

# 2005-06 Major Assessment Profile

## Department of Journalism

Eastern Illinois University

### 1. DEPARTMENTAL LINKS:

- Departmental Web Page: <http://www.eiu.edu/~journal>
- Program Requirements: <http://www.eiu.edu/~journal/text/majors/majors.html>
- Course Descriptions: <http://www.eiu.edu/~journal/text/courses/courses.html>
- Web Page: <http://www.eiu.edu/~journal/>

### 2. QUALITATIVE INFORMATION – 2005-2006

- **Departmental Assessment Plan**
- **IBHE program Review outcome: Next review scheduled for 2008.**
- **IBHE Alumni Survey results**
- **Undergraduate Student Survey Results**
- **Accreditation reports/results:**

The department was re-accredited for six years by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) in May 2006. A five-person team visited the campus in October 2005. Summary of the site visit team:

**Strengths of the Unit:** The unit has long been a leader in student publications/media. It uses the media as the basis for many of the student-learning opportunities both in-class and out-of-class. The access the students have to the media from the very first day they get on campus provides rich experiences for them.

Other strengths include:

  - \*Strong student-centered faculty who provide excellent advising both for academic progress and careers.
  - \*Faculty who take teaching seriously and do it well.
  - \*Outstanding facilities and equipment.
  - \*Outstanding public service commitment, especially with the college and high school press.
  - \*Good record of career placement and alumni relations.
  - \*New departmental leadership.

**Weaknesses of the Unit:** The lack of scholarly output is evident not only in the lack of publications and presentations, but also in the ability of the faculty to bring that scholarship into the classroom. The faculty has a good

reputation on campus for campus citizenship, teaching, and professional service, but not in research or other scholarly activity. Clearly the administration, as well as the current departmental leadership, has increased scholarship as a major goal for the department. This may take a cultural change through new hires to accomplish, however.

Other weaknesses include:

- \*Lack of success in hiring additional minority faculty.
- \*Lack of a good alumni-tracking system.

- **Active/hands-on learning opportunities for students:**

**The Agency:** The Agency is a student-run public relations firm. More than 25 students per semester volunteer to write news releases, design fliers and perform other public relations tasks for clients. It also produces the Journalist newsletter for Journalism majors and The Relay for PR students.

**PounceOnline:** *Pounce Online* ([www.pounceonline.com](http://www.pounceonline.com)) is an online student magazine in which 40-50 students produce and post online an electronic version of a magazine.

**The Daily Eastern News:** A 9,000-circulation, Monday-through-Friday newspaper. More than 100 students work on *The Daily Eastern News* in the course of a semester.

**The Warbler:** The college yearbook is produced by a staff of approximately 25 students.

**WEIU TV-Radio:** Students have countless opportunities to plan, produce and direct programming. A five-day-a-week live TV newscast is written and produced by students.

- **Student research / creative activity:**

**Honors Research:** Tim Martin ('06) Honors Thesis completed in May 2006: "Citizen Journalism. A study of methods used by citizens to gather and publish information through various new media such as blogs and web pages; exploring when it works, when it struggles, and implications for student media."

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- **Faculty-student collaborations:**

All student media have faculty advisers who work closely with students on a daily basis at *The Daily Eastern News*, *The Warbler*, *Pounce Online*, *WEIU* and *The Agency*. In addition, Terry Johnson, assistant professor of journalism, engages her public relations classes in service learning projects each semester. During 2005-06 her students worked closely with

the local Habitat for Humanity Chapter and the Coles County Animal Shelter in various fund raisers and other programs.

- **Strategies to improve P-16 teaching and learning:**

The department serves as the headquarters for the Illinois Journalism Education Association and the Eastern Illinois High School Press Association. These organizations, under the direction of Dr. Sally Turner, assistant professor of journalism, promote scholastic journalism in the state through informative newsletters publications contests and workshops for both students and advisers. In May 2006 the department hosted and directed the state finals for the first journalism competitions sponsored by the Illinois High School Association.

In summer 2006 as it does each summer, the department offered three one-hour online classes on advising high school publications. These courses-- JOU 4801, 4802 and 4803—are taken by practicing teachers seeking graduate credit and skills enhancements as well as undergraduates seeking careers in teacher education.

In summer 2006 as it does each summer, the department hosted Illinois Press Foundation/EIU Journalism Workshop for high school students. It introduces 16 students to an intensive two-week's of training in newspaper reporting, writing, editing, design and production. Joe Gisondi, assistant professor of journalism, directs the program. He brings in a large number of professional journalists who mentor the students throughout the two weeks. Each student also does a four-day internship at an area newspaper.

The department is headquarters for the Illinois Community College Journalism Association. Dr. John Ryan, professor of journalism, is the organization's executive director. Dr. Ryan plans and coordinates a statewide conference at EIU in the fall, which was attended by 90 students and advisers from 14 community colleges in the state. He also coordinates the annual contest and spring conference for ICCJA, which is held at a community college. EIU journalism faculty regularly conduct workshops at both the fall and spring conventions.

Dr. Turner and Dr. James Tidwell, professor of journalism, regularly conduct workshops at regional, state and national high school journalism conferences.

Brian Poulter, professor of journalism, regularly conducts technology workshops for the Business Communication Students at Mt. Carmel High School, Wabash County, Ill.

- **Collaborative activities with business/industry**

Dr. Ryan and Terri Johnson, assistant professor of journalism, coordinate the department's IBHE Cooperative Internship Program. In summer 2006, 25 students were placed in reporting, editing, design and photo internships with Illinois newspapers and in public relations internships with organizations and companies in the state.

