

Part II, Standard 6. Student Services



SMSC's Mary Daniels (left) and Karen Christian (right) are award-winning advisers.

EXECUTIVE SUMMARY

- Advisers in the School of Media & Strategic Communications received University and statewide awards for advising.
- Despite having the highest entry-level standards in the College of Arts & Sciences, the School has the best retention, progression and graduation rates in the College. The collaboration between the school's advisers and faculty members is set as an example of how to increase student retention.
- The School annually awards the most scholarships in the College – more than half of the College total.
- More than 300 SMSC students participate in the School's 10 active student organizations.
- Association for Women in Sports Media (AWSM@OkState) was the first student chapter of this organization and won the 2012-13 Best Chapter Award.
- The School's first networking event for students and employers were held in spring 2009, and repeated every year since. Students play a crucial role in organizing the event.

During the visit, the unit should make the following documents accessible to the team:

- advising records
- other files related to student services

Please respond to each of the following instructions:

1. Complete and attach Table 9, “Student Aid.”

Table 9. Student Aid

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

SCHOLARSHIPS AWARDED TO UNDERGRADUATE STUDENTS IN THE UNIT

	2011-12	2012-13
Total amount of scholarship dollars from funds controlled by institution	2,120,877	2,750,784
Number of students receiving scholarships from funds controlled by institution	368	446
Median individual scholarship from funds controlled by institution	5,763	6,167
Total amount of scholarship dollars from funds controlled by unit	79,200	70,700
Number of students receiving scholarships from funds controlled by unit	51	46
Median individual scholarship from funds controlled by unit	1,552	1,536
UNDERGRADUATE ASSISTANTSHIPS OR WORK-STUDY APPOINTMENTS		
Number of students holding appointments	11	14
Range of stipends	2,092-4,148	2,092-4,148

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.

The academic advising process for students interested in the School of Media & Strategic Communications (SMSC) typically begins with freshmen. During a summer enrollment program, freshmen meet with advisers from the College of Arts and Sciences (A&S) Student Success Center or with one of the two professional advisers from SMSC or both. Students attend presentations regarding degree requirements and then they have their first individual advising meeting where an adviser explains important requirements that are pertinent to freshmen.

Freshmen who intend to pursue degrees in Multimedia Journalism (MMJ), Sports Media (SPM) and Strategic Communications (SC) are advised through the A&S Student Success Center during their freshman year and are considered to be pre-mass communication (PMC) students until they meet the grade point and earned hour requirements necessary to officially declare one of the SMSC majors. All seven advisers in the A&S Student Success Center are knowledgeable about freshman requirements for the PMC students and work closely with the SMSC advisers as those freshmen approach eligibility to declare majors. PMC students are often referred to SMSC departmental advisers to obtain permission to take entry-level courses in the School before they are eligible to be admitted to the School.

PMC students then have further opportunities to meet with SMSC advisers, the Director and faculty members during Welcome Week events at the College and School level. A&S freshmen are subsequently required to take a freshmen orientation course during their first semester at OSU. Although some students take a generic orientation class, there are three “Media Themed” orientation courses full of PMC students, including a section composed of entirely students from the Media House living-learning community. All orientation sections focus on degree and academic requirements. Students in orientation courses complete a four-semester plan and take quizzes on general education policies.

Once students have completed at least 28 hours of college-level work and have at least a 2.5 grade-point average, they are allowed to declare MMJ, SPM or SC as their major and officially become students in the School. Students declaring usually have an initial meeting with their new SMSC academic adviser about the major and various options at the time of transfer.

SMSC students are required to have at least one 30-minute enrollment meeting with their adviser each semester, though many students meet with their adviser far more often. During an enrollment meeting, the adviser and student update a graduation worksheet that is kept in the student file and a “Trial Study” is completed with a plan for the next semester. The trial study includes a list of classes that must be taken the next semester as well as suggestions for other courses that meet various degree requirements. Students leave this meeting with a copy of their updated worksheet and their trial study for the coming semester. At this meeting, the adviser clears the student for self-enrollment on the computer system so the student can enroll on his or her coming appointed enrollment date.

