdivide faculty expectations into Teaching, Research and Service (where this category includes both institutional service and professional/public service).

The Faculty Handbook states that Elon faculty are to engage in professional activities that “promote the exchange of ideas and acquisition of knowledge that enrich one's teaching and contribute to the advancement of learning in the profession at large” (see “Evaluation of Teaching Faculty” in Standard 4 Faculty). Examples of professional activities include leadership roles in a professional organization related to one's field, faculty internships, professional involvement within the community, and service as a consultant. The school encourages its faculty to assume leadership roles in professional organizations.

All faculty are eligible for travel money each year for academic and professional associations. This funding is included within the School of Communications budget. The school also pays for one academic or professional membership of a faculty member’s choice.
6. Describe the unit’s support of scholastic journalism, including workshops, visiting lectures, critiques of student work, etc.

The Elon chapter of the Society of Professional Journalists has a history of sponsoring workshops for high school journalists. In spring 2011, the SPJ chapter hosted the Williams High School newspaper staff at Elon, and Harlen Makemson taught a design workshop. Also last spring, Anthony Hatcher spoke to a journalism class at Williams. In a previous year, SPJ hosted a half-day workshop for Williams High School students that included sessions on design, reporting and writing.

In 2010, the school sponsored a workshop for local high school students to learn the basics of broadcast news. Students in the school worked one-on-one with local students to teach camerawork, filming and production. The high school students produced a news show and heard from an Elon alumna who is a television reporter in Greensboro.

Colin Donohue helped Cummings High School in Burlington resurrect its newspaper after a four-year hiatus in 2008. Along with an Elon colleague and two Elon journalism students, Donohue worked with Cummings students to breathe new life into the school paper.

Glenn Scott frequently serves as a judge for the North Carolina Scholastic Journalism Association awards competition, and he also taught a workshop on commentary journalism at the scholastic journalism conference.

Staci Saltz and Colin Donohue have participated in the Elon Academy, a program for academically promising high school students in Alamance County with a financial need and/or no family history of college. Saltz has taught courses in multimedia production, photography, videography and presentation skills, and Donohue has taught courses in journalism and a multimedia storytelling course. Under the tutelage of Saltz and Donohue, Academy students produced an eight-page Elon Academy newsletter.
7. Describe the unit’s methods for communicating with alumni, such as newsletters or other publications. Attach copies of publications issued during the previous academic year.

The School of Communications has made alumni communication a top priority. In 2010, the school began a quarterly online alumni newsletter, releasing two newsletters in the fall term and two in the spring (one issue is provided on the following pages).

The e-newsletter includes a dean’s message, news and feature stories on students and alumni, web and video links, and an array of social media and interactive components. The e-newsletters are coordinated through the university’s Alumni Office, which sets the distribution schedule for all academic units.

Alumni feedback to the newsletters has been gratifying. Sarah Findle (class of 2009) wrote after receiving the first issue, “Loved the newsletter! Keep it coming!” Sarah Hetherington (2007) wrote, “There are names in here of people I know, so it was nice to see what they are doing now. It has been three years since I graduated, and it still amazes me what all you are doing.” Katie Sherman (2004) wrote, “Impressive. Very concise copy. Loads of white space and simple design. Big win.”

Because of Elon’s enrollment growth in the past decade, the university has an unusually young alumni base. Fifty-five percent of Elon alumni are in their 20s and 30s. The School of Communications has an even younger alumni base, having been a school only since 2000 and a department before that since 1988. The school and its predecessor department have a total of 3,612 alumni, and Elon has email addresses for 74 percent of them.

In addition, the university mails a general-interest alumni magazine to all graduates. The Magazine of Elon featured the School of Communications in its spring 2005 issue. Recent issues have included a story on the inaugural M.A. in Interactive Media class (summer 2010), a faculty profile on associate dean Kenn Gaither (spring 2010), the school’s involvement in the switch to digital TV (fall 2008), a profile of Sundance Film Festival award-winning filmmaker and alumnus Laith al-Majali (spring 2008), and the school’s involvement in the Internet Governance Forum (winter 2008).
Dear XXXXXX,

iPads. Sundance Film Festival. A graduate program. These are exciting times in Elon’s School of Communications, and we’ll be communicating our school’s oomph to you four times a year.

We are really proud of our 3,000 alumni from the School of Communications and, before that, the Department of Journalism and Communications.

Please let us know at communications@elon.edu how you like the first edition of our e-newsletter. Thanks!

Paul Parsons, Dean

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Stay connected!

