

# ELON

SCHOOL OF COMMUNICATIONS



## 2011-12 Accreditation Self-Study

Accrediting Council on Education in Journalism and Mass Communications

## PART 1

### 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 13–20) and update them as necessary. The unit then should print a copy of this section for each team member and present the new material to the team when members arrive on campus. The team will include the revised material in the site team report. 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: **Elon University**

Name of Unit: **School of Communications**

Year of Visit: **2011-12**

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.*

Elon College was incorporated in 1889 (Chapter 216 of the Private Laws of North Carolina, Session of 1889). Its charter and bylaws were revised in March 2001 when the Board of Trustees approved the change to Elon University, beginning June 1, 2001.

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

Yes  
 No

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

The undergraduate program was first accredited in 2005-06, and this is the initial accreditation review for the graduate program, now in its third year.

6. *Attach a copy of the unit's mission statement as well as any separate mission statement for the graduate program. Statements should give date of adoption or last revision.*

### **School Mission**

Communication is central to our lives and to our world. The mission of the School of Communications is to prepare students to be exemplary communicators in an increasingly diverse, interactive and global age.

To fulfill this mission, the school provides dynamic undergraduate and graduate programs where students learn to appreciate the roles, responsibilities and social impact of media around the world. We value freedom of expression and the importance of serving the public good.

We are committed to helping students become better writers, speakers, creators and thinkers. We want them to learn and innovatively harness the technologies that are transforming the way we communicate. We promote the primacy of accuracy, integrity, professional standards and ethical principles.

The school prepares students for careers and lives of purpose through excellent classes, outstanding student media, professional internships, entrepreneurial experiences and other forms of engaged learning.

*(Mission statement adopted in 2000-01, revised in 2010-11)*

### **Graduate Program Mission**

The M.A. in Interactive Media program prepares students to think strategically across media platforms, plan and create interactive media content, and manage information in a digital age.

*(Mission statement adopted in 2010-11)*

7. *What are the type and length of terms?*

Semesters of 15 weeks

Summer sessions of 4 and 3 weeks (called Summer I and Summer II at Elon)

Intersessions of 3 weeks (called Winter Term at Elon)

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 for graduation.*

132 semester hours for the bachelor's degree

36 semester hours for the master's degree

10. *Give the number of credit hours students may earn for internship experience.*

Students may earn 1 or 2 semester hours in a professional internship, based on at least 80 work-hours per credit hour. Students who complete more than one internship may earn a maximum of 4 semester hours of credit. Since Elon has 4-credit-hour courses, this cap on internship credit is the equivalent of one course as stipulated by ACEJMC.

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

The school offers four JMC majors, and two of them subdivide into sequences:

**Journalism**

Print/Online News

Broadcast News

**Strategic Communications**

**Media Arts & Entertainment**

Broadcast and New Media

Cinema

**Communication Science**

(In addition, the School of Communications in 2010-11 became the academic home of the Sport & Event Management Department, formerly in the School of Education. This unit is not part of the ACEJMC self-study review.)

All JMC majors and sequences are supervised by department chair Jessica Gisclair, who is the lead teacher in Elon’s London program in Fall 2011, and associate chair Frances Ward-Johnson, who is serving as department chair in Fall 2011.

By faculty choice, the school does not have separate JMC departments or faculties. Instead, the school takes a holistic view to communications. Many faculty members consider themselves a participant in more than one curricular area, and office suites purposefully combine faculty from a variety of disciplines.

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

5,916 students in Fall 2011 (5,225 undergraduates and 691 graduate students)

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 Major and Sequence	Number of Majors (September 2011)
<b>Journalism</b>	<b>187</b>
Print/Online News	105
Broadcast News	82
<b>Strategic Communications</b>	<b>386</b>
<b>Media Arts &amp; Entertainment</b>	<b>293</b>
Broadcast and New Media	158
Cinema	135
<b>Communication Science</b>	<b>18</b>
<b>Communications-Undeclared</b>	<b>32</b>
<b>Sport &amp; Event Management</b>	<b>132</b>
<b>Total</b>	<b>1,048</b>





16. *Total expenditures planned by the unit for the 2011-12 academic year:*

\$4,820,000 is allocated for operations and salaries (excluding benefits)

*Percentage increase or decrease in three years:*

57% increase in three years (key factors: new faculty positions, creation of graduate program, addition of Sport & Event Management, annual salary increases)

*Amount spent this year on full-time faculty salaries:*

\$3,551,000 is allocated for full-time faculty and staff salaries in 2011-12

17. *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.*

The School of Communications consists of 41 faculty members and administrators with faculty rank in permanently budgeted positions (plus 4 positions in Sport & Event Management not listed here, since it is not part of the ACEJMC review).