Academic issues or difficulties are discussed during enrollment meetings as well as early planning for study abroad, internships, graduate school, minors and double majors. Finally, students are always given instruction on how to find online course descriptions, general education course lists and scheduling information on OSU’s website.

The academic advisers in SMSC meticulously maintain a database of all media students. The database is easily sorted by major, graduation year, ethnicity, academic performance or other criteria. This allows the advisers to contact appropriate small or large groups of students and to generate reports for institutional, College or outside groups. The advisers also are able to provide lists and contact information to the faculty when appropriate or needed. The database has recently been expanded to include course-planning information, allowing the School to plan the most effective course schedule possible.

The SMSC advising staff also sends frequent updates regarding academic opportunities, special classes or events and academic procedures to our entire student population to keep them informed about coming deadlines, new classes in which they may be interested, internship announcements and scheduling changes. Copies of recent emails are available in Appendix 31.

OSU implemented an academic alert system three years ago with advisers receiving any faculty-reported alerts for their advisees. This alert necessitates an additional contact between the adviser and the student. The alerts typically address poor academic performance or attendance, creating an opportunity to either help the student before it is too late or to help the student make a plan to achieve his or her goals.

Sometimes issues become apparent that may be indicative of other problems. When the scope of such problems exceeds the qualifications of the adviser, the adviser may make referrals for numerous free campus services that are available for students. Those services are:

- Career Services - for study skills, career/major counseling, help with resumes and internship searches.
- Learning and Student Success Opportunity (LASSO) Center - academic coaching/tutoring.
- Student Disability Services.
- University Counseling Service for personal counseling.
- Multicultural Development and Assessment Center - minority programs, organizations, scholarships, etc.
- University Health Services.

There is a network of individuals on campus to deal with problems ranging from substance abuse to marital problems. It is the advisers' job to use these individuals, as needed, to assist students in working toward their potential.

3. Describe availability and accessibility of faculty to students.

It is the policy of the School of Media & Strategic Communications that all faculty maintain adequate office hours to meet with students outside of class. Those hours are listed in course syllabi along with other contact information, including email, office phone and, in some cases, cellphone and instant messaging information.

In addition, members of our faculty make it a priority to give students individual attention in settings beyond the classroom. For example, many faculty members serve as advisers to student groups and organizations (see table below) and work closely with students on projects outside the curriculum, such as individual stories for the student newspaper. In addition to the six previously existing student organizations, in 2010 the School started the first collegiate chapter of the Association for Women in Sports Media to better serve the students in the new Sports Media program. In 2012, adjunct faculty member Barbara Allen started the OSU chapter of the National Association of Black Journalists, which was chartered in fall 2013. It has 12 members.

Most faculty members also get to know students personally, and the faculty members use their professional contacts and experience to work closely with students to help them get internships and jobs.

The School also has established a mentor program for its freshman scholarship winners. In this program, a faculty member contacts the incoming freshman scholars in the summer before they arrive on campus and arranges one-on-one meetings with them. These meetings allow the faculty member to establish relationships with the students and to provide them with guidance to help make their transition to college easier. The faculty member continues to meet with each of the freshman scholars throughout their first year in the program and is available to them any time they need advice or want to talk.

Serving as thesis advisers is another important way faculty members show their commitment to students. This takes place mostly in spring semesters but students typically start working with their advisers in the preceding fall semester. This number varies from year to year, but nine students are expected to be enrolled in spring 2014. Faculty members also supervise a number of specialized projects students do as electives; there are on average 10 per semester. Faculty members participate in the above beyond their normal teaching load.

