

Self-Study Report for Accreditation in Journalism and Mass Communications

Undergraduate site visit during 2019-2020

Submitted to the
Accrediting Council on Education in Journalism and Mass Communications

Name of Institution: Oklahoma State University

Name of Journalism/Mass Communications Unit: School of Media & Strategic Communications

Address: 206 Paul Miller Building, Stillwater, OK 74078

Date of Scheduled Accrediting Visit: November 17 – 20, 2019

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

Journalism/mass communications administrator:

Name: Dr. Craig Freeman

Title: Director, School of Media & Strategic Communications

Signature:  _____

Administrator to whom journalism/mass communications administrator reports:

Name: Dr. Glen Krutz

Title: Dean, College of Arts & Sciences

Signature:  _____

PART I: General Information

Name of Institution: Oklahoma State University

Name of Unit: School of Media & Strategic Communication

Year of Visit: November 17-20, 2019

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

If the unit seeking accreditation is located outside the United States, provide the name(s) of the appropriate recognition or accreditation entities:

2. Indicate the institution's type of control; check more than one if necessary.

- Private
- Public
- Other (specify)

3. Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state. It is not necessary to include entire authorizing documents. Public institutions may cite legislative acts; private institutions may cite charters or other authorizing documents.

The State board, Oklahoma Regents for Higher Education, grants Oklahoma State University the right to award degrees. Oklahoma State University is also accredited by the North Central Association of Colleges and Schools.

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

- Yes
- No

If yes, give the date of the last accrediting visit: January 26-29, 2014.

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

1948

6. Provide the unit's mission statement. Statement should give date of adoption and/or last revision.

SMSC's Mission and Vision Statement was revised and adopted for implementation during the September 20, 2013 faculty meeting:

Vision

Our vision for the School of Media & Strategic Communications is to be a niche program that offers cutting-edge educational programs and research. To do this, we will focus on a select number of programs and be the best in those. Instead of trying to be everything to everyone, we are focused on being the early adopters in strategic communication, multimedia journalism and sports media in terms of teaching, research and service. This requires us to be fast, flexible and responsive to the ever-changing world of media and strategic communications.

Mission

To accomplish our Vision, we are creating a learning environment for our students and faculty that can be summed up in three words: *Instill, Inspire, Illuminate.*

Instill: We envision a program that instills our students with cutting-edge, forward-thinking, real-world knowledge in our three primary fields of focus: multimedia journalism, strategic communications, sports media, as well as in our graduate programs in news media and strategic communications management. We are making constant curriculum improvement, expanding our international focus, offering more on-line programs, incorporating social justice into all we do, and providing the finest technological capabilities so our students are learning on current platforms. We will be forming new alliances and partnerships with external corporations, as well as with other Schools and Colleges within the University, such as the Spears School of Business.

Inspire: We want the program to inspire students to succeed by providing the finest professional and academic educational experience possible. Our professors provide a rare combination of both academic and business expertise, and we are striving to be sure we have the right blend of talented faculty in the School. To do this, we plan to continue to recruit and retain the best and brightest faculty in our respective disciplines. We want to provide them with the training, support and mentoring they need to research, publish, teach and stay ahead of our ever-changing field. Faculty members are the heart of our program and we want to be sure that we have teachers who are passionate in the classroom not only for the subjects they are teaching, but for the students they teach.

Illuminate: We want our program to provide an illuminating educational experience for our students, faculty and staff. To do this, we must have the right faculty and the right courses, but we also need something else: the right environment. As the largest school within the College of Arts & Science, we have simply outgrown the Paul Miller Building, both in the number of students and in its limited ability to support today's mass communications technological needs. Our goal is to design and build a building that will provide an illuminating educational

experience—one that will help us recruit and retain the best and brightest students, faculty and staff.

7. What are the type and length of terms?

Semesters of 16 weeks

Quarters of _____ weeks

Summer sessions of 4 or 8 weeks

Intersessions 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 degrees as well as the majors or sequences being reviewed by ACEJMC.

Multimedia Journalism (BA/ BS)

Sports Media (BA/ BS)

Strategic Communication (BA/ BS)

10. Credit hours required by the university for an undergraduate degree: 120 semester hours.

(Specify semester-hour or quarter-hour credit.)

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

(Specify semester-hour or quarter-hour credit.) Three semester hours.

