

Project Name:	Expansion of L&S Faculty Lines in Journalism/Mass Communication
MIU Round(s):	1 & 3
Sponsor(s):	College of Letters and Science
Coordinator(s):	Greg Downey
Partner(s):	Gary Sandefur, Nancy Westphal-Johnson
Report Date:	Year 1, July 2011; Year 2, July 2012; Year 3, July 2013

Project Goal and Measures	
Project Impact Measure(s)	<p>Use MIU funding for faculty, academic staff and TAs to:</p> <ul style="list-style-type: none"> • Improve career training for majors in the School of Journalism and Mass Communication (SJMC). • Deliver critical media fluency education for non-majors. • Address unmet demand for access to SJMC courses and major. • Implement more high-impact educational experiences in SJMC courses.
Project Impact Data Source(s)	<p>SJMC will report on the following:</p> <ul style="list-style-type: none"> • Student evaluations of new and redesigned courses. • Instructor and peer feedback on new and redesigned courses. • Number of students completing on-line portfolios. <p>APIR can provide information on course enrollments (to evaluate access issues) and staffing levels.</p>
Baseline Measure(s)	Academic Year 2009-10 will be used as the baseline for all project impact measures.

MIU Impact Measures	
A	<p>Increased access in bottleneck areas</p> <ul style="list-style-type: none"> • Increase the number of majors that can be accommodated by 30% (from 105 admitted per semester to 135 per semester (currently student interest in majoring in Journalism exceeds the department's capacity). • Create a hybrid online/classroom 100-level service course (Media Fluency for the Digital Age), two new 100 level service courses on Media Diversity and Media Globalization. Develop a certificate in mass communication for non-majors.
C	<p>Increased capacity for high-impact practices</p> <p>Offer a SJMC course as one course in a FIG (First Year Interest Group) and a one-credit undergraduate professional media issues colloquium. Move to a portfolio-based assessment in the SJMC capstone course.</p>

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D	Increased student learning and teaching excellence	<p>Ensure that undergraduate majors are trained for professional media careers by addressing new media issues like search engines, social media, health informatics, and “netroots” activism in SJMC courses. Develop and implement a student portfolio program for SJMC majors.</p> <p>Create a one-credit course for graduate teaching assistants on classroom theory and practice in communication instruction. Monitor course evaluations.</p>
E	More tenured, tenure-track faculty teaching undergraduate courses	Covered in project goals. Also, include a faculty-led honors discussion in large service courses.
F	Decreased achievement gaps	SJMC will monitor and gather benchmark data. Increase affordability for needy/disadvantaged students by incorporating a need component into discretionary departmental scholarships.
G	Attention to diversity in new hires	<p>SJMC targeted three major professional associations (AEJMC, ICA, and NCA). The PVL was posted on the jobs websites of these organizations with particular focus paid to the caucuses of these organizations related to minorities, females, and LGBT issues. Notices were also placed in the CHE and Black Issues in Higher Education and minority faculty in SJMC personally reached out to potential candidates. These efforts were successful in attracting minority candidates.</p>

Progress Reports

Year 1, 2010-11	<p>Focus in Year 1 was on faculty recruitment and searches. One faculty member was hired with MIU funding (Round 1). Two other faculty members were also hired (one transferred from another department). Note, the faculty member hired with MIU funding does not start until Spring 2011. The faculty member who transferred departments will teach in Fall 2010.</p>
Year 2, 2011-12	<ul style="list-style-type: none"> • Focused on undergraduate curriculum redesign of Journalism 202, a keystone course for majors. • Piloted raising admission to the major from 105/semester to 120/semester (eventual goal is 135/semester). • Piloted new FIGs course and undergraduate professional media issues colloquium.

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Year 3, 2012-13

- Evaluated the post-graduation plans survey results for SJMC degree recipients, noting that reported learning gains were higher than the campus average in almost all areas.
 - Conducted a successful search for a new instructor position and for two new faculty positions.
 - Piloted two new courses: Media Fluency for the Digital Age and Media Diversity.
 - Piloted a service learning course for students in the Digital Studies certificate program.
 - Revised the undergraduate colloquium in Professional Media Studies and received approval for a new topics-based FIG course.
 - Began planning for a certificate in mass communication.
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Year 4, 2013-14

- Redesigned Journalism 202, the keystone Journalism course. Expanded the number of instructors available (and trained) to teach Journalism 202. Teaching this course involves preparing lecture material, supervising 9 TAs and a lead TA as well as conducting TA evaluations.
 - Piloted new first-year course in Media Globalization in Spring 2013.
 - Met goal of providing two courses per year for the Digital Studies Certificate Program. As a result, 73 students became eligible to enter the program. During the first year of the certificate offering, 55 students completed the certificate (8 were Journalism majors).
 - Met goal of increasing the number of high impact practices in Journalism courses. Piloted two Journalism capstone courses (Journalism 475 and 447), taught Journalism 670 as a service learning course, and participated in a FIG with Journalism 176.
 - Assessment activities include surveying students about their perception of learning in the course as well as the effectiveness of the course instructor. Average student responses are typically in the strongly agree or agree range (4 or 5 on a 5-point scale where 5 is strongly agree).
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