Student Club or Organization	Number of members Fall 2013	Faculty Adviser
Ad Club	30	Matt Elliot
AERho (Broadcasting Club)	20	Jack Hodgson
Association for Women in Sports Media (AWSM@OkState)	37	Mike Sowell
Association of Women in Communications	7	Cynthia Nichols
National Association of Black Journalists	12	Barbara Allen
Photography Club	25	Jack Hodgson
Public Relations Student Society of America	70	Gina Noble
SMSC Ambassadors	9	Mary Daniels
Sports Media Club	70	Ted Kian
Student Radio KXZY	30	Jack Hodgson
Total Membership	310	

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

Active student records are maintained in the School of Media & Strategic Communications Academic Advising Office. The files are within the individual adviser offices and are not available to anyone. The academic advising offices are locked when not occupied. OSU is transitioning to an online filing system. SMSC student graduation checks are delivered to this online system, but the total transition from paper files to electronic is ongoing. When a student changes her or his major at OSU, the file is shredded. Inactive and alumni files are maintained under secure conditions in the administrative offices.

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

Two professional academic counselors are available for School of Media & Strategic Communications students. They are responsible for coordinating the advisement and registration of about 600 undergraduate students, as well as providing scholarship and some career and internship advisement. All SMSC faculty members provide advisement in these areas on a

voluntary basis, but each of the three program areas has an internship adviser who monitors internships and also assist with finding internships for students. Invariably these also are the faculty members employers contact when they have open positions. There is also career counseling available at the College and University level.

The Advising Center in SMSC is in the Paul Miller Building. Both academic counselors' offices are in the Advising Center. There are two computers in the advising office lobby, which allows students to make appointments with the academic counselors or look up course or academic information. The academic counselors maintain an online calendar that will allow any student or potential student access at any time to schedule a meeting with them.

The OSU Registrar's Office maintains a helpful Web presence with all of the academic information that students would need. All schedules and enrollment guides are available. In addition to degree requirements for all majors in multiple years, all course descriptions, several years' worth of university catalogs and all university academic regulations are easily found.

Seven academic counselors in the A&S Student Success Center advise SMSC pre-majors. Those advisers are also available for emergency backup advising to declared majors in the unlikely event both SMSC advisers were unavailable when a student needed attention urgently. The director of A&S Student Academic Services is another resource students can call upon if they are having difficulty with an academic issue. Two A&S Graduation Certification Coordinators verify the SMSC advisers' graduation checks, send students A&S graduation audits, answer questions and clear all SMSC students for graduation.

The SMSC Student Ambassador group is a fantastic resource the School uses in several ways. Ambassadors are available daily to give tours of the building, labs and studio and to talk about the School's programs with any potential student whether a high school student or another OSU student looking into one of our majors. Just after the daily tour time, at least one academic counselor is available to answer academic questions. Ambassadors also take turns working at campus events to disseminate information and talk to prospective students. The ambassadors sometimes visit Oklahoma high schools to talk about the programs in SMSC. Finally, the ambassadors help with SMSC events and help us welcome VIP guests.

The faculty members in the School of Media & Strategic Communications are some of the greatest job search assets to prospective graduates. The faculty members have numerous contacts in the professional fields, and graduates frequently find jobs because of those contacts. Professors frequently provide information about job openings to students by word-of-mouth and by using our closed Facebook page for internship opportunities. Faculty members established and maintain the Facebook page to get internship and job information to students where they can access it easily.

SMSC offers a Career Networking Expo every spring semester. This is a student-run event with faculty guidance. Although not an official career fair, this event brings employers to campus at no cost to them. They are able to chat with our students about the communications and media industry and provide career advice. Many SMSC students establish career connections at this

popular event with potential internship or first job employers, and the employers are able to share their knowledge with students.

