



ELON
UNIVERSITY

School of
Communications



The School of Communications wraps around two sides of Elon's historic "Under the Oaks" birthplace

2017-18 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 and update them as necessary. The unit then should provide a copy of this updated section for each team member when they arrive on campus. A digital copy in Word document format of the updated responses also must be provided to the team chair to be included in the digital team report sent to the ACEJMC office. In addition, if any significant changes 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** (www.elon.edu/communications)

Year of Visit: **2017-18**

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.

- 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. 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 a name 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 If yes, give the date of the last accrediting visit: October 9-12, 2011
 No

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

The undergraduate program was initially accredited in 2005-06, and the graduate program (M.A. in Interactive Media) was first accredited in 2011-12.

6. Provide the unit's undergraduate mission statement and the separate mission statement for the graduate program. Statements should give date of adoption and/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.

(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.

(statement adopted in 2010-11)

7. What are the type and length of terms?

Fall and Spring terms of 15 weeks
January winter term of 3 weeks
Summer 1 session of 4 weeks, Summer 2 session of 3 weeks

8. Check the programs offered in journalism/mass communications:

Bachelor's degree
 Master's degree
 Ph.D. degree

9. List the specific undergraduate and professional master's degrees as well as the majors or sequences being reviewed by ACEJMC. * Indicate online degrees.

Undergraduate majors: Journalism (A.B.)
Strategic Communications (A.B.)
Cinema & Television Arts (A.B. and B.F.A.)
Communication Design (A.B.)
Media Analytics (A.B.)

Graduate degree: Interactive Media (M.A.)

Like some universities, Elon formally awards A.B. degrees rather than B.A. degrees. The A.B. is an abbreviation of the Latin name for the bachelor of arts degree "artium baccaureus."

* The school offers no online degrees.

10. Credit hours required by university for an undergraduate degree: 132 semester hours

Credits hours required for a professional master's degree: 37 semester hours

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

All Communications students are required to complete a professional internship, and many complete more than one. For their initial internship, students may earn up to 2 semester hours of credit, based on a minimum of 80 work-hours per credit hour. Students who complete more than one internship for credit may earn an additional 2 semester hours, for a maximum of 4 credit hours – the equivalent of one course since Elon has 4-credit-hour courses.

12. List each professional journalism or mass communications sequence or specialty in the undergraduate program and give the name of the person in charge.

The school's Communications majors are: Journalism
Strategic Communications
Cinema & Television Arts
Communication Design
Media Analytics

Communications department chair Jessica Gisclair supervises all majors, assisted by associate chairs Julie Lellis and Vic Costello.

By faculty choice, the school does not administratively subdivide by majors but instead has a broad and holistic view of communications. The majors share a substantive core curriculum, many faculty members consider themselves a participant in more than one major, and office suites purposefully combine faculty from a variety of disciplines.

The exception is Sport Management, which administratively shifted from the School of Education to the School of Communications in 2010. Sport Management has a wholly separate curriculum and is not part of the ACEJMC self-study review.

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

6,045 undergraduate students and 765 graduate students

14. Number of undergraduate majors in the unit (if the unit has pre-major students, list them as a single total):

Name of Major	Undergraduate majors in fall 2017
Journalism	156
Strategic Communications	523
Cinema & Television Arts	190
Communication Design	133
Media Analytics	73
Sport Management	164
Total	1,239

15. Number of graduate students enrolled onsite: 26 online: 0

Spring 2017

<i>COM</i>	<i>Course</i>	<i>Class Size</i>	<i>COM</i>	<i>Course</i>	<i>Class Size</i>
110 A	Media Writing	18	324 A	Television Production	15
110 B	Media Writing	16	326 A	Cinema Production	12
110 C	Media Writing	18	326 B	Cinema Production	9
110 D	Media Writing	17	328 A	Photojournalism	17
110 E	Media Writing	18	329 A	Applied Media Analytics	17
110 F	Media Writing	17	342 A	Sports Information	18
110 G	Media Writing	18	350 A	Web and Mobile Publishing	18
110 H	Media Writing	17	354 A	Audio for Sound/Visual Media	10
110 I	Media Writing	17	356 A	TV and Cinema Aesthetics	18
110 J	Media Writing	19	358 A	Design of Visual Images	17
220 A	Creating Multimedia Content	18	359 A	Strategies for Emerging Media	14
220 B	Creating Multimedia Content	18	359 B	Strategies for Emerging Media	11
220 C	Creating Multimedia Content	18	365 A	Editing the Moving Image	16
220 D	Creating Multimedia Content	10	375 A	Animation	10
220 E	Creating Multimedia Content	17	411 A	The '60 Minutes' Master Class	9
220 F	Creating Multimedia Content	16	416 A	The Screenplay	11
220 G	Creating Multimedia Content	16	450 A	Multimedia Journalism	18
220 H	Creating Multimedia Content	19	452 A	Strategic Campaigns	18
220 I	Creating Multimedia Content	18	452 B	Strategic Campaigns	19
310 A	Reporting for the Public Good	15	452 C	Strategic Campaigns	17
311 A	Broadcast News Writing	14	452 D	Strategic Campaigns	18
312 A	Strategic Writing	18	452 E	Strategic Campaigns	13
312 B	Strategic Writing	18	456 A	Producing for the Screen	16
312 C	Strategic Writing	18	456 B	Producing for the Screen	15
312 D	Strategic Writing	18	458 A	Design Strategies and Solutions	18
312 E	Strategic Writing	18	460 A	Measuring Media Impact	11
312 F	Strategic Writing	18			
315 A	Multimedia News Production	18			
316 A	Writing for TV and Cinema	18			
316 B	Writing for TV and Cinema	14			
316 C	Writing for TV and Cinema	18			
318 A	Writing for Visual Media	18			
318 B	Writing for Visual Media	18			
319 A	Communicating Media Insights	17			
320 A	Editing and Design	17			
322 A	Corporate Publishing	18			
322 B	Corporate Publishing	19			
322 C	Corporate Publishing	18			

