

**School of Journalism and Mass Communications**  
**Faculty Meeting**  
**May 5, 2017**

Faculty and staff in attendance were Julie Adam, Patrick Allen, Ashley Anguiano, Chris Bacon, Barbara Barnett, Genelle Belmas, Gerri Berendzen, Peter Bobkowski, Ann Brill, Cal Butcher, Yvonne Chen, Jerry Crawford, Joseph Erba, Pam Fine, David Guth, Angie Hendershot, Penny Hodge, Carol Holstead, Heather Lawrenz, Tien Lee, Denise Linville, Frances Lyons, Chuck Marsh, Dan McCarthy, Lisa McLendon, Kerry Navinsky, Jon Peters, Scott Reinardy, Vicky Reyes, Janet Rose, Steve Rottinghaus, Hyunjin Seo, Susanne Shaw, Eric Thomas, Matt Tidwell, Max Utsler, Tom Volek, Hong Vu, Doug Ward, and Barbara Warner.

Change in credit hours for 488 (Volek) Volek asked for a motion to change Jour 488 (TV Production Laboratory) from a 2-hour course to a variable 1-3 hour course. This is to support the new Sports Media Concentration curriculum. See proposal below. Genelle Belmas motioned to adopt the proposal and David Guth seconded the motion. After discussion, a vote was taken with all in favor, none opposed and no abstentions. Motion carried.

**Proposal for Revising Jour 488**

**Summary:** This proposal changes Jour 488 from a two-hour, non-repeatable course to a variable credit course, 1-3 hours, and makes it repeatable for a maximum of 3 hours.

Jour 488 currently has ties with Jour 210 and Jour 507 (and Journ 508, though we have not offered that course recently). The course descriptions of those offerings do not need to change, as they do not mention the Jour 488 connections.

**Proposal:** Change Jour 488, Laboratory in Media Production, from a two-hour, non-repeatable course to a variable credit course, 1-3 hours that is repeatable. Maximum number of total hours permitted in Jour 488 is 3 hours.

Currently, no student may earn more than two hours in Jour 488, and a total of eight hours combined for course work in Jour 210, Jour 488, Jour 507 and Jour 508.

This proposal recommends the total hours permitted among the courses listed above be raised to nine hours.

**Rationale:** Jour 488 is included as coursework in the new 12-hour Sports Media Concentration. The additional hour is necessary so students may, in fact, complete 12 hours in the Concentration. Jour 488 also is advantageous to the students since it covers laboratory work with Rock Chalk Productions (the video arm of KU Athletics) as well as our own production work.

The variable credit option offers students more flexibility in working in the real-world environment of our own laboratory productions and Rock Chalk Productions.

**Proposed Copy for Jour 488:** JOUR 488 Laboratory in Media Production. 1-3 Hours.

This course offers students an opportunity to work with multiple media-studio and live production.

This is a lab-intensive course designed with live newsroom and/or live in-the-field productions.

Students will serve as producers/anchors and directors for programming at KUJH, Media Crossroads and other media. No student may earn more than four hours total in JOUR 506, JOUR 507, and/or JOUR 508, and no student may earn more than nine hours combined for course work in JOUR 210, JOUR 488, JOUR 507, and JOUR 508. Excess hours of practicum will add hours to the total number of hours needed to meet graduation requirements. Limit of three hours enrollment in JOUR 488 in a student's total course work. Prerequisite: JOUR 210 or instructor permission. LAB.

Student Honor Code J-School freshmen Nolan Brey, Chihira Kai and Brianna Mears presented the honor code composed by them (see below). Scott Reinardy joined them and asked for faculty input.

**Honor Code:** *As a student in the William Allen White School of Journalism and Mass Communications, I commit to endorsing and defending our historic responsibility of ethical and factual communication. I understand that my work will be held to a strict standard of integrity and honor established in the School's values statements and any violation will be seen as a breach of the public's trust. By signing this code of honor, I declare my commitment to these principles established in the journalism and mass communication professions:*

*I will assume responsibility for my work; I will distinguish between facts and opinions; I will verify my sources and my information; I will be fair and inclusive in conveying information; I will not distort or misrepresent information in pursuit of my own agenda; I will create original work; I will not plagiarize.*

*Join your peers in supporting our legacy of professional journalism and mass communications.*

Brey, Kai and Mears suggested presenting the code to students in the coming year and receiving help from advising the following year with distribution and display in the School. They asked for faculty advice on whether the code should be mandatory or optional. Discussion will continue.