The Oklahoma State University Career Services office (which a Career Services student fee supports) aggressively works to make employment opportunities available to all students, and this service is provided to all SMSC students through the Arts & Sciences Career Services office in the A&S Student Success Center. There is a central Career Services office in the Student Union, and each college at the University maintains a branch office specializing in employment opportunities specific to that college. Workloads in the A&S Career Services office are divided by major, and one of the A&S Career Counselors advises mostly SMSC students. The Career Services Guide describes the center's mission as:

A&S Career Services consultants assist with career planning and development. They help guide your job or internship search, show you how to research employers and obtain company information and how to develop resumes and cover letters. Students are seen by appointment or on a walk-in basis for career related questions or assistance. The office specializes in helping Arts & Sciences majors specific career information.

Students from the School of Media & Strategic Communications are the largest group the Career Services in Arts & Sciences assists. The Career Services office maintains an active network of assistance programs to help new graduates gain employment. It offers a series of diagnostic tests available for little or no charge to help students decide on a major or maximize their success in their chosen major. Career Services actively assists students with resume development/critiques, job search strategies, internship information, career exploration, job search correspondence and individualized career advice. The office prepares information sheets for every major in the College that deal specifically with employment opportunities (see Appendix 32). A resume also is required to be included in SMSC students' electronic portfolios.

Career Services also hosts several large career fairs during the school year, welcoming all majors to each. It regularly offers students assistance with job listings, career fairs, job search tools, i.e. portfolios, resume paper, business cards, on-campus interviews, resume referral, mock interview days and workshops.

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

The School of Media & Strategic Communications maintains close contact with students through a variety of methods to make them aware of coming activities and relevant requirements and policies.

- **Frequent email.** We use email lists, easily broken down by sequence/major, year in school, gender and ethnicity and more. Advisers frequently email students about enrollment information, academic or graduation requirements, scholarship information and other opportunities. Email remains the best way to invite students to initial club meetings at the beginning of the year and to other special events. Students are always made aware email remains the official way the University, School and faculty will contact them. Also, freshmen

“pre-mass communication” students are easily reached by email as we invite them to participate in clubs and events or disseminate academic information before they are in SMSC.

- **Social Media.** The school maintains two Facebook pages and a Twitter account for messages. One Facebook page, “OSU School of Media & Strategic Communications,” and the Twitter account focus more on events, activities and announcements. The other Facebook page, “School of Media & Strategic Communications Internships & Job Opportunities,” is a closed group available to all of our students to see internship opportunities faculty and advisers learn about and post. Some of our student organizations also maintain individual social media sites.
- Posted announcements to the **School website.**
- Announcements **in classes and via digital platform (D2L).** Faculty frequently make announcements and distribute information in SMSC classes. These announcements can concern meetings of student organizations, special events, guest speakers, auditions or contests or emergency weather notifications. Faculty members also use their digital classroom platform (D2L) to make announcements, including those regarding class requirements and policies.
- **Posters and other signage** throughout the building and programmed messages on the School’s digital bulletin board in the first floor lobby.
- **Literature racks** outside the academic counseling center always have current degree requirements and a variety of other literature pertaining to academic and club information.

The requirements and policies notifications are largely handled through the advising office. Because each student is required to meet with an adviser every semester, there is a built-in mechanism to distribute literature, have discussions and post announcements.

7. Describe student media, student professional organizations or other extra-curricular 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.

The student newspaper at Oklahoma State University, *The Daily O’Collegian*, publishes a traditional print newspaper weekdays during the school year and weekly in the summer, as well as a daily online edition. *The O’Colly*, as it is commonly called, is partially supported by a student subscription fee and serves as a training ground for many School of Media & Strategic Communications (and other) students. *The O’Colly* is independent from SMSC and there is no requirement that SMSC students write for the paper or that the paper hire SMSC students as reporters or editors, though many assignments in multimedia journalism classes are produced to be submitted for possible print or online publication. Most editors tend to come from the multimedia journalism student population. *The O’Colly* is housed in the same building as the School of Media & Strategic Communications, but the School has no other administrative responsibilities. The Student Media Board of 16 members governs *The O’Colly*; two SMSC faculty members serve on the board, as does the Director, and there are two student members the

SMSC faculty nominates. Of course, many multimedia journalism students work at the newspaper and use it as a vehicle through which to expand their research, interviewing, writing and video skills.

