

STANDARD 6

STUDENT SERVICES



Elon's student television newscast won the collegiate Emmy in Los Angeles in 2011

HIGHLIGHTS

- ❖ Classes in the School of Communications have enrollment caps of 33, 25, 18 or 15 to promote student-faculty interaction and engaged learning.
- ❖ All students with a declared major in the school are advised by faculty members, who typically advise between 20 and 30 students each.
- ❖ Student media are not under unit control, but the school provides advisers and has a strong relationship with the student newspaper, television newscast, television entertainment division, university yearbook and a school-based student agency.
- ❖ A full-time Career Services staff member is located in the communications school to assist both undergraduates and iMedia students.

1. *Complete and attach Table 10, "Student Aid."*

Table 10 shows that 279 students in the School of Communications received almost \$1.5 million in university scholarships in 2010-11. The median scholarship amount was \$4,000. These awards are made by the admissions office to students with high academic achievement and, often, financial need.

About 20 scholarship recipients are Communications Fellows (five or so in each class), who will receive \$4,500 a year in 2011-12. Awards are made to entering students and are renewable for four years, contingent on academic performance.

The School of Communications has a modest 11 student scholarships of its own, and the school awarded \$22,000 in 2010-11. The median scholarship amount was \$2,000.

Table 10. Student Aid

Undergraduate Students

Provide information for each of the two years preceding the accreditation visit.

	2009 - 10	2010 - 11
SCHOLARSHIPS AWARDED TO UNDERGRADUATE STUDENTS IN THE UNIT		
Total amount of scholarship dollars from funds controlled by institution	\$1,498,054	\$1,496,853
Number of students receiving scholarships from funds controlled by institution	277	279
Median individual scholarship from funds controlled by institution	\$3,750	\$4,000
Total amount of scholarship dollars from funds controlled by unit	\$12,500	\$22,105
Number of students receiving scholarships from funds controlled by unit	9	11
Median individual scholarship from funds controlled by unit	\$1,000	\$2,000
UNDERGRADUATE ASSISTANTSHIPS OR WORK-STUDY APPOINTMENTS		
Number of students holding appointments	14	13
Range of stipends	\$1,000 to \$5,800 (average \$1,700)	

Graduate Students

	2009 - 10	2010 - 11
SCHOLARSHIPS AWARDED TO GRADUATE STUDENTS IN THE UNIT		
Total of scholarships from funds controlled by institution	0	0
Number of students receiving scholarships from funds controlled by institution	0	0
Median individual scholarship from funds controlled by institution	0	0
Total amount of scholarship dollars from funds controlled by unit	\$63,000	\$92,000
Number of students receiving scholarships from funds controlled by unit	14	19
Median individual scholarship from funds controlled by unit	\$4,000	\$4,000
GRADUATE ASSISTANTSHIPS OR WORK-STUDY APPOINTMENTS		
Number of students holding appointments	0	0
Range of stipends	0	0

2. *Describe the academic advising process for ensuring that students are aware of unit and institutional requirements for graduation and receive career and academic advising. Attach advising guides, manuals, newsletters or other internal communication with students.*

Academic advising for incoming Elon students begins in the spring of their senior year of high school. Incoming first-year students are invited to Elon for special weekend admissions sessions to select a preferred schedule of fall courses. A designated rotation of School of Communications faculty members participates in these spring admissions weekends.

In their first semester on campus, all students take Elon 101. This 1-credit-hour orientation course features weekly meetings with a faculty or staff member who serves as the first-year academic adviser. Each year, two or three Communications faculty members teach Elon 101 and therefore advise first-year students. Typically, students spend their first year with their Elon 101 teacher as their adviser, then receive advising by faculty in their major the next three years. Those students who wait until later to declare a major stay with their Elon 101 adviser or are assigned a staff member in the Advising Center.

At Elon, students routinely graduate within four years. Students may not get the exact course with the exact professor at the exact time they want during a semester, but there are not significant delays in student progress through the major or through university requirements. The presence of a winter term is one reason. Most students take 16 credit hours in the fall term, a 4-hour course in winter term, and 16 hours in the spring term. By amassing 36 hours a year, not counting summers, students comfortably complete the minimum 132 credit hours for graduation within four academic years.

Elon adds sections of courses *during* the registration process to meet enrollment needs. The university funds additional money for adjuncts and one-year hires to teach the additional sections. For example, the School of Communications added two sections of Strategic Campaigns in spring 2011 as courses filled and student demand remained strong. The school is able to anticipate student need because seniors enroll first, followed by juniors, sophomores and then first-year students. The department chair monitors enrollment trends almost to the hour during enrollment week to ensure that students have the course offerings that they need.

Students wanting to major in the School of Communications may take courses in the major during the first year. The school is offering eight sections this fall of the opening course, Communications in a Global Age. One section is dedicated to the incoming class of Communications Fellows. The other seven sections (33 seats apiece) are available for Elon students preregistering for their sophomore year or for first-year students who want to start quickly in their intended major. The school also offers multiple sections of this opening course in winter term and spring term.

Each faculty member in the School of Communications has roughly 15 to 30 advisees. New faculty do not advise in the fall of their first year and are assigned a small number of students to advise in the spring. Significant faculty hiring over the past decade has allowed the school to create a more positive advising ratio. In May 2011, faculty in Communications advised an average of 20.6 students, compared to about 60 apiece a decade ago in the school's formative years.

In the fall and spring, students meet individually with their advisers about registration and academic progress. In fact, a student cannot pre-enroll for courses until the faculty adviser has indicated via computer that they have met and that the student is cleared for enrollment. During this conference, faculty members are encouraged to include career and graduate school advising. Some students, of course, also meet with their faculty advisers outside of the normal preregistration timetable.

The Advising Center provides electronic checksheets for each major (on the following pages) and also provides an unofficial online "degree audit" for all students and their advisers. This audit fills in a student's courses within the appropriate requirements, so students are able to immediately identify what requirements have been completed and what requirements remain.

Finally, prior to a student's graduation, the Registrar's Office meets individually with each senior, identifies all remaining requirements for the student, and gives a copy to the student and faculty adviser. Therefore, no student should ever be surprised by what is necessary to graduate. The Registrar's Office also verifies with all students how to pronounce their names correctly in front of the 11,000 guests at graduation.

CHECKLIST FOR GRADUATION REQUIREMENTS IN JOURNALISM - BACHELOR OF ARTS

Minimum of 132 s.h. required for graduation (36 s.h. must be 300/400-level courses)

(Additional hours to total 132 s.h. -- includes second major, minor, and elective hours.)