Janna Anderson, Associate Professor

Lucinda Austin, Assistant Professor

Brooke Barnett, Associate Professor

Connie Ledoux Book, Professor and Associate Provost for Academic Affairs

Vanessa Bravo, Assistant Professor (Instructor until Ph.D. awarded)

Lee Bush, Associate Professor

Paul Castro, Associate Professor

Naeemah Clark, Assistant Professor

David Copeland, A.J. Fletcher Distinguished Professor

Vic Costello, Associate Professor

Michelle Ferrier, Associate Professor

Michael Frontani, Associate Professor

Kenn Gaither, Associate Professor and Associate Dean

Mandy Gallagher, Assistant Professor

Gerald Gibson, Assistant Professor

Jessica Gisclair, Associate Professor (teaching in Elon's London program this fall)

Don Grady, Associate Professor and Associate Dean

Anthony Hatcher, Associate Professor

Dan Haygood, Assistant Professor

Ray Johnson, Assistant Professor



Derek Lackaff, Assistant Professor  
 Rich Landesberg, Associate Professor  
 Byung Lee, Associate Professor  
 Julie Lellis, Assistant Professor  
 Harlen Makemson, Associate Professor  
 Barbara Miller, Assistant Professor  
 Phillip Motley, Assistant Professor  
 Sang Nam, Assistant Professor  
 Max Negin, Assistant Professor  
 Tom Nelson, Associate Professor (teaching in Elon's Italy program this fall)  
 George Padgett, Associate Professor  
 Paul Parsons, Professor and Dean  
 Randy Piland, Senior Lecturer  
 Staci Saltz, Lecturer  
 Glenn Scott, Associate Professor (on sabbatical as a Fulbright Professor in Japan)  
 Michael Skube, Associate Professor  
 Amanda Sturgill, Associate Professor  
 Nagatha Tonkins, Assistant Professor  
 Nicole Triche, Assistant Professor  
 Frances Ward-Johnson, Associate Professor  
 Qian Xu, Assistant Professor

18. *List names of part-time/adjunct faculty teaching at least one course in Fall 2011. Also list names of part-time faculty teaching Spring 2011.*

The definition of adjunct faculty ranges from those who teach only one course to those who teach full time on limited-term contracts without scholarly or service expectations. They typically have Instructor rank. In addition, three staff members in the School of Communications teach each year: J McMerty, Colin Donohue and Brad Berkner.

**Spring 2011**

Phil Daquila  
 Sharon Eisner  
 Mark Fox  
 Linda Gretton  
 Dale Harrison, Adjunct Associate Professor  
 Kristin Hondros  
 Mary Leigh Howell  
 Doug Kass  
 Ken Luck  
 Steve Powell  
 Elma Sabo  
 Donald Shaw, Professor at UNC Chapel Hill  
 Melody van Lidth de Jeude

**Fall 2011**

Roy Carter, Associate Professor at A&T  
 Sharon Eisner  
 Mark Fox  
 Kristin Hondros  
 Mary Leigh Howell  
 Doug Kass  
 Rosemary Roberts  
 Leah Totten  
 Brian Walsh, Visiting Assistant Professor

19. *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.*

	Total Graduates	80 or more semester hours outside the major		65 or more semester hours in liberal arts and sciences	
		Number	Percent	Number	Percent
2010-2011 academic year	246	242	98%	246	100%
2009-2010 academic year	244	240	98%	244	100%

\* Of the 4 students each year who graduated with fewer than 80 hours outside the major, most were only 1 or 2 hours short due to approved situations such as a study abroad.