KXZY is a student-run cable radio station that also is in the School of Media & Strategic Communications. Students apply for positions as on-air talent and run their shows. Many of them develop a loyal audience among the student population living in dorms, greek houses and other university locations that receive the OSU cable signal. A faculty adviser from the School supervises KXZY, and the School finances the radio station. The School also provides office space, technical support, equipment and salaries for the KXZY general manager (a .25 full-time employment assignment per semester) and the music director (also a .25 FTE per semester).

KOSU is a National Public Radio affiliate public radio station that also partly is in the SMSC building. It recently also opened a studio and office in Oklahoma City. The University holds the station’s license, and there is no connection with the School other than proximity and a willingness to serve as an internship location for students who are not able to commute to another city for this purpose.

OStateTV is a newly created program introduced in 2012 that serves as a one-stop source for Oklahoma State University video and a training ground of School of Media & Strategic Communications students. Available online at <http://OState.TV>, its programming features all OSU campuses, colleges and organizations, as well as students, employees and alumni through a variety of online channels on one platform. Content is available across personal computers, tablets and smartphones. Students from the School of Media & Strategic Communications have the opportunity to produce content that includes the campus news magazine “The OStateReport,” and other news packages the multimedia journalism and sports media students in the School produce. Students produce long-form programming and live streaming events in field production classes. Through an arrangement between the School and the OSU News and Communications department, SMSC provides a 0.5 FTE faculty member in Andy Wallace, the manager and instructor for OStateTV.

Many opportunities for development also are offered through the various student organizations associated with SMSC, as the following table shows.

Club or Organization	Description
Advertising Club	The Advertising Club at OSU is an official student chapter of the American Advertising Federation and functions to help advertising students make themselves known in the advertising world through networking, career days, fields trips and other special activities. For the past five years, the College of Arts & Sciences has recognized the club as the most outstanding student club. Members of the OSU Ad Club gain hands-on learning about the industry through many activities, including conferences, competitions, conducting campaigns for actual clients and service learning through charity work. The Advertising Club is active in the AAF National Student Advertising Competition (NSAC) held every spring semester. In 2011, the OSU NSAC team won first place in the District 10 competition and competed as a national finalist in San Diego.
Association of Women in Communications	Founded in 1909 as Theta Sigma Phi at the University of Washington, the Association of Women in Communications has evolved from a collegiate honorary women’s journalism fraternity to a strong national network of communicators in a broad range of disciplines. The Association for Women in Communications is a professional organization that champions the

advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era. The founding principles of Theta Sigma Phi serve as touchstones for AWC today: to promote the advancement of women in all fields of communications, to work for First Amendment rights and responsibilities of communicators, to recognize distinguished professional achievements and to promote high professional standards throughout the communications field.

Association for Women in Sports Media (AWSM@OkState)

AWSM@OkState was founded in Fall 2010 as the first collegiate chapter of the national organization Association for Women in Sports Media. The national organization of AWSM is a volunteer-managed, 501(c)(3) nonprofit founded in 1987 as a support network and advocacy group for women who work in sports writing, editing, broadcasting and production, and public and media relations. Its membership of more than 600 men and women includes professionals in the industry and students aspiring to sports media careers. AWSM@OkState shares the national organization's goal of promoting and increasing diversity in sports media.

Public Relations Student Society of America

The Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. PRSSA seeks to advance the public relations profession by nurturing generations of future professionals. It advocates rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession. PRSSA is made up of more than 11,000 students and advisers organized into 300-plus chapters in the United States and one in Argentina. PRSSA helps students enhance their education, broaden their networks and launch their careers in public relations. It offers internship listings, competitions, and chapter and national leadership opportunities; scholarships and leadership awards; and publications, news and social media to keep students updated on industry trends.