The department is headquarters for the Mid-America Press Institute. MPI sponsors five, three-day continuing education workshops for newspapers in a 20-state area. Four to six EIU journalism students attend each workshop and cover sessions under the direction of Dr. Ryan. Their articles and photos are published in a newsletter published five times a year.

- **Pass rates on any professional/occupational licensure exams relative to state and/or national averages. N/A**

- **Faculty Achievements**

- \* Joe Gisondi

- Chair, Newspaper Committee, College Media Advisers.

- Chair, New Advisers' Training, College Media Advisers.

- \* Les Hyder

- Pre-publication review and editing of *Freedom of Speech in the United States, 5th ed.* Tedford, Thomas L. and Herbeck, Dale A. State College, Pa: Strata Publishing Inc., 2005.

- Member, Illinois Board of Higher Education Faculty Advisory Committee.

- Member, Illinois Articulation Initiative Mass Communication Panel.

- \* Terri Lynn Johnson

- Board President-Elect and Newsletter Editor Central Illinois Public Relations Society of America.

- New Member Chair, Educator Academy (National) PRSA.

- Secretary, PRSA Midwest District.

- \* Susan J. Kaufman

- President, University Professionals of Illinois, Local 4100 IFT, AFT, AFL-CIO.

Member, American Federation of Teachers (AFT) Higher Education Program & Policy Council Member, AFT Higher Education Reauthorization Act Task Force.

Member, AFT Local Leader Task Force.

Vice President, Public Action Foundation.

Member, Citizen Action/Illinois – Policy Council.

Member, Illinois Federation of Teachers – Executive Board.

Member, Illinois Federation of Teachers – Executive Committee.

\* Brian Poulter

Director, College Photographer of the Year Contest, Wisconsin Press Photographers Association, 2005.

\* Brian Poulter and James Tidwell

Co-authors, *News Scene 2.0*, a series of interactive news assignments, published by Thomson Wadsworth Publishing Co., 2006. This edition, available via a password-protected web site, replaces the first edition published in 2004 as a CD.

\* John Ryan

Author, “Jail time for journalists: A long tradition,” published July 24, 2005, in the Perspective section of *The Chicago Tribune*.

Coordinator, keynote speakers for College Media Advisers national conventions.

Annette Samuels

Received a “Woman of Achievement” Award from the EIU Woman’s Studies Program, April 2006. The award honors those who have provided service to the university and the community and who serve as role models to younger woman.

\* James Tidwell

Received the Journalism Education Association (JEA) Medal of Merit Nov. 12, 2005, in recognition of his substantial contributions to JEA and to scholastic journalism. JEA is a national organization of secondary school scholastic journalism advisers.

Received a Lifetime Achievement Award from the Illinois Journalism Education Association, Nov. 11, 2005, in recognition of a lifetime of service to scholastic journalism.

\* Sally Turner

Secretary, Small Programs Interest Group, Association for Education In Journalism and Mass Communication.

Vice President, Friends of the Charleston Carnegie Public Library.

- **Student achievements**

27 student scholarships totaling \$16,588 were awarded in April 2006.

Senior Timothy Martin won eighth place in In-Depth Writing and seventh place in Personality/Profile Writing in 2005-2006 national journalism competitions sponsored by the William Randolph Hearst Foundation.

WEIU-TV won the Region Five Society of Professional Journalists Award for best student newscast.

*The Daily Eastern News* print edition won a 2005 Regional Pacemaker Award from Associated Collegiate Press.

*The Daily Eastern News* online edition was a 2005 National Pacemaker Finalist.

*The Daily Eastern News* won 23 awards, including 10 firsts in a national newspaper competition sponsored by the Society of Collegiate Journalists.

*The Daily Eastern News* won 20 awards, including five firsts, in a state newspaper competition sponsored by the Illinois College Press Association.

Twelve journalism majors were inducted into Kappa Tau Alpha, national journalism honor society.

### 3. QUANTITATIVE INFORMATION

1. Program Data Spreadsheet
2. Enrollment: Undergraduate: 200
3. Degrees: Undergraduate: 40
4. Faculty Statistics
  - Total faculty headcount: 17
  - Total FTE faculty: 13.81
  - Full-time faculty: 13
  - Part-time faculty: 4
  - Number faculty on leave: 0
  - Total tenured/tenure-track faculty: 9
    - a. Faculty break-down by rank:
      1. Professor: 5
      2. Associate: 1
      3. Assistant: 3
      4. Instructor: 8
    - b. # w/Terminal degrees: 5
  - Total annually-contracted faculty: 4
    - a. # w/Terminal degrees: 1
  - Non-negotiated part-time faculty: 4
  - Gender: 8 females; 9 males
  - Diversity: 2
5. Credit Hour Production Total: 5,045
6. Discipline cost per credit hour by level: N/A
7. Direct cost per Credit Hour Total: 209.16
8. Average Hours to Degree: 127
9. Freshman-Sophomore Retention Rate: 77%
10. Required Hours to Degree in addition to General Education Requirements:
  - Journalism Major: 69-70 s.h. in major including electives in a concentration (15 s.h.) or minor in a specific area.
    - Concentration in Writing and Reporting
    - Concentration in Editing
    - Concentration in Design
    - Concentration in Photojournalism
    - Concentration in Public Relations
    - Concentration in New and Emerging Media
    - Concentration in Broadcast News
  - Journalism Honors Program: 12 s.h.
  - Journalism Minor: 21-22 s.h.
  - Public Relations Minor: 31 s.h.