Visit our website
Update your information
Homecoming 2010 website

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School News

School provides iPads to all faculty and staff

Faculty and staff in the School of Communications received an Apple iPad as a form of professional development in a fast-changing communications world. Read more about this on The Dean’s Blog.

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Join us for Homecoming 2010

We invite you to return for Homecoming this year to see your favorite professors, connect with former classmates and see the new buildings on campus. The School of Communications will host a “Life After Elon” alumni wisdom session at 2 p.m. Friday, Oct. 22, in the TV studios, and an alumni reception for everyone at 4 p.m. that day in the lobby of McEwen. Visit www.elon.edu/homecoming for the full weekend schedule and to register.

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Elon is one of only 18 private
Home to Sport & Event Management

We’re honored to be the new home for alumni of Leisure & Sport Management. The School of Education is now focusing exclusively on teacher education, so Elon placed the department – with its new name of Sport & Event Management – in the School of Communications. At Homecoming, LSM alumni are invited to visit with Jim Drummond, Hal Walker and other faculty at 3 p.m. Friday, Oct. 22, on the second floor of Powell.

Going to Sundance Film Festival

The school is taking a group of students to Sundance for the upcoming Winter Term. Professor Ray Johnson and new cinema professor Paul Castro will teach the course.

Castro is a professional screenwriter who taught full time at UCLA for the past five years. He wrote the screenplay that became the 2007 movie “August Rush,” released by Warner Brothers and starring Robin Williams and Jonathan Rhys Meyers. Paul earned his bachelor’s degree from Richmond and an MFA from UCLA.

Student media successes

Best in the nation: Randy Gyllenhaal ’10

Gyllenhaal dove right into Phoenix14News his freshman year, became an anchor his sophomore year and was named the No. 1 student TV journalist in the nation by Hearst in his junior year. As a broadcast journalism major, Gyllenhaal spent a good amount of time in the editing suites of McEwen. But the sacrifice paid off; he’s now a reporter for WPTZ-TV in Burlington, Vt. Read more about Randy's story ...

Phoenix14News keeps receiving national honors

Elon’s weekly student newscast, Phoenix14News, was honored this year with first place in the Society of Professional Journalists’ Region 2 Mark of Excellence Best All-Around Television Newscast category. The show also has been named the best newscast in the nation three of the last six years by the Broadcast Education Association Read more about the

School of Communications welcomes new faculty

Meet seven new faculty members with strong professional and educational backgrounds who joined the ranks of teacher-scholars in the School of Communications in fall 2010. Read more ...

Parsons becomes president of national association

Dean Paul Parsons is serving as 2010-11 president of the Association of Schools of Journalism and Mass Communication. ASJMC is comprised of more than 200 deans, directors and department chairs across the United States.

Elon team documents internet forum in Lithuania

A documentary journalism team from Elon’s Imagining the Internet Center filed reports from the UN-facilitated Internet Governance Forum in Vilnius, Lithuania, Sept. 13-17. Read more ...

School creates internship
show's accolades...

A national Pacemaker Award for The Pendulum

The Pendulum student newspaper received a 2009 national Pacemaker Award from the Associated Collegiate Press. In September, both The Pendulum and Pendulum Online learned that they are Pacemaker finalists in 2010. Winners will be announced Oct. 30.

Leadership changes in the school

The School of Communications now has two associate deans. Don Grady and Kenn Gaither began their new responsibilities on June 1. Jessica Gisclair succeeded Grady as the school's department chair, and Frances Ward-Johnson succeeded Gisclair as associate chair.

Dean Paul Parsons announced the appointments based on an internal application process and substantive faculty/staff conversations following the selection earlier this year of associate dean Connie Book as Elon's associate provost for academic affairs. The communications faculty voted to remain a holistic school with a single department chair and to add an associate dean, rather than to create multiple departments.

"We work well as a holistic school, and Don Grady, Kenn Gaither, Jessica Gisclair and Frances Ward-Johnson are terrific individuals with leadership talents that complement one another," Parsons said. "They have the spirit of innovation that makes the School of Communications special."

Elon in LA, Elon in New York

The School of Communications operates two summer programs where students spend nine weeks in either Los Angeles or New York City.

The Los Angeles program started in the summer of 2008, and 38 students made the cross-country trek this summer to the entertainment capital of the world. Students interned at places such as Fremantle Media, Inside Edition, Evolution Entertainment, The Weinstein Company, Hollywood Life magazine and E! Entertainment. Students chose from courses about production, acting, business and PR.