SMSC Ambassadors

The Ambassadors are undergraduate SMSC majors involved in the outreach activities on behalf of the School. The role of an Ambassador is to exhibit leadership skills in the support and development of the School in its recruiting efforts. This is accomplished through active support of programs and events serving SMSC. Among other duties, Ambassadors provide tours of the School for prospective majors in our program, represent the School in on-campus recruiting functions and travel to high schools in Oklahoma, Texas and other locations to give presentations about the benefits of being a student in the School of Media & Strategic Communications. Ambassadors also assist the School with VIP guests and events such as the annual Paul Miller Lecture series and the annual Journalism Day for high school journalism students.

Sports Media Club

The Sports Media Club allows students the opportunity to gain practical experience in sports play-by-play and working behind the scenes on live sports telecasts originating from the Stillwater campus. For play-by-play, students can attend Cowboy and Cowgirl games and do practice recordings that can be used for resume tapes. Sports Media Club members are also recruited to work on crews for games ESPN, Fox Sports Net and other networks televise. The club also brings in sports broadcast professionals to discuss their experiences. Past club speakers have included Oklahoma State play-by-play announcer Dave Hunziker, NBA play-by-play announcer Sean Kelly and Washington Nationals television announcer Bob Carpenter.

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.

For the 2011-12 school year, the School of Media & Strategic Communication had the best graduation rate in the College of Arts and Sciences. Among 2011-12 sophomores, 9 percent left OSU and 13.5 percent found a different major. Among 2011-12 juniors, 7 percent left OSU and 4.3 percent changed majors. Only 4.6 percent of seniors left OSU; 85.6 percent of SMSC 2011-12 seniors graduated in spring 2012; and 9.8 percent of seniors returned to finish the next fall.

SMSC Retention Rates*

	2008-09	2009-10	2010-11	2011-12
% Sophomores Returned	80.9	72.1	81.3	77.6
% Juniors Returned/Graduated	85.8	88.2	88.3	88.7
% Seniors Graduated	78.5	73.9	71.5	85.6
% Seniors Returned	16.9	17	15.1	9.8

* Students declare major as sophomores.

Students wishing to declare a major in Multimedia Journalism (MMJ), Sports Media (SPM) and Strategic Communication (SC) are required to have at least a 2.5 grade-point average and at least 28 credit hours earned. After declaring the major, students remain in good standing as long as they maintain at least a 2.0 Cumulative Graduation/Retention GPA. If a student’s Cumulative Graduation/Retention GPA falls below a 2.0, the University places that student on academic probation. While on academic probation, the student must earn a 2.0 each semester to remain on continued probation until the Cumulative Graduation/Retention GPA rises above 2.0 again. After they achieve a Cumulative Graduation/Retention GPA of 2.0 or higher, they are removed from probation. If a student earns less than a 2.0 GPA for any semester while on probation, he or she will be suspended from the University. Mostly because of our initial entrance requirements, SMSC has had only one student suspended from the University in recent years.

If an SMSC student is suspended, he or she must meet the initial requirements of a 2.5 GPA to be reinstated to the program after he or she achieves reinstatement to the University. Exceptions are occasionally made and students may be reinstated with only a 2.0 GPA or higher if they have earned readmission to the University and they had nearly completed all of the requirements for their SMSC degree before suspension.

Despite needing only a 2.0 GPA to stay in the program, students need to earn a C or better in each class within SMSC for that class to count toward graduation, and their departmental and major GPAs must be a 2.5 or better to graduate.

Graduation statistics have traditionally been good in the School. Our graduates spent an average of 8.3 semesters in college, with the majority graduating in four years.

Because SMSC has the highest retention, promotion and graduation (RPT) rates in the College while maintaining the highest entry-level requirements in the College, the A&S Dean asked the

School's Director to make a presentation to the A&S department heads on its RPT strategies. The School identified three areas of excellence that contributes to its high RPT rates:

1. Entry-level and GPA requirements

In addition to the entry-level requirement explained above, other contributing factors are the School's structured curriculum that builds in previous courses, the early identification of students who, despite meeting entry-level requirements, do not have the skills set to be successful in the School and the emphasis on professional values. For instance, respecting deadlines, turning up for class in time and handing in homework on time are some of the professional standards students are expected to meet. If not, they are penalized and have less opportunity to be successful.