Name _____ I.D. # _____

General Studies Requirements (58-62 sh)**FIRST-YEAR CORE:**

GST 110 - Global Experience (4 s.h.) _____

ENG 110 - College Writing (4 s.h.) _____
(C- or better required for graduation)

MTH 112 or 121 or 212 (4 s.h.) _____

HED 111 - Contemporary Wellness (2 s.h.) _____

Experiential Learning Requirement (ELR): (One Unit)May be met by any one of the following: internship, practicum, co-op, study abroad, student teaching, approved field-based course or documented service, leadership, or individualized learning experience.**Foreign Language Requirement:**

Students must meet one of the following: (a) complete a language course numbered 122 or higher at Elon, or receive transfer or study abroad credit for the same; (b) place into a language course numbered 200 or above upon arriving at Elon, using a department of foreign languages approved placement instrument; (c) score a 4 or 5 on an AP language exam or similar exam. Each student must take the language placement test by October 1 of his or her first full year at Elon. Students are allowed two tries; the higher score is counted. That score stands and may not be repeated by later testing.

STUDIES IN THE ARTS AND SCIENCES:

[Transfer students with at least 18 s.h. of transfer credit must complete 32 hours total in Studies in the Arts & Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts & Sciences areas.]

Expression _____ (8 s.h.) _____[Eight hours chosen from at least two of the following: literature (in English or foreign languages), philosophy, & fine arts (art, art history, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.]**Civilization** _____ (8 s.h.) _____[Eight hours chosen from at least two of the following: history, foreign languages, and religious studies.]**Society** _____ (8 s.h.) _____[Eight hours chosen from at least two of the following: economics, geography, human services - HSS 111 only, political science, psychology, & sociology/anthropology.]**Science** _____ (Lab: _____) _____ (8 s.h.) _____[Eight hours chosen from one or more of the following: mathematics, science, and computer science (*CSC designation*). One course must be a physical or biological laboratory science.]**ADVANCED STUDIES** (Must be outside major.)

_____ (8 s.h.) _____

[Eight hours of 300-400 level coursework outside the major field and chosen from areas under Studies in the Arts and Sciences.]

GST Interdisciplinary Seminar _____ (4 s.h.) _____

[300-400 level GST course; requires junior/senior status.]

Major Requirements

(Minimum of 54 s.h. required)

Students completing a major in the School of Communications must have at least 80 credit hours outside the School of Communications, with 65 or more of those hours in the liberal arts and sciences.

_____ GST 115 (2) - Public Speaking

_____ COM 100 (4) - Communications in a Global Age
("C-" or better is required to advance to courses requiring COM 100 as a prerequisite.)_____ COM 110 (4) - Media Writing
("C-" or better is required to advance to courses requiring COM 218 as a prerequisite.)

_____ COM 220 (4) - Digital Media Convergence

_____ COM 381 (1-2) Communications Internship (80 work-hours required per credit hour.)

_____ COM 400 (4) - Media Law and Ethics

_____ COM 450 (4) - Multimedia Journalism

_____ COM 495 (2) - Great Ideas: Capstone in Communications

Choice of additional COM courses to total at least 52 hours in the School of Communications (**8 hours of COM electives are waived for any student completing a double major outside of Communications.**)**REQUIRED MINOR OR OTHER OPTION** - To promote academic depth, all students must complete a minor or double major outside of Communications (COM) or complete a semester abroad (totaling 12 credit hours or more) in an Elon-approved program.Choose one of the following concentrations: (16 sh)**Print / Online News Concentration**

_____ COM 230 (4) - Media History, Media Today

_____ COM 310 (4) - Reporting for the Public Good

_____ COM 320 (4) - Editing & Design

_____ COM 350 (4) - Web Publishing

Broadcast news concentration

_____ COM 234 (4) - Broadcasting in the Public Interest

_____ COM 311 (4) - Broadcast News Writing

_____ COM 324 (4) - Television Production

_____ COM 351 (4) - Television News Reporting

_____ Major Total (s.h.)

See reverse side / next page for additional options

2011-12 CHECKLIST FOR GRADUATION REQUIREMENTS IN STRATEGIC COMMUNICATIONS- BACHELOR OF ARTS

Minimum of 132 s.h. required for graduation (36 s.h. must be 300/400-level courses)

(Additional hours to total 132 s.h. -- includes second major, minor, and elective hours.)

Name _____ I.D. # _____

General Studies Requirements (58-62 sh)

FIRST-YEAR CORE:

GST 110 - Global Experience (4 s.h.) _____

ENG 110 - College Writing (4 s.h.) _____
(C- or better required for graduation)

MTH 112 or 121 or 212 (4 s.h.) _____

HED 111 - Contemporary Wellness (2 s.h.) _____

Experiential Learning Requirement (ELR): (One Unit)

May be met by any one of the following: internship, practicum, co-op, study abroad, student teaching, approved field-based course or documented service, leadership, or individualized learning experience.

Foreign Language Requirement:

Students must meet one of the following: (a) complete a language course numbered 122 or higher at Elon, or receive transfer or study abroad credit for the same; (b) place into a language course numbered 200 or above upon arriving at Elon, using a department of foreign languages approved placement instrument; (c) score a 4 or 5 on an AP language exam or similar exam. Each student must take the language placement test by October 1 of his or her first full year at Elon. Students are allowed two tries; the higher score is counted. That score stands and may not be repeated by later testing.

STUDIES IN THE ARTS AND SCIENCES:

[Transfer students with at least 18 s.h. of transfer credit must complete 32 hours total in Studies in the Arts & Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts & Sciences areas.]

Expression _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: literature (in English or foreign languages), philosophy, & fine arts (art, art history, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.]

Civilization _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: history, foreign languages, and religious studies.]

Society * _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: economics, geography, human services - HSS 111 only, political science, psychology, & sociology/anthropology.]

Science _____ (Lab: _____) _____ (8 s.h.) _____

[Eight hours chosen from one or more of the following: mathematics, science, and computer science (*CSC designation*). One course must be a physical or biological laboratory science.]

ADVANCED STUDIES (Must be outside major.)

_____ (8 s.h.) _____

[Eight hours of 300-400 level coursework outside the major field and chosen from areas under Studies in the Arts and Sciences.]

GST Interdisciplinary Seminar _____ (4 s.h.) _____

[300-400 level GST course; requires junior/senior status.]

*Required in major; may count in General Studies.

Major Requirements

(Minimum of 58 s.h. required)

Students completing a major in the School of Communications must have at least 80 credit hours outside the School of Communications, with 65 or more of those hours in liberal arts and sciences.

