

## Part II, Standard 5. Scholarship: Research, Creative and Professional Activity



### Executive Summary

- The School's faculty members increased their peer-reviewed journal publications from 70 in the previous assessment to 91. The number of external grants, awards, honors and refereed conference papers has been maintained at the same levels of the previous assessment.
- The School's faculty members demonstrated the international reach of the program by publishing research in or presenting research or both at 18 international focused peer-reviewed academic forums.
- The School holds Research Colloquiums to highlight faculty scholarship, has two endowed professorships and promotes research productivity among faculty through a range of travel financing, internal research grants and collaborative exchanges.

## **1. Describe the institution's mission regarding scholarship by faculty and the unit's policies for achieving that mission.**

Oklahoma State University has a RU (high research activity) classification from the Carnegie Foundation. Being part of the OSU College of Arts & Sciences, which has high research and external grant expectations, the School of Media & Strategic Communications also has these expectations.

The School of Media & Strategic Communication has made great strides to improve on this standard since the previous accreditation cycle.

Strategies for improvement include:

- Workload plans were revisited for faculty to ensure appropriate course-research-service expectations.
- Course loads ensure faculty with a research assignment do not teach more than a 2-3 load and do not carry a heavy service load.
- Tenure-track faculty teach a 2-2 load and are encouraged to focus service activities on academic endeavors and service to professional academic organizations.
- Tenure-track faculty teaching loads are reduced by an additional course in their first and fourth years.
- Faculty without research or creative work expectations teach a 4-4 load.
- When graduate assistants are available, priority placement is given to tenure-track and tenured faculty.
- Tenure-track faculty are encouraged to apply for Summer Research Grants, which provide one month's salary, to decrease dependence on summer teaching.
- SMSC holds Research Colloquium to highlight faculty scholarship. Colloquiums are held several times during the academic year to highlight faculty and graduate student work in progress, conference presentations and accepted publications.
- Research Roundtables are held each fall semester. The roundtable meetings allow for faculty and graduate students to share their research interests. These networking sessions help students and faculty to connect for graduate student committees, ongoing faculty research and future research endeavors.
- Faculty members are encouraged to submit papers to national and regional conferences. Travel financing is provided to at least one conference per year. Registration fees are provided for local research conferences, such as AEJMC Midwinter. Thus, SMSC places importance on valuable exposure to other scholars' work and to the larger body of knowledge.
- Faculty members are encouraged to collaborate on research projects with other OSU faculty in addition to focusing on their research agendas. SMSC collaboration has helped increase the number of faculty publications.
- Tenured faculty mentor tenure-track faculty members who are encouraged to collaborate on research projects, grants and publications.
- Research is an important consideration during the annual Assessment and Development process and an important consideration for salary increases.
- SMSC has two endowed professorships. Faculty in these lines have increased research expectations and contribute significantly to the School's research productivity.

Research productivity for the unit remains strong. As more faculty depart or retire, the opportunity to appoint research-focused faculty also increases. Since the previous accreditation cycle, one faculty member retired and five faculty left the University to pursue other career opportunities. Three tenured-track faculty members were hired during this accreditation cycles. In turn, research productivity and grant activity continue to improve.

**2. Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years (for example, new and retired faculty).**

The following faculty contributed to research productivity during the accreditation cycle:

- Jami Fullerton, Professor and Peggy Welch Endowed Chair in Strategic Communication, fall 2013-present
- Edward (Ted) Kian, Professor and Endowed Welch-Bridgewater Chair of Spots Media, fall 2013-present
- John McGuire, Professor, fall 2013-present
- Craig Freeman, Associate Professor, fall 2014-present
- Jack Hodgson, Associate Professor, fall 2013-present
- Stan Ketterer, Associate Professor, fall 2013-present
- Lori McKinnon, Associate Professor, fall 2013-present
- Raymond Murray, Associate Professor, fall 2013-present
- Cynthia Nichols, Associate Professor, fall 2013-spring 2017
- Joey Senat, Associate Professor, fall 2013-present
- Daniel Shipka, Associate Professor, fall 2013-present
  
- Clara Mikyung Bae, Assistant Professor, fall 2017-present
- Asya Cooley, Assistant Professor, spring 2019-present; Lecturer, fall 2017-present
- Skye Cooley, Assistant Professor, fall 2017-present
- Jared Johnson, Assistant Professor, fall 2014-present
- Kenneth Kim, Assistant Professor, fall 2013-spring 2014
- Kathleen McElroy, Assistant Professor, fall 2014-spring 2015
- Hillary Speed, Assistant Professor of Professional Practice, fall 2013-present
- Max Andrews, Lecturer, fall 2016-present

The School's involvement in academic journal editorship has continued to play an important contribution to the academy. Jami Fullerton served as co-editor of the *Journal of Advertising Education*, 2011-18, and as editor for *Journalism & Mass Communication Educator*, 2017-present. Danny Shipka is the founding editor of *Journal of Entertainment Studies*, an online journal created in cooperation with the AEJMC Entertainment Studies Interest Group, 2013-present. Craig Freeman served as editor of *Journal of Media Education*, a pedagogical journal published electronically, 2017-present. Other faculty serve on editorial boards and as journal article reviewers.