2. The school's adviser/professor team

Faculty members have a high level of respect for the advisers' body of knowledge, which leads to a team effort between professor and adviser. Because professors pay a high level of attention to individual students in their classes and demand professional competency, professors early on identify when a student starts to struggle in class, either through poor grades, not turning in homework, being consistently late or excessive class absences. Sometimes the professor will complain directly to the adviser, who will call in the student and have an advising conference. In more serious cases, the OSU Academic Alert system is activated, which leads to a series of interventions. Once students realize they are not only a number but that their success is of serious concern to the School, they usually improve their performance. The advisers also review the Drop/Failure list the College provides at the end of each semester. If any SMSC students are on that list, their adviser requests a meeting and review and revise their degree plan to ensure they stay on track.

3. An emphasis on the path to graduation

When students declare SMSC as their major, they have to visit with their assigned adviser in the School. During this visit, the student's path toward graduation is planned in detail, starting with the student's desired graduation date. The student is provided with a written plan toward graduation, which also assists the School in planning for classes and class sizes. At every semester's advising meeting, the student and adviser revise and review the average number of hours per semester to ensure students stay in track. When students dropped or failed a class, including those outside of the School, the advisers do damage control and help students find a pathway to catching up, such as taking an online course over summer or finding a course at another institution that can be transferred to OSU. In this way, advisers keep pressure on students to graduate on time.

See Appendix 33 for a table of the number and nature of degrees awarded in the School since 2001.

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

Oklahoma State University's Career Resources Center provides an array of career-related services to students seeking internships or jobs at <http://www.hireosugrads.com>. Many SMSC students use the Career Resources Center because it has in recent years worked harder to serve the interests of those seeking careers in the media.

The School of Media & Strategic Communications does not maintain an active Career Placement service but since spring 2009 has offered an SMSC Networking Event that brings students and potential employers and internship providers together. Until 2008, SMSC students did not receive any special opportunities for finding job or internships and were included in the job fairs for all students in the College. This clearly did not fulfill their needs because of the specialized nature of jobs in the field. In 2009, the School made a special arrangement with the OSU Administration and was allowed to stage a networking event where students and practitioners could meet. Students organize this event through an Event Management course Dr. Bobbi Kay Lewis offered and have since then staged five networking events early in the spring semester. The event has grown from 10 professionals participating in the first event to about 50 in spring 2013.

The School has a secure Facebook page where jobs and internship opportunities are posted on a daily basis. The School's Twitter account also is used for this purpose on occasion. Faculty members frequently are involved in advising students on employment, writing letters of recommendation and seeking potential employers. Because the unit has two full-time academic advisers, faculty members are not required to advise students for academics and they are able to focus on career assistance. Most faculty members remain involved with local and regional media and agencies, and they assist students with internship and job placement. Typically, the two major newspapers in the state, *The Oklahoman* and the *Tulsa World*, set up interviews with students for summer internships and possible jobs.

Dr. Stan Ketterer has maintained the Oklahoma Web Resources site (<http://media.okstate.edu/resources/>) for about 14 years. It includes the Jobs for Journalists page (<http://media.okstate.edu/resources/jobs.htm>) and a page for Job Preparation (<http://media.okstate.edu/resources/jobprep.htm>). It has more than 2,000 links. He uses it in his classes and for workshops, such as the IRE Better Watchdog Workshop. Alumni and media professionals use it consistently.