_____ GST 115 (2) - Public Speaking

_____ COM 100 (4) - Communications in a Global Age
("C-" or better is required to advance to courses requiring COM 100 as a prerequisite.)

_____ COM 110 (4) - Media Writing
("C-" or better is required to advance to courses requiring COM 110 as a prerequisite.)

_____ COM 220 (4) - Digital Media Convergence

_____ COM 232 (4) - Public Relations and Civic Responsibility

_____ COM 312 (4) - Strategic Writing

_____ COM 362 (4) - Communications Research

_____ COM 381 (1-2) - Communications Internship (80 work-hours required per credit hour)

_____ COM 400 (4) - Media Law and Ethics

_____ COM 452 (4) - Strategic Campaigns

_____ COM 495 (2) - Great Ideas: Capstone in Communications

Choose one course (4 s.h.) from:

COM 322 - Corporate Publishing

COM 323 - Corporate Video

_____ COM 350 - Web Publishing

Choice of additional COM courses to total at least 52 hours in the School of Communications (**8 hours of COM electives are waived for any student completing a double major outside the School of Communications.**)

In addition, at least one (4 s.h.) School of Business course selected from:

*ECO 111 Principles of Economics

BUS 303 Introduction to Managing

BUS 304 Introduction to Marketing

ACC 201 Principles of Financial Accounting

_____ FIN 303 Introduction to Finance

REQUIRED MINOR OR OTHER OPTION - To promote academic depth, all students must complete a minor or double major outside of Communications (COM) or complete a semester abroad (totaling 12 credit hours or more) in an Elon-approved program.

_____ Major Total (s.h.)

See reverse side or next page for additional options

2011-12 CHECKLIST FOR GRADUATION REQUIREMENTS IN MEDIA ARTS AND ENTERTAINMENT
 BACHELOR OF ARTS - Minimum of **132** s.h. required for graduation (36 s.h. must be 300/400-level courses)
 (Additional hours to total 132 s.h. -- includes second major, minor, and elective hours.)

Name _____ I.D. # _____

General Studies Requirements (58-62 sh)

FIRST-YEAR CORE:

- GST 110 - Global Experience (4 s.h.) _____
 ENG 110 - College Writing (4 s.h.) _____
 (C- or better required for graduation)
 MTH 112 or 121 or 212 (4 s.h.) _____
 HED 111 - Contemporary Wellness (2 s.h.) _____

Experiential Learning Requirement (ELR): (One Unit)

May be met by any one of the following: internship, practicum, co-op, study abroad, student teaching, approved field-based course or documented service, leadership, or individualized learning experience.

Foreign Language Requirement:

Students must meet one of the following: (a) complete a language course numbered 122 or higher at Elon, or receive transfer or study abroad credit for the same; (b) place into a language course numbered 200 or above upon arriving at Elon, using a department of foreign languages approved placement instrument; (c) score a 4 or 5 on an AP language exam or similar exam. Each student must take the language placement test by October 1 of his or her first full year at Elon. Students are allowed two tries; the higher score is counted. That score stands and may not be repeated by later testing.

STUDIES IN THE ARTS AND SCIENCES:

[Transfer students with at least 18 s.h. of transfer credit must complete 32 hours total in Studies in the Arts & Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts & Sciences areas.]

Expression _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: literature (in English or foreign languages), philosophy, & fine arts (art, art history, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.]

Civilization _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: history, foreign languages, and religious studies.]

Society _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: economics, geography, human services - HSS 111 only, political science, psychology, & sociology/anthropology.]

Science (Lab: _____) _____ (8 s.h.) _____

[Eight hours chosen from one or more of the following: mathematics, science, and computer science (CSC designation). One course must be a physical or biological laboratory science.]

ADVANCED STUDIES (Must be outside major.)

_____ (8 s.h.) _____
 [Eight hours of 300-400 level coursework outside the major field and chosen from areas under Studies in the Arts and Sciences.]

GST Interdisciplinary Seminar _____ (4 s.h.) _____
 [300-400 level GST course; requires junior/senior status.]

Major Requirements

(Minimum of 66-80 s.h. required)

Students completing a major in the School of Communications must have at least 80 credit hours outside the School of Communications, with 65 or more of those hours in liberal arts and sciences.

- _____ GST 115 (2) - Public Speaking
 _____ COM 100 (4) - Communications in a Global Age
 ("C-" or better is required to advance to courses requiring COM 100 as a prerequisite.)
 _____ COM 110 (4) - Media Writing
 ("C-" or better is required to advance to courses requiring COM 110 as a prerequisite.)
 _____ COM 220 (4) - Digital Media Convergence
 _____ COM 381 (1-2) - Communications Internship (80 work-hours required per credit hour)
 _____ COM 400 (4) - Media Law and Ethics
 _____ COM 495 (2) - Great Ideas: Capstone in Communications

Choice of additional COM courses to total at least 52 hours in the School of Communications. (8 hours of COM electives are waived for any student completing a double major outside of Communications.)

REQUIRED MINOR OR OTHER OPTION - To promote academic depth, all students must complete a minor or double major outside of Communications (COM) or complete a semester abroad (totaling 12 credit hours or more) in an Elon-approved program.

Choose one of the following concentrations: (20 sh)

Broadcast and new media:

- _____ COM 234 (4) - Broadcasting in the Public Interest
 _____ COM 314 (4) - Writing for Broadcast and New Media
 _____ COM 324 (4) - Television Production
 _____ COM 454 (4) - Producing for Broadcast & New Media

Choose one course (4 s.h.) selected from:

- _____ COM 360 - Interactive Media
 _____ COM 361 - Media Management and Sales
 _____ COM 362 - Communications Research

Cinema:

- _____ COM 236 (4) - Development & Influence of Cinema
 _____ COM 316 (4) - Screenwriting
 _____ COM 326 (4) - Cinema Production

Choose one course (4 s.h.) from:

- _____ COM 355 - The Documentary
 _____ COM 356 - Cinema Aesthetics

Choose one course (4 s.h.) from:

- _____ COM 455 - Producing the Documentary
 _____ COM 456 - Producing Narrative Cinema

_____ Major Total (s.h.)

** See next page or reverse side for additional options**

2011-12 CHECKLIST FOR GRADUATION REQUIREMENTS IN COMMUNICATION SCIENCE- BACHELOR OF ARTS

Minimum of **132** s.h. required for graduation (36 s.h. must be 300/400-level courses)

(Additional hours to total 132 s.h. -- includes second major, minor, and elective hours.)