The School of Communications offered a revamped Elon in New York City program this summer that began in June with new twists and turns to enhance students’ internship experiences. Students completed

debriefing experience

More than 200 communications students completed a professional internship over the summer. This fall, they made capstone presentations in sessions open to all university faculty and staff to engage in meaningful dialogues about their experiences. Read more...

Ways to stay connected with your former teachers

Did you have Gerald Gibson as a teacher? Janna Anderson? George Padgett? Tom Nelson? They really do enjoy hearing from you, and our faculty/staff roster provides everyone's email addresses. Please let your teachers know what you are now doing, or you can send us an update on your career at communications@elon.edu. We also look forward to seeing a number of you at Homecoming.

Our pledge to you

Last year, 16 percent of Elon alumni made an annual donation to the university, compared to 27 percent of Wake Forest University alumni and 53 percent of Davidson College alumni. If you are willing and able, please click here and designate your gift to the School of Communications. Many smaller gifts, combined, can make a huge difference. We promise to use your gift to support students in financial need and faculty members seeking professional development to stay abreast of a rapidly changing
internships in the Big Apple and took a course called The Streets of New York, which was taught by three Elon faculty and staff members.

Read more about this year's programs and listen to students speak about their experiences.

Interested in getting involved? If you know of internship opportunities in Los Angeles or New York, or would like to mentor a student in either program, please contact J McMerty at jmcmerty@elon.edu.

Elon's M.A. in Interactive Media

The School of Communications successfully completed the inaugural year of its one-year, full-time Interactive Media master’s program, which is under the direction of professor David Copeland. The program currently has 34 students in this year's second class.

Students learn to think strategically across media platforms; plan and create interactive media content consisting of text, images, sounds, video and graphics; and manage information for interactive news, entertainment and persuasive communications.

Learn more about the program and take a virtual tour of the new Interactive Media Suite in second-floor Powell.

Alumni Spotlight

Multiple Emmy recipient Rich Blomquist ’00, a writer for “The Daily Show with Jon Stewart,” has co-written a book titled The Sexy Book of Sexy Sex with Daily Show contributor Kristen Schaal.

Heath Oldham ’00 won an Emmy award from the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences for marketing work he did for WTVR-TV CBS 6 News in Richmond, Va.

Audrey Seagraves ’02 won one of 15 Tech Award Laureates for 2009, which honors innovators from around the world who apply technology to benefit humanity. The online “Fair Wage Guide,” managed by Seagraves, is a tool that assists millions of workers in the developing world who live below the poverty level. Read more...

Katy Branston, Conor Britain, Chris Ford, Tim Johnson, Emily Kamischke, Lauren
Limerick, Kelly Murtagh and Lizzie Napier, all 2009 alumni, produced a documentary titled "Sequoia: A Sailor and His Ship," which won the North Carolina Filmmaker Award at the Carolina Film and Video Festival in Greensboro. The film also will be screened at the Asheville Film Festival in November. Click the image to the right to view the Sequoia trailer.

Robert Hoppey '09 built a "souped up multimedia resume" that included a video spoof of "The Office" television program to show potential employers his creative side. His work was featured on a CBS Evening News spot on June 8, 2009. Read more...
8. Describe the involvement of alumni in the unit's educational and public-service programs (placement, internships, fund-raising, curriculum development, etc.) and in advisory or visitors' boards.

Alumni assist the school in a variety of ways. Each fall, the school takes first-year Communications Fellows to Atlanta for a media tour. Elon alumni at CNN, Turner Broadcasting, The Weather Channel and public relations agencies have visited with the Fellows students.

Similarly, the Elon in Los Angeles and Elon in New York City programs have built significant bridges to Elon alumni in those areas, and students participating in those programs interact with alumni and attend alumni events.

Several alumni are invited back to the school each year to lead “wisdom sessions” for current students. In these sessions, alumni share information about their careers and tips for finding jobs. Some alumni are now in a position to influence internship selections and placement, and they enthusiastically do so.

One faculty member and two staff members in the school are Elon alumni. Staci Saltz is a lecturer in a permanent faculty position. J McMerty, coordinator of video projects, teaches a course, directs the Elon in LA program, and runs FreshTV, an accelerated training program for first-year students interested in broadcast production, cinema and journalism. Colin Donohue, coordinator of student media, teaches a course, advises The Pendulum student newspaper, and produces content for the school’s website.