To remain updated on graduate placement statistics, SMSC participates in the Annual Survey of Journalism and Mass Communication Graduates the Grady College of Journalism and Mass Communication at the University of Georgia conducts. This research provided this employment data:

Question	2010-11	2011-12	2012-13
Mean of number of job offers.	1.3 (1.2)*	1.8	1.6 (1.4)
% Full-time employed as of Oct. 31.	55.6(49.8)	58.3	68.2(56.5)
% Part-time employed as of Oct. 31.	27.8(20.1)	8.3	13.6(17.9)
% Unemployed as of Oct. 31.	16.7(21.3)	33.3	13.6(18.9)
% Full-time employment at time of questionnaire	55.0(58.2)	71.4	63.3(65.6)
% Part-time employment at time of questionnaire	30.0(16.5)	7.1	18.2(14.7)
% Unemployed at time of questionnaire	15.0(16.6)	21.4	13.6(13.9)
% Employment related to study	50.0(52.0)	Not available	59.1(59.7)
% Employment not related to study	35.0(21.8)	Not available	22.7(13.9)

*Data not in parentheses represent SMSC graduates and data in parentheses represent national graduates. National data for 2011-12 are not available.

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

The School does not have a formal program for assisting alumni in later employment searches, but it is common for alumni to contact faculty members to let them know they are in the market to change positions and to ask about openings of which we might be aware. Faculty members work hard to try to help in these situations. In addition, faculty members stay connected with alumni through Facebook and post internship and job opportunities online. At the University level, the Career Services office is always available to alumni and offers access to database job listings, career counselors and assessment services. Alumni are able to register at HireOSUgrads.com.

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 School of Media & Strategic Communications is blessed with two of the most outstanding advisers in the College of Arts & Sciences. During the past five years, each has won the Top Adviser Award for the College and one staff award. In spring 2013, the Oklahoma Academic Advising Association gave Karen Christian the Outstanding Academic Adviser Award for the State of Oklahoma.

The Director also evaluates the individual advisers annually. The Director's evaluation includes a review of their responses to a standardized staff survey, personal observation and occasionally contact with students. They are invariably commended for their attention to detail and their concern for their students. During the past three years, they have created a system where every student's path toward graduation is planned, starting with the desired graduation rate. This data is used to determine how many students will be enrolled in the coming semesters and how many course sections need to be assigned. As a result of this planning, SMSC has the highest graduation rate in the College because the advisers actively work toward ensuring a best plan of study for each student.

Of course, working with more than 300 students each semester means that not every student will be happy. But the different assessment methods for advising show a high level of satisfaction

with advising in the School. The College of Arts & Sciences periodically evaluates advising and counseling the advisers have done as part of the university Outcomes Assessment process. In spring 2013, the A&S Advising Office conducted a satisfaction survey of all advisers in the College, including the two SMSC advisers. Their scores on caring about students and their success, helping students understand campus deadlines and procedures, listening to students and answering their questions, exploring course options and knowing campus resources that fit students' needs were above the college means for those measures. Their scores for helping students understand their degree requirements and planning their curriculum based on students' strength were on the College mean.

In the alumni survey conducted in the spring of 2012 for the School of Media & Strategic Communications, advising was rated highly. This survey selects alumni who have been out for five and two years. Among the group who had graduated in 2006, 72.5 percent rated their satisfaction with academic advising as either "satisfied" (35.0 percent) or "very satisfied" (37.5 percent). Among those who had graduated in 2010, 66.1 percent rated their satisfaction as either "satisfied" (25.0 percent) or "very satisfied" (41.1 percent).

Furthermore, the academic counselors are consistently praised for their knowledge of the curriculum and academic policies, and they form an important part of the School's management team. Their faculty colleagues highly respect them and work closely with them when students start having academic problems in class. In fall 2013, each adviser has about 300 students to advise. Unfortunately, students have unrealistic expectations and expect advisers to respond immediately to their emails, even though the advising office has an electronic calendar where students can always make appointments or see when there are walk-in hours. Nonetheless, student complaints about advising are extremely rare, which also speaks to the effectiveness of the SMSC advisers.