Name _____ I.D. # _____

General Studies Requirements (58-62 sh)

FIRST-YEAR CORE:

- GST 110 - Global Experience (4 s.h.) _____
- ENG 110 - College Writing (4 s.h.) _____
(C- or better required for graduation)
- MTH 112 or 121 or 212 (4 s.h.) _____
- HED 111 - Contemporary Wellness (2 s.h.) _____

Experiential Learning Requirement (ELR): (One Unit)

May be met by any one of the following: internship, practicum, co-op, study abroad, student teaching, approved field-based course or documented service, leadership, or individualized learning experience.

Foreign Language Requirement:

Students must meet one of the following: (a) complete a language course numbered 122 or higher at Elon, or receive transfer or study abroad credit for the same; (b) place into a language course numbered 200 or above upon arriving at Elon, using a department of foreign languages approved placement instrument; (c) score a 4 or 5 on an AP language exam or similar exam. Each student must take the language placement test by October 1 of his or her first full year at Elon. Students are allowed two tries; the higher score is counted. That score stands and may not be repeated by later testing.

STUDIES IN THE ARTS AND SCIENCES:

[Transfer students with at least 18 s.h. of transfer credit must complete 32 hours total in Studies in the Arts & Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts & Sciences areas.]

Expression _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: literature (in English or foreign languages), philosophy, & fine arts (art, art history, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.]

Civilization _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: history, foreign languages, and religious studies.]

Society _____ (8 s.h.) _____

[Eight hours chosen from at least two of the following: economics, geography, human services - HSS 111 only, political science, psychology, & sociology/anthropology.]

Science (Lab: _____) _____ (8 s.h.) _____

[Eight hours chosen from one or more of the following: mathematics, science, and computer science (CSC designation). One course must be a physical or biological laboratory science.]

ADVANCED STUDIES (Must be outside major.)

_____ (8 s.h.) _____

[Eight hours of 300-400 level coursework outside the major field and chosen from areas under Studies in the Arts and Sciences.]

GST Interdisciplinary Seminar _____ (4 s.h.) _____

[300-400 level GST course; requires junior/senior status.]

Major Requirements

(Minimum of 66-80 s.h. required)

Students completing a major in the School of Communications must have at least 80 credit hours outside the School of Communications, with 65 or more of those hours in liberal arts and sciences.

- _____ GST 115 (2) - Public Speaking
- _____ COM 100 (4) - Communications in a Global Age
(“C-“ or better is required to advance to courses requiring COM 100 as a prerequisite.)
- _____ COM 110 (4) - Media Writing
(“C-“ or better is required to advance to courses requiring COM 110 as a prerequisite.)
- _____ COM 220 (4) - Digital Media Convergence
- _____ COM 225 (4) - The Process of Communication
- _____ COM 230 (4) -- Media History, Media Today
- _____ COM 300 (4) - Persuasion
- _____ COM 362 (4) - Communications Research
- _____ COM 381 (1-2) - Communications Internship (80 work-hours required per credit hour)
- _____ COM 400 (4) - Media Law and Ethics
- _____ COM 460 (4) - Communication Inquiry
- _____ COM 495 (2) - Great Ideas: Capstone in Communications

Choice of additional COM courses to total at least 52 hours in the School of Communications (**8 hours of COM electives are waived for any student completing a double major outside the School of Communications.**)

REQUIRED MINOR OR OTHER OPTION - To promote academic depth, all students must complete a minor or double major outside of Communications (COM) or complete a semester abroad (totaling 12 credit hours or more) in an Elon-approved program.

_____ Major Total (s.h.)

See reverse side or next page for additional options

3. *Describe availability and accessibility of faculty to students.*

Students have broad access to faculty at Elon. According to the 2010 National Survey of Student Engagement, 88 percent of Elon students reported helpful and sympathetic relationships with faculty members compared to 74 percent of students at the other 595 schools across the nation that participated in the NSSE study.

In addition, 62 percent of Elon students "often worked with faculty on activities other than coursework" compared to 45 percent at all schools, and 82 percent of Elon students talked about their career plans with a faculty member or adviser compared to 78 percent at all schools.

Small class sizes promote student-faculty interaction. To enhance academic quality, Elon lowered class sizes during the past decade. The university reduced the cap of its largest classes from 37 to 33. Within the School of Communications, this change impacted courses such as Communications in a Global Age, Public Relations and Civic Responsibility, and Media Law and Ethics. Other conceptual courses such as Communication Research have a class cap of 25. The School of Communications also lowered the class cap on all skills courses to 18. This impacted Media Writing, Digital Media Convergence and numerous production courses. Finally, the university reduced the cap to 15 for senior capstone courses such as the school's Great Ideas capstone course.

All classes in the School of Communications, then, are one of four class sizes: 33, 25, 18 or 15. Overall, while the Elon student body has increased by 38 percent in the past decade, the student/faculty ratio has declined from 14.9 to 1 six years ago to the current ratio of 12.9 to 1.

4. *Describe student records kept in the unit office and measures taken to assure appropriate security and confidentiality.*

Official student records at Elon are maintained in two places: in the registrar's office and via the OnTrack computer system with password-protected access by the student and faculty adviser. Faculty have access only to the records of the students they advise.

As a result, no student records are kept in the unit office. Online registration changed the manner through which undergraduates register. At Elon, as throughout the country, the comfort level has grown for accessing information from computers. The need for student records to be *located* in a specific physical place diminished accordingly, although the registrar's office continues to keep the official file for each student.

5. *Describe resources for academic and career counseling that the unit or institution offers to students.*

In the School of Communications, faculty members advise all students who have declared a major in the school. These typically are sophomores, juniors and seniors. First-year students are advised by their Elon 101 teachers.

In 2008, the school opened a Career Services office in McEwen Communications Building. Ross Wade, assistant director of career services, works specifically with communications students, both undergraduates and iMedia graduate students. His office is prominently on the main floor, across the hall from the internships office to encourage collaboration.

In the Cap & Gown Survey in May 2011 (conducted as seniors line up for the graduation ceremony), 98 percent of Communications seniors (230 of 234 respondents) said they had utilized Career Services. It was the highest positive response of any school and represents a testament to Ross Wade's visibility among students. He introduces Career Services by speaking in each section of Communications in a Global Age, and capstone teachers also connect seniors to him in the final year.

At the university level, Elon's Advising Center and Career Center jointly coordinate academic and career counseling for all students. The Advising Center has seven full-time staff in fall 2011, and the Career Center has 10 full-time staff and two full-time fellows.

