



2013-14 ACCREDITATION SELF-STUDY REPORT

ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

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SELF-STUDY REPORT FOR ACCREDITATION IN JOURNALISM & MASS COMMUNICATIONS UNDERGRADUATE SITE VISIT DURING 2013-2014

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

Name of Institution: Loyola University New Orleans

Name of Journalism/Mass Communications Unit: School of Mass Communication

Address: 6363 St. Charles Avenue, Campus Box 201, New Orleans, Louisiana 70118

Date of Scheduled Accrediting Visit: January 12-15, 2014

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: Sonya Forte Duhe', Ph.D., Director

Signature: _____

Administrator to whom journalism/mass communications administrator reports:

Name: Roger White, Ph.D., Interim Dean, College of Social Sciences
(replaced Luis Miron July 2013)

Signature: _____

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 (especially 13 – 19) and update them as necessary. The unit then should print 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 not covered in this section 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: Loyola University New Orleans

Name of Unit: School of Mass Communication Year of Visit: 2014

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; 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.

On July 10, 1912, Louisiana's governor signed the act authorizing Loyola to grant university degrees. According to Loyola University New Orleans' charter and bylaws (amended June 10, 2008), the university is organized exclusively for charitable, religious and educational purposes.

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

☐ Yes

☒ No

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

Loyola University New Orleans' School of Mass Communication has never sought ACEJMC accreditation.

6. *Attach a copy of the unit's mission statement. Give date of adoption and/or last revision.*

In the School of Mass Communication, we educate students in the Jesuit tradition to become intellectual, ethical and creative practitioners and leaders in the professions and industries of journalism and mass communication.

(Revised December 2012, Amended February 2013)

Note: The mission itself did not change but the faculty voted to shorten the statement to the above; however, the intent remained the same.

7. *What are the type and length of terms?*

Semesters of 16 weeks

Quarters of _____ weeks

Summer sessions **Two 4-week sessions or one 8-week session**

Intersessions of _____ weeks

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

☒ Four-year program leading to Bachelor's degree

☐ Graduate work leading to Master's degree

☐ Graduate work leading to Ph.D. degree

9. *Give the number of credit hours required by the university for graduation. Specify semester hour or quarter-hour credit.*

120 semester hours

10. *Give the number of credit hours students may earn for internship experience. Specify semester-hour or quarter-hour credit.*

Students may earn up to three semester hours. Each internship, working approximately 140 hours, is worth one credit hour.

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

<u>Name of Sequence or Specialty</u>	<u>Person in Charge</u>
Strategic Communications: Advertising and Public Relations	Dr. Cathy Rogers
Journalism: Online, Electronic and Print	Dr. Leslie Parr

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

Fall 2013	4,764 (3,010 undergraduates)
Fall 2012	5,178 (3,226 undergraduates)

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

<u>Name of Sequence or Specialty</u>	<u>Undergraduate majors</u>
Fall 2013	
Sequence: Strategic Communications:	
Advertising	52
Public Relations	80
Sequence: Journalism	76
Sequence: Undeclared	35*
Total Majors	<u>243</u>
Total Minors	25
<u>TOTAL</u>	<u>268</u>
Fall 2012	
Sequence: Advertising	38
Sequence: Journalism	53
Sequence: Media Studies	2
Sequence: Public Relations	62
Undeclared	93*
Total Majors	<u>248</u>
Total Minors	28
<u>TOTAL</u>	<u>276</u>

* The SMC has not mandated that students declare their track until their sophomore year. Starting fall 2013, we are asking students to declare their track no later than the end of their freshman year in order to better plan.

14. Number of students in **each section** of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Attach separate pages if necessary.

**All skills classes are limited to no more than 20 students*

Fall 2013:	Students enrolled
CMMN-A101-001, Comm Writing	20
CMMN-A101-002, Comm Writing	18
CMMN-A201-001, Digital Communication	20
CMMN-A201-002, Digital Communication	20
CMMN-A201-003, Digital Communication	16
CMMN-A250-001, Journalism	11
CMMN-A250-002, Journalism	16
CMMN-A260-052, Intro to Layout/Design	20
CMMN-A265-001, Photography	16
CMMN-A265-002, Photography	16
CMMN-A266-001, Videography	15
CMMN-A294-001, Adv Nonprofit Lab	4
CMMN-A317-001, Writing for PR	20
CMMN-A380-001, Social Media Strategies	20

15. Total expenditures planned by the unit for the 2013 – 2014 academic year: Percentage increase or decrease in three years: Amount expected to be spent this year on full-time faculty salaries:

Full Time Salaries and 3 staff: FY 13-14: \$ 929,613.56*

Full Time Salaries and 3 staff: FY 12-13: \$1,075,226.*

Full Times Salaries and 3 staff: FY 11-12: \$1,043,880.*

*includes student assistants and adjunct faculty

Operating Budget: FY 13-14: \$94,000 (32 percent increase)

FY 12-13: \$71,150 (8 percent decrease)

FY 11-12: \$77,263

School of Mass Communication also has several endowments to be used for specific items including equipment:

6-24329 Communications Equipment

6-25011 A. L. Read Memorial

6-25130 Frost Communication

6-25440 Costello Endowment

6-25732 Michelle Lima

Professorship funds are to be used by the named professor for scholarly travel, etc.

6-25209 Shawn M. Donnelley Professor for Non Profit Communications

6-25237 The Rev. Aloysius B. Goodspeed, S.J. Beggars Distinguished Professor

6-25242 A. Louis Read Distinguished Professor

6-25255 A. Louis Read Distinguished Professor FY12

2-11382 Loyola Chair, Environmental Communication

The school also has technology funds from a fee collected from students enrolled in the school or those students taking courses that are designated as lab courses. School of Mass Communication full-time students pay \$100 per semester as a technology fee. Non-majors or part-time students taking lab courses pay \$75 per course. These funds can only be used for student technology.

6-24330 Communication Lab Fee \$100 per major per semester; student use only

16. 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.

Full-time Faculty: Fall 2013:

Sonya Forte Duhe', Ph.D., Director

Valerie Andrews, M.J.

Lisa Collins, B.J.

Lisa Martin, M.A.

David Myers, Ph.D.

Andrew Nelson, M.A.

Leslie Parr, Ph.D.

Cathy Rogers, Ph.D.

Robert Thomas, Ph.D.

David Zemmels, Ph.D.

17. List names of part-time/adjunct faculty teaching at least one course in fall 2013. Also list names of part-time faculty teaching spring 2013. (If your school has its accreditation visit in spring 2014, please provide the updated list of faculty at time of visit.)

Part Time Faculty: Fall 2013:

Cheryl Dejoie-Lacabe, M.F.A.

Michael Giusti, M.B.A.

Jeffrey Ory, APR, ABC, B.A.

Scott Sternberg, J.D.

Reid Steinberg, B.A.

Tamar Gregorian, M.M.C.

18. Schools on the semester system: For each of the last two academic years, please give the number and percentage of graduates who earned 80 or more semester hours outside the major and 65 or more semester hours in liberal arts and sciences.

Table

Academic year: 2012 – 2013

Cohort Students who began their academic career at Loyola University

Group	Total Graduates	<i>80 or more semester hours outside major</i>		<i>65 or more hours in liberal arts/sci.</i>	
		Number	Percent	Number	Percent
2012-13	60	58	97%	59	98%
2011-12	51	48	94%	50	98%

Group Statistics	Min. Hours	Max. Hours	Avg. Hours	Avg. Hrs Degree
2012-13 Outside the Major	78	113	92	131
2012-13 Liberal Arts/Sci.	63	113	88	131
2011-12 Hrs. Outside the Major	75	139	94	133
2011-12 Hrs. in Liberal Arts/Sci.	60	139	91	133

80 or more semester hours outside of the major: Of the 2012-13 and 2011-12 graduates, 97% and 94% respectively graduated with 80 or more semester hours outside of the major. For the five students with fewer than 80 hours outside the major, the average of the hours was 77.8 hours (with a low of 75 and a high of 79 hours). For each year, the split averaged 30% of the hours within the major and 70% of the hours outside of the major.

65 or more hours in Liberal arts/sciences: Of the 2012-13 and 2011-12 graduates who graduated with less than 65 hours in liberal arts/sciences (2 students total), both were marketing minors. Since marketing courses are considered “not liberal arts/sciences,” marketing minors would obviously graduate with fewer hours in the liberal arts/sciences. These minors earned 60 and 63 hours respectively in the liberal arts/sciences, only slightly below the 65-hour requirement.

In Mass Communication, students are required to complete 120 credit hours to complete a bachelor’s degree. In 2012-13 and 2011-12, students earned on average 131 hours and 133 hours respectively to complete their degree. Further analysis revealed that all students (with the exception of 1) graduated with either a 2nd major or minor causing the average hours for a degree to rise slightly above the 120 required hours.