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

| Name of Sequence | Sequence Head |
|--------------------------|-------------------|
| Multimedia Journalism | Dr. Joey Senat |
| Sports Media | Dr. John McGuire |
| Strategic Communications | Dr. Lori McKinnon |

13. Number of full-time students enrolled in the institution: 25,594

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

| Name of Sequence or Specialty | Undergraduate majors |
|-------------------------------|----------------------|
| Multimedia Journalism | 91 |
| Sports Media | 126 |
| Strategic Communication | 250 |
| Pre-majors | 43 |
| Total | 510 |

15. Number of students in each section of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, public relations writing, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Include a separate list for online skills courses, which also must meet the 20-1 ratio. (The Council has ruled that campaigns courses are exempt from the 20-1 ratio.)

Spring 2019

| Course Number | Section | Title | Enrollment |
|---------------|---------|--------------------------------------------|------------|
| MC 2003 | 23510 | Media Style & Structure | 8 |
| MC 2003 | 23512 | Media Style & Structure | 20 |
| MC 2003 | 23516 | Media Style & Structure | 12 |
| MC 2003 | 23520 | Media Style & Structure | 17 |
| MC 2003 | 28683 | Media Style & Structure | 20 |
| MC 2023 | 23525 | Electronic Communication | 20 |
| MC 2023 | 29846 | Electronic Communication | 20 |
| MC 2023 | 29847 | Electronic Communication | 20 |
| MC 2023 | 30481 | Electronic Communication | 18 |
| MC 2023 | 30482 | Electronic Communication | 14 |
| MMJ 3153 | 22258 | Fundamentals of Audio and Video Production | 20 |
| MMJ 3153 | 22259 | Fundamentals of Audio and Video Production | 20 |
| MMJ 3153 | 22260 | Fundamentals of Audio and Video Production | 15 |
| MMJ 3153 | 22261 | Fundamentals of Audio and Video Production | 14 |
| MMJ 3263 | 22262 | Multimedia Reporting | 20 |
| MMJ 3263 | 22263 | Multimedia Reporting | 9 |
| MMJ 3263 | 28428 | Multimedia Reporting | 18 |
| MMJ 4313 | 28025 | Public Affairs Reporting | 16 |
| MMJ 4553 | 22267 | News Production | 8 |
| MMJ 4953 | 22268 | Advanced Production Practices | 17 |
| MMJ 4973 | 22269 | Multimedia Journalism Capstone | 20 |
| MMJ 4973 | 22270 | Multimedia Journalism Capstone | 3 |

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| | | | |
|----------|-------|------------------------------------------------|----|
| SPM 3813 | 23511 | Sports Reporting Across the Media | 18 |
| SPM 4813 | 23523 | Sports Media Production | 20 |
| SPM 4853 | 29845 | Advanced Sports Writing | 11 |
| SPM 4883 | 23524 | Sports Media Capstone | 20 |
| SPM 4883 | 23526 | Sports Media Capstone | 20 |
| SC 3353 | 23195 | Persuasive Writing for Strategic Communicators | 19 |
| SC 3353 | 23199 | Persuasive Writing for Strategic Communicators | 19 |
| SC 3603 | 30480 | Copywriting and Creative Strategy | 14 |
| SC 3703 | 23209 | Graphic Design for Strategic Communications | 20 |
| SC 3703 | 23210 | Graphic Design for Strategic Communications | 20 |
| SC 3703 | 23211 | Graphic Design for Strategic Communications | 18 |
| SC 4493 | 23213 | Advanced PR Writing | 18 |

Fall 2019

| Course Number | Section | Title | Enrollment |
|---------------|---------|--------------------------------------------|------------|
| MC 2003 | 62057 | Media Style & Structure | 20 |
| MC 2003 | 62059 | Media Style & Structure | 18 |
| MC 2003 | 62062 | Media Style & Structure | 20 |
| MC 2003 | 67359 | Media Style & Structure | 20 |
| MC 2023 | 70513 | Electronic Communication | 20 |
| MC 2023 | 70514 | Electronic Communication | 20 |
| MC 2023 | 70515 | Electronic Communication | 19 |
| MC 2023 | 70516 | Electronic Communication | 20 |
| MMJ 3153 | 62310 | Fundamentals of Audio and Video Production | 12 |
| MMJ 3153 | 62311 | Fundamentals of Audio and Video Production | 14 |
| MMJ 3153 | 65275 | Fundamentals of Audio and Video Production | 13 |
| MMJ 3263 | 62312 | Multimedia Reporting | 15 |
| MMJ 3263 | 70816 | Multimedia Reporting | 17 |
| MMJ 3313 | 62313 | Editing in a Multimedia Environment | 14 |
| MMJ 3553 | 62314 | Advanced Reporting | 15 |
| MMJ 3553 | 62315 | Advanced Reporting | 15 |
| MMJ 3823 | 70976 | Photography I | 13 |
| MMJ 3823 | 70977 | Photography I | 6 |
| MMJ 3913 | 62319 | Field Production | 17 |
| MMJ 3913 | 62320 | Field Production | 10 |
| MMJ 3913 | 70899 | Field Production | 18 |
| SPM 3813 | 62590 | Sports Reporting Across the Media | 19 |
| SPM 3863 | 62592 | Electronic Sports Reporting | 14 |