The Advising Center assists in the training of new faculty and Elon 101 advisers and serves as a resource for faculty members interested in upgrading their advising skills. The staff is available to help students assess their strengths, weaknesses and preferences when considering a major, and students can take a 1-credit-hour elective titled Exploring Careers and Majors.

E-Warning is an email account set up for faculty to report students with excessive absences or other course deficiencies. Professors may report any student at any time. The Advising Center collects this information and sends it to the student's academic adviser, who is asked to contact the student. Students, parents and faculty may notify the Advising Center when a student will miss classes. This notification is especially encouraged when the absences are prolonged. The center will forward the information to a student's professors and adviser. The Advising Center does not verify the legitimacy of this information or issue written excuses for students. It is the student's responsibility to contact each professor upon returning to class to discuss make-up work and/or missed exams.

The Career Center offers services and resources to help students plan a career path. Career counselors are available to meet with both students and Elon alumni to explore careers. The center helps students and alumni write effective cover letters and resumes and practice interviewing skills.



ELON

How To Succeed As A Communications Major

Hosted by Lambda Pi Eta,
School of Communications Honor Society



Come hear professors and students talk about offerings in the School of Communications. Whether you're undecided or recently declared, join us in a chat about Elon's communications programs and see what's offered in and out of the classroom.

Pizza Provided.

Where: McEwen 011

When: 7:00 p.m. Thursday, Oct. 21

Contact:

Annie Hellweg, Chapter President

(913) 461-5404

ahellweg@elon.edu



SCHOOL OF COMMUNICATIONS – 2010

The School of Communications has more than 1,000 students majoring in Journalism, Strategic Communications, Media Arts & Entertainment, Communication Science and Sport & Event Management. Another 30 students a year are earning an M.A. in Interactive Media.

Elon alumni have won Academy Awards, Emmys and Pulitzers and have secured jobs at companies such as NBC Universal, National Geographic, The Associated Press, ESPN, Dreamworks, Ketchum PR, E! Entertainment, Marvel Studios, Ogilvy & Mather, BBDO, Digitas Health, Fox Searchlight Pictures, The Virginian-Pilot, Disney and CNN.

Majors

B.A. Journalism
 B.A. Strategic Communications
 B.A. Media Arts & Entertainment
 B.A. Communication Science
 B.S. Sport & Event Management
 M.A. Interactive Media (iMedia)

Overview

Journalism

(print, online and broadcast news)
 Journalism students are prepared for meaningful careers as multimedia reporters and editors, television reporters, anchors, photojournalists, online news managers, web editors and information designers.

Strategic Communications

(public relations, advertising)
 Strategic Communications students are equipped to be PR specialists, project managers, communication directors, writers, editors, videographers, designers and web editors.

Media Arts & Entertainment

(broadcast, cinema, new media)
 Media Arts students are ready for creative roles such as producers, directors, broadcast and cable managers, ratings researchers, videographers, web editors, screenwriters, cinematographers and film editors.

Communication Science

(role of media in society)
 Communication Science students are primed for roles involving communication research, organizational development, information resources, communications strategy, or for graduate school or law school.

Sport & Event Management

(managing sport and recreation)
 Sport & Event Management prepares students to plan, manage and sustain effective sport and recreation experiences in public, private and commercial settings.

M.A. in Interactive Media (iMedia)

This 10-month, full-time program equips graduates 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. Students build their own interactive media projects in state-of-the-art facilities and help chart the future of media communications.

Television, ESPN Radio, Atlantic Records, MTV, Young and Rubicam, National Geographic, E! Entertainment and Ketchum PR.

Student Media

The Pendulum

The student newspaper received a 2009 national Pacemaker Award and the 2010 "Best of Show" among non-daily papers from Associated Collegiate Press. The newspaper is produced each week by a staff of editors, reporters, photographers and advertising/business managers. The Pendulum Online covers breaking news and major sports events.

Elon Student Television

ESTV produces programming in news, sports and entertainment, with hundreds of students involved in shows each year. Three times in the past six years, Phoenix14News has been named the best student television newscast in the nation by the Broadcast Education Association. Other ESTV programming includes "One on One Sports" (Collegiate Emmy, 2009), "Win Stuff" (BEA award winner), "Road Trip" and "etc."

WSOE 89.3 FM

Elon's student radio station operates 24 hours a day and has a signal that reaches Greensboro to the west and Durham to the east. Staff members regularly attend the National Association of Broadcasters meeting and College Music Journal's Music Marathon.

continued on back

Enrollment by major (September 2010)

Journalism	161
Strategic Communications	366
Media Arts & Entertainment	256
Communication Science	36
Communications	74
Sport & Event Management	122
Undergraduate Total	1015
M.A., Interactive Media	37
Graduate Total	37
COM Total	1052

Internships

All students in the School of Communications complete at least one professional internship prior to graduation. The school has a full-time internship director to assist students in this process.

During summer 2010, more than 200 students completed internships in professional environments such as "60 Minutes," USA Today, the Washington Post, Allure magazine, CNN, Discovery Communications, Country Music

Phi Psi Chi yearbook

The university yearbook was founded in 1913 and is named for the first three literary societies on campus. It traditionally carries sections covering Academics, Student Life, People, Sports, Organizations, Arts and Study Abroad. The yearbook is distributed free to students.

Live Oak Communications

Live Oak is Elon's award-winning student agency focusing on the public relations and advertising needs of clients. The agency has implemented campaigns both nationally and regionally, including website design, video production, media relations, social media development, print and broadcast advertising, brand positioning, cause-related marketing, viral marketing and event management.

Centers and Programs

Imagining the Internet Center

Elon is the only university in the world that sends teams of students, faculty and staff to cover the Internet Governance Forum each year. The 2010 forum was in Vilnius, Lithuania. The Imagining the Internet Center explores emerging network innovations, holds a mirror to humanity's use of communication technologies, informs policy development, and provides a historic record of predictions about the impact of the Internet on our lives.

Sunshine Center

The Sunshine Center, housed at Elon, is the educational arm of the North Carolina Open Government Coalition. It emphasizes the importance of government transparency through the public's access to open meetings and records. The goal is a government operating "in the sunshine" rather than in secrecy.

elondocs

Elon's documentary production program is a student/faculty mentorship. Students participate in technical training, project workshops, and the production of high-quality audio, video and photo documentaries for screening and distribution.

Communications Fellows

About 25 students are selected each year as Communications Fellows, and these students are among the most active on campus. They become involved early with student media organizations and often become leaders in student media. They participate in an Atlanta study tour and a special Winter Term course.