**3. Using the grid that follows, provide counts of the unit’s overall productivity in scholarship for the past six years.**

| Scholarship: Research, Creative and Professional Activities | Total from Unit | Individuals         |                          |                          |                   |             |
|---|-----------------|---------------------|--------------------------|--------------------------|-------------------|-------------|
|   |                 | Full Professors (3) | Associate Professors (8) | Assistant Professors (7) | Other Faculty (2) | Totals (20) |
| Awards and Honors   | 27              | 8                   | 18                       | 5                        |                   | 31          |
| Grants Received Internal                                    | 7               | 1                   | 2                        | 4                        |                   | 7           |
| Grants Received External                                    | 7               | 3                   | 1                        | 5                        |                   | 9           |
| Scholarly Books, Sole- or Co-authored                       | 7               | 5                   | 4                        |                          |                   | 9           |
| Books Edited  | 1               |                     | 1                        |                          |                   | 1           |
| Book Chapters   | 24              | 22                  | 5                        | 1                        |                   | 28          |
| Monographs  |                 |                     |                          |                          |                   |             |
| Articles in Refereed Journals                               | 65              | 50                  | 23                       | 14                       | 5                 | 92          |
| Refereed Conference Papers                                  | 119             | 96                  | 40                       | 12                       | 6                 | 154         |
| Invited Academic Papers                                     | 7               | 1                   | 6                        |                          |                   | 7           |
| Encyclopedia Entries  | 2               |                     |                          | 1                        |                   | 1           |
| Reviews   |                 |                     | 11                       |                          |                   |             |
| Articles in Nonrefereed Publications                        | 16              |                     | 6                        |                          | 12                | 18          |
| Juried Creative Works                                       |                 |                     |                          |                          |                   |             |
| Nonjuried Creative Works                                    | 2               |                     | 1                        | 1                        |                   | 2           |
| Military Publications                                       | 3               |                     |                          | 3                        |                   | 3           |
| Scholarly Presentations to Military                         | 4               |                     |                          | 4                        |                   | 4           |

**4. List in a digital file the scholarly, research, creative, and professional activities of each member of the full-time faculty in the past six years. Limit to 10 per faculty member through the six-year period. The unit has the option of providing a complete list in a separate digital file. (Appendix 5-1)**

**5. Describe the institution’s policy regarding sabbaticals, leaves of absence with or without pay, etc. List faculty who have taken sabbaticals or leaves during the past six years. Give one-sentence descriptions detailing the academic achievements of each sabbatical.**

The policy statement on faculty leaves is presented below:

**Sabbatical Leaves. (See OSU [Sabbatical Leave Policy 1.10.2](#))**

The university may grant a sabbatical leave to faculty members to encourage them to enhance their professional qualifications through periodic study and involvement directed toward academic improvement. Preferably such study and/or involvement should take place in an off-campus setting. The university faculty member is entitled to apply for sabbatical leave of absence from regularly scheduled duties for the purpose of improving professional competence and effectiveness of service to the university. Members of the faculty may apply for a maximum leave of one calendar year (12 months) at half salary or a maximum of one-half of a year (six months) at full salary. Conditions of approval are consistent with appropriate budgetary and faculty arrangements so as not to disrupt the teaching program or other vital operations of the university. Typically, if a sabbatical is approved, the college will provide funding for a temporary replacement position. To qualify for leave, the candidate must have served as a faculty member for six academic years in a full-time capacity. Sabbatical leave obligates the recipient to follow a program consistent with the purpose and conditions for which the leave was granted. Acceptance by the faculty member of a sabbatical leave entails an obligation to serve the university for one subsequent year or refund to the university the salary benefit earned while on leave. Sabbatical leave cannot be used as a means of augmenting personal income. Faculty members on sabbatical leave from the university may accept a fellowship, personal grant-in-aid or government sponsored exchange lectureship for the period covered by the leave if such acceptance promotes the accomplishment of the purpose of the leave. The fellowship or grant-in-aid in this case is distinguished from a stipend or compensation for service performed.

Dr. Joey Senat is the only faculty member to take a sabbatical in the past six years. During his sabbatical, Dr. Senat completed the seventh edition of *Mass Communication Law in Oklahoma* and had a manuscript accepted for publication by *Communication Law and Policy*. Dr. Ted Kian is on sabbatical for the 2019-20 academic year.

**Leaves of Absence Without Pay ([1.10.3](#)).**

Upon recommendation of the President and approval by the Board of Regents, a faculty member may be granted a leave of absence without pay for such period of time and conditions as stipulated.

A request for leave without pay should be made as early as possible, preferably at least six months in advance, and shall normally not exceed one year in duration

**Medical Disability ([1.14.1](#))**

When a faculty member cannot continue to carry out essential duties in a satisfactory manner because of medically related disabilities, he/she shall normally apply for long-term salary continuation under the University's disability program. (See OSU Policy and Procedures 3-0750.) If a medically disabled faculty member is not eligible for long-term disability benefits or refuses or does not act after being requested in writing to apply for long-term salary continuation under the University's disability program, termination for apparent medical reasons may be recommended. In such a case, the procedures in Appendix C will be followed. (See also Section 1.15.)