The university’s Alumni Office has implemented a strategic plan titled “Building a Vibrant Alumni Network” (on the following pages).
Building a Vibrant Alumni Network

Initiatives in support of the Elon Commitment strategic plan theme #6:
Developing innovative alumni programs to advance and support the Elon graduate

Background

To meet the goals of the Elon Commitment strategic plan, our community must develop an alumni network that is vital to the advancement of the university. This requires providing alumni leaders a significant stake in ownership of their alma mater as architects and implementers. For three decades, admissions has been the responsibility of everyone on Elon’s campus. Now is the time to make an equal commitment toward the engagement of alumni.

Elon currently has established programs that engage alumni in meaningful ways. There are 13 regional chapters, more than 2,200 alumni take part in programs annually, and many alumni return to campus throughout the year for events and activities.

However, financial support of the university by alumni is on a downward trend. In 2009-10, about 16 percent of alumni made donations, an annual participation level that has been dropping as Elon graduates larger and larger classes.

Listening and Learning

Over the past 18 months, Elon's advancement staff members have spent a great deal of time listening to the many members of our community who care deeply about alumni engagement, and reviewing best practices from our peer and aspirant programs.

Those conversations suggest that Elon must provide greater support to more directly engage alumni in the life of the university, coordinating the efforts to maximize their effectiveness. With a clear mandate from wise alumni leaders, we propose the following priorities:

- Expand the Elon alumni volunteer network
- Prepare current students to be Elon alumni
- Celebrate the accomplishments of Elon alumni
- Bring alumni back to campus
- Expand alumni regional outreach
EXPAND THE ELON ALUMNI VOLUNTEER NETWORK

Alumni volunteers have stronger connections to Elon and act as champions to encourage involvement by other alumni. Alumni studies provide compelling data that volunteers are also much more likely to provide financial support for the university. Model programs such as those at Davidson, Washington University, Williams and Dartmouth successfully engage alumni volunteers in fundraising through peer-to-peer solicitation.

In expanding Elon’s alumni volunteer network, we will achieve the following goals:

**Triple the number of alumni volunteers by 2014 (from 250 to 750)**

- **Advisory Boards** – 200 alumni volunteers will be engaged as they serve on the university’s advisory boards including athletics, schools, graduate programs, departments and alumni leadership.

- **Alumni Career Contacts** – 150 alumni volunteers will support the student professional development centers and internship programs, coordinated by the Career Center and Employer Relations staff.

- **Alumni Regional Leaders** – 85 alumni volunteers will lead regional activities and serve as contacts for alumni in their regions.

- **Alumni Class and Affinity Connectors** – 315 alumni volunteers will support annual programming and fundraising efforts with a focus on their class and other affinities.

This vibrant alumni network of volunteers will require new training, staff support and University resources. Volunteers will have clear job descriptions, expectations for participation and giving, trainings that include in-depth orientations, volunteer-centered websites with procedural manuals and support materials, regular volunteer conference calls and webinars, and recognition systems to properly acknowledge the important work of our alumni volunteers. Staff members will support volunteer groups to successfully implement annual plans and a volunteer leadership summit will be created for fall 2012. Special emphasis and training will be provided to staff around the focus of increasing the diversity of our boards and councils.

**Increase alumni giving participation to 30 percent by 2014**

Like many other successful universities, Elon will develop alumni peer-to-peer solicitation efforts with a focus on alumni classes and affinity. Volunteers will be carefully selected to ensure overall coverage by engaging alumni from approximately every third graduating class year. Ideally, we will have alumni from each class year and from each major affinity group serving as volunteers.
Grow alumni employment information in our database by 10 percent annually

Elon will use its technological resources (Raiser’s Edge & Harris Connect) to more effectively manage data, develop richer profiles and communicate with alumni. The university will also enhance its information collection systems (Magazine of Elon, Web site, faculty/staff, student experiences, social media, etc.). With the help of newly hired Alumni Engagement Fellows (one-year positions) we will expand outreach through personal visits and phone calls to alumni who have become disconnected from the university.

Utilizing social media will be a significant component of alumni engagement. By working closely with others on campus utilizing social media and our alumni engagement staff (all who use this technology daily), we will make connections to and between alumni.

PREPARE CURRENT STUDENTS TO BE ELON ALUMNI

A top priority of this plan is to educate current students about their lifelong relationship with Elon. With the support of the Student Alumni Council, formed in the fall of 2010, the university will expand outreach to the student body, developing a four-year approach that incorporates programming, communication and fundraising activities.