Elon Journal

The School of Communications produces the nation's only student research journal in the discipline. The *Elon Journal of Undergraduate Research in Communications* publishes 10 to 12 student-produced research articles in the fall and spring issues each year.

Elon in Los Angeles

The Elon in LA summer program is a nine-week opportunity for students to intern and study in the capital of the entertainment world. The program, open to all majors, accepts up to 40 students who complete a course and an internship while in Hollywood.

Elon in New York

The Elon in NYC program is a 10-week opportunity for students to intern and study in the Big Apple. The program, open to all majors, accepts up to 20 students who complete a course and an internship while in New York City.

Student Organizations

- Society of Professional Journalists
- Radio-Television News Directors Association
- Public Relations Student Society of America
- American Advertising Federation
- Cinelon (student film society)
- Lambda Pi Eta (Communications honor society)

The Career Center teaches that there are two dimensions of the job market – the open market and the hidden market. The open market consists of jobs that are advertised and open to the public, and the hidden market consists of unadvertised opportunities. The Career Center says most jobs exist in the hidden market. Simply applying for a job has about a 20 to 25 percent success rate, whereas actively networking in the hidden market has about a 75 to 80 percent success rate. In meeting with students and alumni, the center’s staff prepares the candidate to be effective in the open market while emphasizing the need to network and use contacts for the hidden job market.

6. *Describe the unit’s methods and procedures to keep students informed about its activities, requirements and policies.*

The school uses four primary methods to keep students informed of activities, requirements and policies.

The school communicates with students through a listserv and social media (Facebook and Twitter) so that the dean or others may notify students about special events and announcements. Big news events are posted “on our wall” on Facebook and regular short messages on Twitter. This past year, the listserv was particularly useful for alerting students about the regional Broadcast Education Association conference held on our campus, about the installation of a student chapter of the National Press Photographers Association, and about a panel discussion about the graduate program. Information about events and other news is combined into weekly email messages.

The school’s website provides a constant supply of stories about student awards, faculty activities and program initiatives. Students also can keep up with perspectives about the school and the media world by following The Dean’s Blog.

Third, since almost all undergraduate courses in the School of Communications are taught in McEwen, an electronic bulletin board in the foyer is an effective technique to keep students informed. The school uses the electronic board to promote events such as speeches by Brian Williams and others who have a relationship to journalism and communications; to promote student organizations such as *The Pendulum*, Phoenix14News, ESTV shows, Live Oak open houses and general interest meetings; to publicize major school news such as student media awards, published books and advisory board meetings; and to alert students to opportunities to get involved in campus media and communications organizations.

A fourth method of keeping students informed is through announcements or materials distributed in the classroom. Faculty are good at making announcements concerning the advisory board, special guests and other information. As an example, students were informed in class about the required orientation sessions for those seeking internships called “T.G.I.F.” (Three Great Internship Fridays).

7. *Describe student media, student professional organizations or other extracurricular activities and opportunities provided by the unit or the institution that are relevant to the curriculum and develop students' professional and intellectual abilities and interests.*

Six student media outlets exist at Elon. They are *The Pendulum*, a weekly student newspaper with the daily Pendulum Online; Phoenix14News, a weekly student cable television newscast; Elon Student Television (ESTV), home to entertainment programming; WSOE-FM student radio station; Phi Psi Cli, the student yearbook; and Colonnades, a student literary magazine.

Student media are not under unit control. Instead, student media operate through the Student Communications Media Board comprised of students and faculty. There are nine voting members. Associate Provost Connie Ledoux Book, a communications professor, serves as board chair. At least one faculty member and an associate dean from the School of Communications sit on the board. Current representatives are professor Gerald Gibson and associate dean Kenn Gaither.

The school provides advisers for four of the student media operations:

The Pendulum and Pendulum Online (Colin Donohue, adviser)

Phoenix14News (Rich Landesberg, adviser)

Elon Student Television entertainment (Staci Saltz, adviser)

Phi Psi Cli yearbook (Randy Piland, adviser)

Senior audio producer Bryan Baker of Television Services is adviser to WSOE-FM, and Colonnades literary magazine is advised out of the English department.

Live Oak Communications, a student-run communications agency, is operated by the School of Communications. Services include public relations, advertising, media relations, special event marketing, viral marketing, website development, video creation and graphic design. Lee Bush is adviser to Live Oak Communications.

Faculty members in the school advise seven student organizations:

Lambda Pi Eta, communications honor society (Frances Ward-Johnson, adviser)

Society of Professional Journalists chapter (Anthony Hatcher, adviser)

Radio-Television Digital News Association chapter (Rich Landesberg, adviser)

Public Relations Student Society of America chapter (Barbara Miller, adviser)

American Advertising Federation chapter (Dan Haygood, adviser)

CinElon film society (Paul Castro, adviser)

National Press Photographers Association chapter (Randy Piland, adviser)

Also, FreshTV is an innovative program for first-semester students who are gung-ho about getting involved in their major from the start. The 13-week workshop meets on Sunday evenings and focuses on broadcast, cinema and journalism. The workshop is led by J McMerty, coordinator of video projects.

8. *Discuss retention and graduation statistics. Describe the unit's (and, where applicable, campus-wide) policy on academic good standing and dismissal for poor scholarship, including the grade-point average required to remain in the program.*

Retention at Elon is high. Ninety percent of first-year students at Elon return for their sophomore year.

Elon's four-year graduation rate (defined as students who graduate from the same institution they entered four years earlier) is 77 percent, which is in the top 10 percent of universities. Elon's six-year graduation rate, another common national benchmark, is 82 percent, also in the top 10 percent of universities.

The School of Communications abides by university policies for academic probation and suspension. The university's Academic Standing Committee makes decisions about academic dismissals each term, and the school does not play a role.

To be suspended, students must have low GPAs as determined by their academic classification. Freshmen must have a 1.7 GPA to continue; sophomores, 1.8; juniors, 1.9; and seniors, 2.0. In addition, any student falling below 1.0 for any semester may be suspended. Probation is a warning for any student below a 2.0 GPA. Students on probation are limited to 14 semester hours (rather than the normal 16). Any student on probation for three consecutive semesters may be suspended.

9. *Describe the unit's placement operation for assistance in students' searches for employment. List placement statistics for the three most recent years (prior to the self-study year) for which accurate information is available.*

While the school has a Career Services Office, helping seniors get that first job or be accepted into graduate school is a task that involves everyone. Many faculty and staff members serve as student resources and involve alumni and friends in a jobs network.

Elon's large out-of-state population influences the university's placement process. In Communications, about 80 percent of majors come from outside North Carolina.