#### Year in review – Priorities AY2016-2017 and Goal Grade Card

Goal 1 – Complete ACEJMC reaccreditation: A-  
Need improvement in diversity

Goal 2 – Develop and implement DIAG (Diversity and Inclusion Action Group) goals: A+  
“Faces of the J-School”, <http://journalism.ku.edu/faces-j-school>, created by students of Assoc. Prof. Holstead; nominations submitted for the Langston Hughes Visiting Professorship; 2017 Summer Applied Research Awards submitted

Goal 3 – Launch certificates in master's program: A  
Increase in online classes from which the School receives 90% of the tuition; no increase in cost; KU librarians encouraged to enroll

Goal 4&5 – Increase freshman enrollment and credit hour production: B or B-  
Growth of 6% over last three years; kudos to advising staff and in particular to Vicky Reyes, recruitment coordinator

Goal 5 – Assessment and Curriculum norming: B- or C+  
Reassessing assessment – Barnett will work with Jan Slater over the summer and the curriculum committee will have suggestions to report at the August retreat

#### Strategic Plan 2017 Revision & Priorities for Academic Year 2017-2018 – see attached

- Rome Study Abroad–inaugural J-School study abroad program directed by Dr. Janet Rose
- Kudos to Heather Lawrenz for her instruction in technical competencies
- Pam Fine volunteered to form a committee to provide help for new faculty members (excluding tenure and tenure-track faculty whose mentor committees are assigned)
- Enhance student professional experience with help through KU Alumni Association
- Common syllabus needed from curriculum committee
- Joseph Erba will forward link to diversity questions in late summer for faculty input

Undergraduate, Graduate updates (Volek, Reinardy) Volek thanked Barbara Barnett for her continued work on assessment. Barnett played a major role in preparation for the fall 2016 accreditation visit. He also thanked the scholarship committee for their meticulous work in awarding \$600,000 to students. Reinardy anticipates five PhD spring graduates with the possibility of two more in the

summer or fall. Seven full-time PhD students with wide-ranging research interests, our first PhD/JD student and 3-5 Master's students are expected to join in the fall. Of our 35 online master's students, eight will graduate and some will attend graduation. Reinardy thanked Matt Tidwell, IMC Program Director, and Angie Hendershot, Professor of the Practice, for their hard work at KUEC. The Integrated Marketing Communications program expects 8-9 of their class of 35 to graduate in the spring. The graduate committee will ask faculty to vote to reduce the number of credit hours required for the Integrated Marketing Communications program at the Edwards Campus from 36 to 30 hours.

Track reports (Belmas, Benson) Tien Lee gave the strategic communication track update on behalf of Kerry Benson. He congratulated Strat Comm students for their successful spring campaigns; thanked Angie Hendershot for her contributions to the KUEC IMC program; mentioned the successful search for Strategic Communication Asst. Prof. Hyejin Bang who will join the School in the fall and advised faculty they will be asked for their input on JOUR 420-Statcom II: Principles of advertising and Public Relations. Tien thanked Denise Linville for her years of commitment to the School and students as she retires. Genelle Belmas thanked Reinardy for his work creating a capstone course; Utsler for developing a sports media work program; Bobkowski, Peters, Broholm and Roseann Pluretti for their efforts improving JOUR 302-Infomania and JOUR 304-Media Writing and Berendzen for her work with Digital Media tools. Belmas thanked Asst. Prof. Jonathan Peters for his service to the J-School as he accepts a position with the University of Georgia.