Every Elon graduate should understand the three pillars of a successful Elon alumnus:

- Be a Lifelong PARTNER: stays connected, informed and involved.
- Be a Lifelong ADVOCATE: engages others, recruits prospective students and expands Elon’s professional network
- Be a Lifelong INVESTOR: gives annually, supports priorities, and invests in students

Enhancing senior class programming will be critical, but equally important are the opportunities to educate and cultivate each class year at Elon. We will develop a four-year program based on the following model:
CELEBRATE THE ACCOMPLISHMENTS OF ELON ALUMNI

President Leo M. Lambert observes that Elon’s success “will be told through the success stories of Elon alumni.” As part of the plan to build a vibrant alumni network, the university will find new and expanded ways to recognize alumni. Among the goals are the following:

Expand the number of alumni awards from 7 to 30 by 2014

Elon has standard awards presented to alumni annually as part of Homecoming: Distinguished Alumnus, Distinguished Alumna, Young Alumnus, Young Alumna, Alumni Service, Distinguished Service to Elon and Service to Church and Society awards. The Department of Physical Therapy annually recognizes a DPT graduate and plans are in motion to recognize young alumni through the Top 10 under 10 program. Through this plan, Elon's academic and student life programs will create additional alumni awards that provide opportunities to invite successful alumni back to campus for recognition. The goal is to increase the number of alumni awards to 30 by 2014.

Collect and share 100 alumni success stories annually

Through an interactive service on the alumni website, all members of the Elon community will be encouraged to submit information about alumni successes/stories. This information will be validated and then incorporated into their official records and communicated through appropriate channels to ensure celebration and recognition (Speeches, E-net, Magazine of Elon, nominations, digital displays on campus, the Elon website, etc.).

BRING ALUMNI BACK TO CAMPUS

Bringing alumni back to campus is an essential strategy of this plan. By inviting alumni to speak with classes or student groups, we provide an important educational resource to students and validate the education
and life successes of our graduates. The goal of this plan is increase the number of alumni who make personal visits to campus:

**Invite and host 50 alumni guest speakers annually**

Working collaboratively with the university’s five academic Deans, Elon will implement an Alumni-in-Residence program, bringing successful alumni into classrooms to share their experiences and offer advice based on their careers. This program will help students understand the importance of staying connected with Elon following graduation. It will also provide real-world insights for students who are planning their lives after Elon. These types of interactions tie directly to the new student professional development plans and can open doors for students in search of internship and career opportunities. Small stipends will be available to assist alumni with financial need to cover travel and housing costs.

**Increase alumni participation in Homecoming by 15% each year**

Elon will dramatically expand Homecoming, beginning in 2011 with more significant growth in 2012. Homecoming will become a more collaborative effort, with stronger ties to Student Life, schools, academic departments, athletics, and other programs. Reunions and affinity programs will play a larger leadership role and support the overall efforts of the Homecoming Alumni Committee by engaging connectors within each class and affinity to reach out to other alumni for engagement. New uses of technology will better capture those alumni that return to campus who are not registered (Foursquare social network).

**Host 150 alumni families annually**

Starting in 2012, Elon will create an Alumni Visit Program that is similar to the Admissions Welcome events. The program will focus on bringing alumni with families back to campus, incorporating fun activities while allowing alumni to re-connect with Elon.

**EXPAND ALUMNI REGIONAL OUTREACH**

Elon will continue to strengthen its existing regional chapter program, engaging alumni where they live. The goals include the following:

**Expand Regional Chapters from 13 to 20 by 2014**

Elon’s network of alumni chapters is one of our best successes to-date. Currently, there are 13 chapters, primarily on the East Coast, along with chapters in Chicago and Los Angeles. These chapters engage alumni in social gatherings, sports-related events, cultural activities,
community service, career programming, social and professional networking, lifelong learning and fundraising events.

Expanded programs will consider the “age and stage” of alumni, fitting the needs and interests of people of all ages. Alumni regional volunteers will serve as the point of contact for those moving to particular cities, a model that has worked well for such universities as Harvard and Duke.

**Double the number of outreach events by 2014**

Elon will expand its successful Evenings for Elon events, visiting more communities and involving more faculty and staff members. Currently, Evenings for Elon are held in 3-5 communities each semester, allowing alumni and parents to network with one another and hear an update from President Lambert about campus news and plans. Future Evenings for Elon will engage the provost, deans, vice presidents, coaches, and other faculty and staff leaders. New sites will be added, particularly in areas where Elon has not had any outreach. Additionally, planning will incorporate visits to Elon’s traditional major metropolitan markets on a consistent basis, possibly every 18 months.