Elon's Cap & Gown Survey on graduation day showed that 63 percent of School of Communications seniors were employed compared to 53 percent university-wide. Some students want to stay in the state, but many desire employment in their home states or in major cities such as New York, Washington, Atlanta and Los Angeles. Because of this demographic, the Career Center has a staff member on the road, visiting businesses and organizations in multiple states to talk about Elon students and to locate jobs and internships that would be available for them. These opportunities are entered into the university's interactive jobs database.

Determining placement statistics is an inexact science, depending greatly on definitions and response rates. Elon's Career Center conducts an employment survey of alumni nine months after graduation. Here are results from the past three years:

	2007-08	2008-09	2009-10
Communications graduates	89%	71%	63%
University graduates	80%	68%	53%

The downward trend in employment over three years reflects the significant decline in the nation's economy and jobs outlook. However, these data also show that the school's majors outpace the university employment average.

In a national survey sponsored by AEJMC and other organizations, placement statistics for Elon graduates in journalism and communications are stronger than the national averages. The latest survey from the Cox Center at the University of Georgia showed that, five months after graduation, 60 percent of respondents from Elon's 2009 graduating class were employed full time, compared to 46 percent of respondents nationally. The median annual salary for Elon graduates was \$33,665, compared to \$30,000 nationally.

[SCHOOL OF COMMUNICATIONS]

Ross Wade • Assistant Director of Career Services, School of Communications • rwade2@elon.edu

JOB SEARCH RESOURCES

Elon Job Network (EJN) • www.elon.edu/careers > click on “Elon Job Network” icon

- Students can search for jobs and internships, and employers can post jobs and internships
- ALL students are **pre-loaded** into the network and simply must sign-in with her/his Elon email (username) and birth date (password) – log on and start hunting

Elon Career Network (ECN) • www.elon.edu/careers > click on “Elon Job Network” icon

- Students can connect with over 650 alumni/parents to grow their professional network
- ALL students are **pre-loaded** into the network and simply must sign-in with her/his Elon email (username) and birth date (password) – log on and start hunting

Elon School of Communications Careers website • www.elon.edu/communications > Career Services (RED menu)

- Make an appointment with Ross Wade (COM career counselor)
- Review resources for constructing resumes, reels, and portfolios
- Review list of job sites/resources specific to strategic communications, TV & film, new media, and journalism
- Garner job search tips from alumni profiles

Facebook “Elon Career Services” Page • www.facebook.com

- Resource for jobs, career info and articles, discussions and more!

Facebook profile: “Ross Com-Counselor” • www.facebook.com

- Ross Wade, COM career counselor, posts jobs, relevant media/communications articles regarding career, career resources and more. INFO IS POSTED DAILY!

LinkedIn • www.linkedin.com (Elon Career Services/Hire Elon Grads)

- Search for individuals (alumni and other professionals) to connect with to conduct info interviews and network
- Research companies and industries in your preferred geographic area...and then find professionals working there to connect with via information interviews
- Market yourself by joining groups and participating in online discussions, adding your blog, or posting links to portfolios
- Search for jobs

Elon Career Services Twitter (@HireElonGrads) & Ross Wade Twitter (@rrwade)

- Tweets regarding internships, jobs and networking events

Going Global • <http://online.goingglobal.com/default.aspx>

- Search for international jobs, career tips, visa info and country guides

Perfect Interview • <http://www.perfectinterview.com/elon>

- Creates a compelling and realistic “simulated interview” experience where you are asked challenging questions and must respond, just as you would a real job interview. Responses are recorded and can be reviewed with a career counselor

MAKE AN APPOINTMENT ONLINE:

elon.edu/communications > Careers & Alumni > Career Services > Make an appointment (menu on right side of page)

[CAREER EVENTS]

Fall 2011

DRESS FOR SUCCESS: DO'S AND DON'TS FROM THE EXPERTS

Tuesday, 9/13, 11AM-2PM

Moseley Center, Room 103 (Commuter Lounge)

Learn how to dress appropriately for career fairs and job interviews.

HOW TO WORK A CAREER FAIR

Thursday, 9/15, 4:30-5:30 pm

TBD (check elon.edu/careers for location)

Learn how to make the most out of career fairs as well as interact and connect with employers.

EMPLOYER SHOWCASE

Tuesday 9/20, 1-4PM

McKinnon Hall

Check www.elon.edu/careers for list of employers.

SELF-MARKETING FOR THE JOB SEARCH (Ross Wade)

Tuesday 10/25, 4:15-5:15PM

McEwen 011

Learn to market yourself through resumes, cover letters and social media.

GRADUATE & PROFESSIONAL SCHOOL FAIR

Wednesday 10/26, 11AM-2PM

McKinnon Hall

Check www.elon.edu/careers for list of graduate and professional school programs.

HOW TO BE A JOB SEARCH NINJA! (Ross Wade)

Tuesday 11/8, 4:15-5:15PM

McEwen 011

Did you know that simply applying to jobs online only has a 20% success rate? Learn how to kick up your job hunt success rate to 80%+ - ninja style!

JOB INTERVIEW SKILLS WORKSHOP (Ross Wade)

Tuesday 11/15, 4:15-5:15PM

McEwen 011

Review common job interview questions and answers as well as understand how to successfully prepare for a job interview.

10. *Describe the unit's operation, if any, for assistance to alumni in later employment searches.*

Faculty and staff members keep in touch with a number of former students and help connect them to employment opportunities when possible. Because Elon students are far-flung, faculty say that when students contact them about second or third jobs, it is typically to seek career advice rather than a job lead.

Ross Wade, the Career Services staff member for the School of Communications, reports that about 5 percent of his career counseling sessions are with alumni. Former students connect him to discuss job search strategies because they desire a change of career or employment or were laid off, or they seek advice on salary negotiation or professional contacts for networking. He reports that most of these alumni graduated two to six years ago.

11. *Describe the unit's process for evaluating its advising and counseling services. Include measurements of the accuracy of academic advising, student and faculty opinion of the quality of advising, or other indices of the effectiveness of advising. Discuss the results of these assessments.*

The university regularly evaluates academic advising as part of its annual senior survey.

In the most recent assessment, 90 percent of School of Communications students indicated that they were satisfied or very satisfied with academic advising as compared to 84 percent university-wide.

The 2009-10 National Survey of Student Engagement reported that 91 percent of Elon students sometimes, often or very often “talk about career plans with a faculty member or advisor.” The university takes advising seriously, and these results suggest that the vast majority of students are pleased with advising in the School of Communications.