Graduate courses

563 A	Virtual Environments	7
568 A	Advanced Digital Production	9
568 B	Advanced Digital Production	5
590 A	Interactive Media Capstone	9
590 B	Interactive Media Capstone	9
590 C	Interactive Media Capstone	7

Winter 2017

<i>COM</i>	<i>Course</i>	<i>Class Size</i>	<i>COM</i>	<i>Course</i>	<i>Class Size</i>
110 A	Media Writing	17	312 A	Strategic Writing	15
110 B	Media Writing	18	322 A	Corporate Publishing	18
110 C	Media Writing	15	322 B	Corporate Publishing	18
110 D	Media Writing	18	342 A	Sports Information	18
220 A	Creating Multimedia Content	16	464 A	Motion Graphics	18
220 B	Creating Multimedia Content	17	452 A	Strategic Campaigns	19

17. Total expenditures from all sources planned by the unit for the 2017-18 academic year:

\$6,500,000 (operations and salaries, excluding benefits)

Give percentage increase or decrease in three years: + 16.4%

Amount expected to be spent this year on full-time faculty salaries: \$4,446,000

18. 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 has 52 Communications faculty members (including administrators with faculty rank) in permanently budgeted positions in fall 2017:

Bill Anderson, Associate Professor
Janna Quitney Anderson, Professor
Brooke Barnett, Professor and Associate Provost
David Bockino, Assistant Professor
Vanessa Bravo, Associate Professor
Lee Bush, Associate Professor (on sabbatical)
Naeemah Clark, Associate Professor
David Copeland, A.J. Fletcher Distinguished Professor
Vic Costello, Associate Professor
John Doorley, Visiting Associate Professor
Ahmed Fadaam, Assistant Professor
Kelly Furnas, Lecturer
Kenn Gaither, Professor and Associate Dean
Gerald Gibson, Assistant Professor
Jessica Gisclair, Associate Professor
Don Grady, Associate Professor and Associate Dean
Ben Hannam, Associate Professor
Sana Haq, Assistant Professor
Anthony Hatcher, Associate Professor (on sabbatical)
Dan Haygood, Associate Professor
Denise Hill, Assistant Professor
Jooyun Hwang, Assistant Professor
Ray Johnson, Assistant Professor
Doug Kass, Assistant Professor
Derek Lackaff, Associate Professor
Rich Landesberg, Associate Professor
Byung Lee, Associate Professor

Julie Lellis, Associate Professor
Alex Luchsinger, Assistant Professor
Harlen Makemson, Professor
Barbara Miller, Associate Professor
William Moner, Assistant Professor
Phillip Motley, Associate Professor
Max Negin, Assistant Professor
Tom Nelson, Associate Professor
Youssef Osman, Assistant Professor
George Padgett, Associate Professor
Paul Parsons, Professor and Dean
Randy Piland, Senior Lecturer
Staci Saltz, Lecturer
Glenn Scott, Associate Professor
Michael Skube, Associate Professor
Kathleen Stansberry, Assistant Professor
Jessalynn Strauss, Assistant Professor (on leave)
Amanda Sturgill, Associate Professor
Nagatha Tonkins, Assistant Professor
Nicole Triche, Assistant Professor
Hal Vincent, Lecturer
Brian Walsh, Assistant Professor
Frances Ward-Johnson, Associate Professor (on leave)
Ryan Witt, Lecturer
Qian Xu, Associate Professor (on maternity leave)

The school also has six full-time Communications instructors on fixed-term appointments:

Lorraine Ahearn, Instructor
Brandon Booker, Instructor
Carolyn Desalu, Instructor and Elon Pre-doctoral Fellow
Michele Lashley, Instructor
Frances Rodenbaugh, Instructor
Elma Sabo, Instructor

Seven full-time faculty members in Sport Management are not listed here, since it is not part of the ACEJMC review.

19. List names of part-time/adjunct faculty teaching at least one course in fall 2017. Also list names of part-time faculty teaching spring 2017.

Three full-time staff members teach Communications courses:

Colin Donohue, Director of Student Media and Instructor
 Jonathan Jones, Director of the NC Open Government Coalition and Instructor
 J McMerty, Director of the Elon in Los Angeles program and Assistant Professor

Spring 2017

Brandon Booker
 Tony Crider
 Sharon Eisner
 Mark Fox
 Scott Kelly
 J.P. Lavoie
 Brad Lemack (LA)
 David Pierce (LA)
 Leah Totten
 Nizar Wattad (LA)

Fall 2017

Gary Davis
 Sharon Eisner
 Mark Fox
 Amy Hogan
 J.P. Lavoie
 Mark Tosczak

Notes: Dr. Crider is an associate professor of physics who teaches the iMedia elective Virtual Environments in the spring term. Lavoie is a multimedia developer who teaches an evening section of Creating Multimedia Content each term. Dr. Hogan is an assistant professor of psychology who is teaching the iMedia course Interactive Media Strategies this fall because the regular Communications professor is on maternity leave. Three adjunct faculty in Los Angeles taught spring courses in addition to Elon in LA director J McMerty.

20. For each of the last two academic years, give the number and percentage of graduates who earned 72 or more semester hours outside journalism and mass communications.

Year	Total COM Graduates	Number in Compliance	Percent
2016-17 academic year	284	284	100%
2015-16 academic year	254	254	100%