### **Sick Leave.**

(See the OSU [Sick Leave Plan](#).) Sick leave is defined as absence from assigned duty with pay, such absence resulting from a personal illness or incapacity or for care of an eligible dependent which is expected to continue for less than six calendar months or such absence resulting from the medical requirement and care for a qualifying family member who is ill or incapacitated. Faculty members accrue sick leave with pay while continually employed. The sick leave is 22 days per year with a maximum accrual of 200 working days or 1,600 hours.

### **Family and Medical Leave Act (FMLA)**

(See OSU [Family and Medical Leave Act](#).) In February 2008, OSU adopted adherence to the Family and Medical Leave Act of 1993 (FMLA). To be eligible for FMLA leave, an employee must have been employed by the 38 university for 12 months, which need not be consecutive, and must have worked at least 1,250 hours within the previous 12 months as of the date the leave commences. An eligible employee will be provided up to 12 weeks of family medical leave for a qualified event, which are the following: – The birth and care of a child or placement of a child with the employee for adoption or foster care. Such leave must be taken within 12 months immediately after birth or within 12 months after placement. Leave may begin prior to birth or placement; – Care of a family member (as defined) with a serious health condition. The employee must be needed to care for basic needs, psychological comfort, filling in for others, or making arrangements for the relative; – When an employee’s serious health condition (as defined) makes the employee unable to do his or her job due to illness, injury, impairment, or physical or mental condition that involves inpatient care or continuing treatments.

## **6. Describe travel funding, grant support, or other methods or programs the unit uses to encourage scholarship, research, and creative and professional activity.**

- College of Arts & Sciences Dean’s Incentive Grant (DIG) program for research. Under the program faculty in their first three years of service at Oklahoma State University compete for research financing from the college’s share of “overhead” money research grants generated.
- College of Arts & Sciences Travel Program provides grants of \$1,000 to support research travel. This is a competitive program and financing is not guaranteed.
- College of Arts & Sciences Summer Research Awards. Travel or salary or both financing is available for faculty engaging in research through a competitive application process.
- Summer internships/work experience programs through the Oklahoma Association of Broadcasters (OAB) or through the National Association of Television Program Executives (NATPE) program.
- Foundation workshops and programs for curriculum development and teaching in journalism such as those Scripps-Howard and Reynolds Foundations offered.
- Foundation faculty development programs such as the Edelman Fellowship offered through the Plank Center for Public Relations.
- Limited availability of finances from the School’s foundation budget to provide miscellaneous expense for individual faculty research.

- Full or partial financing for attendance at national conventions when scholarly papers are selected via the juried process for presentation. Partial financing is also available for others faculty members attending.
- Poynter Institute workshops.
- Sabbatical leave available to faculty to conduct research, write books or otherwise engage in creative or scholarly work.
- The two endowed chairs in SMSC each has a \$10,000 Research and Travel Budget per year.
- Internal Research & Development program provides grants of \$4,000 to support research, grants of \$1,000 to support professional development and grants of \$1,000 to support to apply for external financing.

**7. List faculty who have taken advantage of those programs during the past six years.**

| <b>Faculty Name</b> | <b>Year</b>                   | <b>Program</b>  |
|---------------------|-------------------------------|---|
| Clara Mikyeung Bae  | 2018                          | SMSC Research and Development Grant   |
| Asya Cooley         | November 2018-<br>August 2019 | Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment “Global Narratives on the Future of Competition & Conflict: A Media Ecology and Strategic Assessment.” |
| Skye Cooley         | January-June<br>2019          | Co-PI, Department of Homeland Security, “Motivations & Perspectives of Northern Triangle Migration to the United States: Narrative Analysis of Central American Media.”         |
|                     | November 2018-<br>August 2019 | PI, Department of Homeland Security, Strategic Multi-Layer Assessment “Global Narratives on the Future of Competition & Conflict: A Media Ecology and Strategic Assessment.”    |
|                     | July 2018-June<br>2019        | Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, “Global Media Monitoring on DPRK and Afghanistan.”  |
|                     | August 2017-<br>May 2018      | Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, “Global Media Messages about Space.”  |
| Jami Fullerton      | 2013-19                       | Peggy Welch Scholar Grant   |
|                     | 2018-19                       | Arthur W. Page Center/Page and Johnson Legacy Scholar Grant   |
|                     | 2014-16                       | Nonresident Research Fellowship at the Center on Public Diplomacy, University of Southern California  |
| Lori McKinnon       | 2018                          | SMSC Research and Development Grant   |
|                     | 2018-19                       | Co-PI, Arthur W. Page Center, Page and Johnson Legacy Scholar Grant   |
|                     | 2012-13                       | PI, Arthur W. Page Center, Page Legacy Scholar Grant  |
| Hillary Speed       | 2018                          | SMSC Research and Development Grant   |

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