Graduate Program

12. *Discuss retention and graduation rates in the master's program, including the grade-point average required to remain in the program.*

The M.A. in Interactive Media program has graduated two classes. In the 2009-10 inaugural class, the program enrolled 37 students and graduated 36. Retention for the year was 97 percent. The one student left the program early. In the 2010-11 class, the program enrolled 37 students and graduated 32, for a retention rate of 86.5 percent. Four students left the program early, and one was asked to leave at the end of the fall term because of substandard performance in courses. In both years, all students who completed the course of study graduated in May as scheduled.

The interactive media program uses the following grading scale for its courses:

H	Honors	3 credit hours earned
P	Pass with mastery	3
L	Low pass	3
F	Failure	0
I	Incomplete	
WD	Medical withdrawal	
W	Withdrawal	

A student becomes academically ineligible to continue in the program upon receiving a grade of F, or two or more grades of L. Students are not given a grade point average for their iMedia coursework. Students are expected to complete courses with grade of P (pass with mastery) or better in each course. H (honors) is a grade reserved for only the outstanding students in a course.

The iMedia program adopted this grading system in an effort to move students away from a grade orientation. Since many students move into the program directly from undergraduate study, the faculty wanted to de-emphasize grades while emphasizing performance and mastery.

If the judgment of the graduate program director, faculty and school administrators is that a student has failed to make satisfactory progress toward completion of the degree or to demonstrate sufficient promise in the discipline, the student will not be allowed to continue in the program.

If a graduate of the M.A. in Interactive Media program decides to seek a Ph.D. or other degree, the university will create a grade point average, if needed, for degree holders. In such a case, H would equal a 4.0; P a 3.0; and L a 2.0. Because a student cannot complete the program with more than one L grade, the interactive media GPA would roughly correspond to a 3.0 or higher on the traditional A, B, C, D, F grading system.

The M.A. in Interactive Media program has its own commencement ceremony. The president and provost both speak, as does a student selected by the graduating class. The dean hoods the M.A. candidates. Commencement speakers have been:

May 2010 graduation: Tony Quin, president and CEO, IQ Interactive, Atlanta

May 2011 graduation: Matthew Polevoy, social media producer, CBS News, New York

JOB BOARDS

Authentic Jobs

<http://www.authenticjobs.com/>

Krop

<http://www.krop.com/>

Fresh Web Jobs

<http://www.freshwebjobs.com/>

37signals Job Board

<http://jobs.37signals.com/jobs>

Smashing Jobs

<http://jobs.smashingmagazine.com/>

Mashable Jobs

<http://jobs.mashable.com/a/jbb/find-jobs>

iMedia Connection Jobs

<http://www.imediaconnection.com/jobs/Default.aspx>

NETWORKING AND OTHER RESOURCES

Refresh Triangle (NC)

<http://www.refreshthetriangle.org/>

A community of designers/developers working to refresh the creative, technical, and professional culture of new media endeavors in their areas through design, technology, usability, and standards

Refresh Triad Greensboro, Winston-Salem, High Point (NC)

<http://refreshthetriad.org/>

Triangle Interactive Media Association (NC)

<http://www.triangleinteractive.org/>

TiMA is a local community of interactive marketing and design professional dedicated to enriching members' careers and knowledge in digital media.

Triangle Social Media Club (NC)

<https://www.facebook.com/SMCTriangle>

Raleigh, NC SEO Meetup

<http://www.meetup.com/RaleighSEO/>

AIGA Raleigh, NC

<http://raleigh.aiga.org/>

Interactive Advertising Bureau. Profe development, summits and conferences.

<http://www.iab.net/>

Interactive Design Association. Jobs, networking, professional development and conferences.

<http://www.ixda.org/>

Innovative Interactivity - open forum for multimedia producers, web developers and all other visualization junkies.

<http://www.innovativeinteractivity.com/>

Multimedia Standards - Information and articles about multimedia and journalism.

<http://www.multimediastandards.org/>

Knight Digital Media Center (Information and resources about new media and journalism).

http://www.knightdigitalmediacenter.org/new_media_resources/

Integrated Media Association - Mission is to harness the power of the Internet and other new media platforms for the benefit of public broadcasters.

<http://www.integratedmedia.org/home.cfm>

MediaShift (PBS) – Relevant information on digital media.

<http://www.pbs.org/mediashift/>

MediaStorm - Originally founded in 1994 at the University of Missouri School of Journalism, MediaStorm relaunched in March of 2005 with a focus on creating cinematic narratives for distribution across a variety of platforms. Has JOBS listed and workshops.

<http://mediastorm.org/>

Favorite Website Awards – View the works of media designers and agencies, research agencies, read interviews and articles of media big sticks, and search jobs .

<http://www.thefwa.com/>

Academy of Interactive Arts and Sciences.

<http://www.interactive.org/>

International Multimedia Telecommunications Consortium (IMTC).

<http://www.imtc.org/>

MediaPost (must get free account) – Media news and job search.

<http://www.mediapost.com/publications/>

ReadWriteWeb JobWire – Multimedia happening and hiring updates.

<http://readwriteweb.com/jobwire/>

LinkedIn GROUPS

BBC Future Media and Technology

Social Media Marketing

Instructional Design Professional Group

Government 2.0

Social Media Academy International

Interactive Design Association

SXSW

Triangle Interactive Marketing Assoc.

Interactive Media Worldwide

Science & Technology Media Professionals

New Media Hire

Those in Media

FWA

Game Based Learning

PROFESSIONAL EVENTS/CONFERENCES

An Event Apart (these take place almost every 3 months... really great conference)

<http://aneventapart.com/>

IxDA Conference

<http://www.ixda.org/interaction/index.html>

Welcome to the official home of the IxDA Interaction conference—the premiere annual event for interaction designers, with content and activities relevant to practitioners, managers, educators, and students.

Digital Media Conference (East) & Digital Media Conference (West)

<http://www.digitalmediaconference.com/east/>

<http://www.digitalmediaconference.com/west/>

SIGGRAPH

<http://www.siggraph.org/conference/>

Internet Summit – Raleigh, NC

<http://www.internetsummitevent.com/>

Media Summit

<http://www.digitalhollywood.com/MediaSummit.html>

SXSW Interactive – Austin, TX

<http://sxsw.com/interactive>

WebVisions Event – Portland, OR

<http://webvisionsevent.com/>

Editor and Publisher Interactive Conference and Tradeshow

<http://www.interactivemediaconference.com/Default.aspx>

Flash Belt

<http://www.flashbelt.com/#/about/>

FlashPitt 2010

<http://flashpitt.com/>

UX Week 2010

<http://www.uxweek.com/>