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| | | | |
|----------|-------|------------------------------------------------|----|
| SPM 3863 | 62593 | Electronic Sports Reporting | 20 |
| SPM 4053 | 62594 | Sports Announcing | 20 |
| SC 3353 | 65651 | Persuasive Writing for Strategic Communicators | 20 |
| SC 3353 | 71647 | Persuasive Writing for Strategic Communicators | 11 |
| SC 3603 | 63154 | Copywriting and Creative Strategy | 17 |
| SC 3703 | 63155 | Graphic Design for Strategic Communications | 18 |
| SC 3703 | 63159 | Graphic Design for Strategic Communications | 19 |
| SC 3703 | 63166 | Graphic Design for Strategic Communications | 16 |
| SC 4493 | 63203 | Advanced PR Writing | 17 |
| SC 4493 | 63206 | Advanced PR Writing | 19 |

16. Total expenditures planned by the unit for the 2019–2020 academic year: \$1,349,408
Give percentage increase or decrease in three years: 1.41% increase
Amount expected to be spent this year on full-time faculty salaries: \$1,246,436

17. List name and rank of all full-time faculty in the accredited unit in fall 2019. (Full-time faculty refers to those defined as such by the university.) Identify those not teaching because of leaves, sabbaticals, etc.

| Faculty Member | Rank | Leave/Sabbatical |
|-----------------|----------------------------------------------|------------------|
| Max Andrews | Lecturer | |
| Clara Bae | Assistant Professor | |
| Asya Cooley | Assistant Professor | |
| Skye Cooley | Assistant Professor | |
| Craig Freeman | Director & Associate Professor | |
| Shane Graber | Post-Doctoral Fellow | |
| Jack Hodgson | Associate Professor | |
| Shane Hoffman | Lecturer | |
| Jared Johnson | Assistant Professor | |
| Stan Ketterer | Associate Professor | |
| Ted Kian | Professor | Sabbatical |
| Bobbi Kay Lewis | Associate Professor | |
| John McGuire | Professor | |
| Lori McKinnon | Associate Professor | |
| Ray Murray | Associate Professor | |
| Gina Noble | Associate Professor of Professional Practice | |
| Joey Senat | Associate Professor | |
| Danny Shipka | Associate Professor | Leave |

18. List names of part-time/adjunct faculty teaching at least one course in fall 2019. Also list names of part-time faculty teaching spring 2019. (If your school has its accreditation

visit in spring 2020, please provide the spring 2020 adjunct list in the updated information.)

| Adjuncts Fall 2019 | Adjuncts Spring 2019 |
|---------------------|----------------------|
| Bonnie Cain-Wood | Daniel Crutcher |
| Daniel Crutcher | Jeremy Davis |
| Jeremy Davis | Tim Jessell |
| John Helsley | Nicole Morgan |
| Dave Hunziker | Juliana Nykolaiszyn |
| Tim Jessell | Gary Shutt |
| Kelly Kerr | Bob Tourtellote |
| Nicole Morgan | Andy Wallace |
| Juliana Nykolaiszyn | |
| Gary Shutt | |
| Andy Wallace | |

19. Schools on the semester system:

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

| Year | 72 or more semester hours outside of journalism and mass communications | | |
|----------------------------|----------------------------------------------------------------------------|-------------------------|-------------|
| | Total Graduates | Number in Compliance | Percent |
| 2018-2019 academic year | <u>156</u> | <u>156</u> | <u>100%</u> |
| 2017-2018 academic year | <u>169</u> | <u>169</u> | <u>100%</u> |