Brill thanked long-time lecturer Denise Linville for her service as she retires. She also wished Asst. Prof. Jon Peters all the best as he continues his career at the University of Georgia as an assistant professor in the Grady College and an affiliated assistant professor in the School of Law and Chris Bacon, KUJH-TV Executive Producer and PhD student, as he accepts a tenure-track position at Middle Tennessee State University.

### Awards

2017 Katich Creative Award was awarded to Assoc. Prof. Max Utsler

*The award is named in honor of John Katich, a dedicated teacher who loved students and inspired them to exceed even their own lofty expectations. He valued ideas that helped students learn and get excited about learning. Among his achievements were the establishment of the sales curriculum, the enhancement of the professionalism of KJHK, and the creation of KUJH-TV. John's commitment to students and accomplishments as a teacher inspired the school, his family and friends to establish this award.*

2017 Tim Bengtson Mentor Award was awarded to Assoc. Prof. Carol Holstead

*Dr. Tim Bengtson has taught and mentored more than 12,000 students during his more than 30 years at KU. During his tenure, Dr. Bengtson has established a legacy as an outstanding advisor to his students and a trusted friend to his colleagues in the School of Journalism and Mass Communications. This award honors and recognizes faculty members who demonstrate Dr. Bengtson's dedication to student mentorship. These faculty members go above and beyond the classroom by lending a helping hand to inspire students to reach their full potential. Mark Mears, one of his students who graduated from KU in 1984 with a Bachelor of Science degree in journalism/advertising, established this annual award to celebrate Dr. Bengtson by rewarding particular faculty members in the School who encourage, guide and counsel students.*





**KU** WILLIAM ALLEN WHITE  
SCHOOL OF JOURNALISM  
& MASS COMMUNICATIONS  

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**The University of Kansas**



# Strategic Plan Annual Review Summary

William Allen White School of Journalism  
and Mass Communications

May 2016

# + Priorities Academic Year 2016-2017



## Top Priorities

- Recruitment and retention
- Reaccreditation
- Diversity
- Curriculum:  
Assessment and  
norming
- 

## Goals

- Goal 1- Complete ACEJMC reaccreditation.
- Goal 2 – Develop and implement DIAG goals
- Goal 3 - Launch certificates in master's program.
- Goal 4 –Goal 5 - Increase freshman enrollment and credit hour production.
- Goal 5 – Assessment and Curriculum norming

# + Strategic Plan Annual Summary

## Goal Grade Card AY 2016-2017

Goals	Grade
<b>Goal 1-</b> Complete ACEJMC reaccreditation.	
<b>Goal 2 – Develop and implement DIAG goals.</b>	
<b>Goal 3 -</b> Launch certificates in master’s program.	
<b>Goal 4 –Goal 5 -</b> Increase freshman enrollment and credit hour production.	
<b>Goal 5 –</b> Assessment and Curriculum norming	



# Strategic Plan 2017 Revision

William Allen White  
School of Journalism  
and Mass Communications

Plan Revised, May 2017

- **Goal I - Recruit**, value, develop and retain excellent and diverse students
- **Goal II - Recruit**, value, develop and retain an excellent and diverse faculty and staff
- **Goal III - Prepare** doctoral students as innovators and leaders who are ready to meet the demands of the academy and our global society
- **Goal IV - Enhance** research broadly with special emphasis upon areas of present and emerging strength in order to push the boundaries of knowledge and benefit society
- **Goal V - Engage** local, state, national and global communities as partners in scholarly activities that have direct public impact
- **Goal VI - Responsibly** steward fiscal and physical resources and energize supporters to expand the resource base
- **Goal VII – Expand** a culture and climate of diversity throughout the intellectual fabric of the school

# **+ Priorities for Academic Year 2017- 2018**

- 1. Planning for strategic enrollment growth --  
Undergraduate, graduate, diversity**
- 2. Searches**
- 3. Enhance student professional experiences**
  - a. Student/alumni mentorship program**
  - b. Student professional organizations**
- 4. Curriculum**
  - a. Assessment, norming across sections**
  - b. Implement cultural diversity assessment,  
training**
  - c. Awareness, competency about media literacy**





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**Thanks for another great  
year!**

Enjoy your summer