1. Executive Summary
SMC educates students to have a critical understanding and comprehensive body of knowledge of the techniques, theories and social consequences of our complex national and global mass communication system. In our technologically intense fields in which method and form are major concerns, we educate students to become intellectual, artistic and ethical professional leaders in this rapidly changing information environment.

Upon graduation Loyola SMC students will be able to:

1. Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
5. Understand concepts and apply theories in the use and presentation of images and information;
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. Think critically, creatively and independently;
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. Apply basic numerical and statistical concepts;
12. Apply tools and technologies appropriate for the communications professions in which they work.

2. School of Mass Communication
2.1 We educate students to have a critical understanding and comprehensive body of knowledge of the techniques, theories and social consequences of our complex national and global communications system. In our technologically intense fields in which method and form are major concerns, we educate students to become intellectual, artistic and ethical professional leaders in this rapidly changing information environment. In the Jesuit tradition, we are committed to understanding and advancing social justice through service to our university, our communities and our disciplines. As scholars, staff, student
and alumni, we value the media as social instruments and are committed to the ethical integration and application of communication skills, knowledge and values in the interconnected and diverse world around us.

2.2 The school strives for excellence primarily by participating in the university’s pursuit of truth within the context of the Christian faith and the Jesuit tradition. We particularly pursue truth about communications as work to be done and truth about the media as social instruments. In teaching mass communication as work to be done, the faculty teaches a set of courses in the techniques of mass communication, and those courses are designed to bring students to competence in that work. The faculty is concerned not solely with techniques as they are practiced in the field, however, but also with the principles, which underlie those practices – especially the “how” and the controlling “why” – so that graduates will be able to adapt to, even guide, the rapid changes in the field. The school is intimately involved in the university’s mission to teach the liberal arts. The faculty sees it as essential that communicators be educated in the traditional areas, which forge a more common bond with others in order that they might more effectively communicate with others. In a technology-intense field such as ours, in which method and form are major concerns, the faculty are insistently that our emphasis as part of the university be placed upon content or matter lest we graduate individuals who are adept at the use of equipment but have little or nothing to communicate. It is the faculty’s hope that in studying the arts and sciences, students will come to see how technique depends upon content and will employ their humanistic knowledge in their communications exercises. The School of Mass Communication, in line with the university’s educational goals, strives to produce a student who is both educated and trained, one who combines critical awareness, ability to make decisions, and technical and organizational competence. A solid basis in the techniques of the field is expected of our students, but we also stress a comprehensive view of the theory, the ethics and the social consequences of our complex national and global communications systems. Our goal is to produce graduates who are both technically competent and also able to provide vision and leadership in the complex field of communications.

2.2.1 The total headcount of faculty is 17.
2.2.2 The headcounts of faculty: tenured, tenure track, full-time extraordinary, and part time adjunct are as follows: tenured 7; tenure track 2; full-time extraordinary 2; full-time visiting 1; part-time adjunct 5.

<table>
<thead>
<tr>
<th>School of Mass Communication Faculty Status</th>
<th>School of Mass Communication Faculty Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenured</td>
<td>Alexander, Sherry Lee, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Duhé, Sonya Forte, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Lorenz, Alfred Lawrence, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Myers, David, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Parr, Leslie, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Rogers, Cathy Franklin, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Thomas, Robert, Ph.D.</td>
</tr>
<tr>
<td>Tenure Track</td>
<td>Cal, Yolanda, Ph.D.</td>
</tr>
<tr>
<td></td>
<td>Zemmels, David, M.F.A.</td>
</tr>
<tr>
<td>Full-Time Extraordinary</td>
<td>Andrews, Valerie, M.J.</td>
</tr>
<tr>
<td></td>
<td>Martin, Lisa, M.A.</td>
</tr>
<tr>
<td>Full-Time Visiting Assistant Professor</td>
<td>Michael Perlstein, M.S.</td>
</tr>
<tr>
<td>Part-Time Adjunct</td>
<td>Block, Jennifer, M.A.</td>
</tr>
<tr>
<td></td>
<td>Dejoie-Lacabe, M.F.A.</td>
</tr>
<tr>
<td></td>
<td>Giusti, Michael</td>
</tr>
<tr>
<td></td>
<td>Hatley, Rachael</td>
</tr>
<tr>
<td></td>
<td>Morgan, Eric, M.B.A.</td>
</tr>
</tbody>
</table>

2.2.3 The headcounts of full-time and part-time undergraduates are as follows: Full-time undergraduate students; 240, Part-time undergraduate students; 11.

2.2.4 The headcounts of full-time and part-time graduates are as follows: Full-time graduate students; 0. Part-time graduate students; 0.

2.2.5 The retention rates of full-time degree-seeking students by the School of Mass Communication from Fall to Fall are as follows: 68% for the 2009F Cohort year, and 88% Returned for 2010F.

2.2.6 The graduation rates for entering students by 2009 by the School of Mass Communication are not currently posted.

3. Assessment of previous year’s goals
Post Katrina when Loyola’s educational mission was interrupted and an interim director in place; there was no formal assessment of student learning. A new director was hired for the fall of 2009 and work began on putting strategic goals in place, approving student learning outcomes and a formal assessment plan to position the school for excellence and growth within a rapidly changing media environment.

3.1 Although there have been assessment measures in place, post Katrina, no formal assessment has been conducted; however, students have continued to place nationally in
competitions and won awards. With the development of a strategic plan in the fall of 2009, with a new director, the faculty in the spring of 2011, has finalized and approved an assessment plan with measures in place for SACS and ACEJMC accreditation. That assessment process begins in the fall 2011.

3. The three year strategic plan of the School of Mass Communication (with annual goals posted on the School of Mass Communication intranet site) is to position the school for excellence and growth within a rapidly changing media environment. Goals include: enhance academic excellence, prepare for ACEJMC accreditation, improve visibility and reputation, foster faculty and staff excellence and align resources with strategic requirements.

3.3 The School of Mass Communication had no student learning outcomes for the previous year.

3.4 The School of Mass Communication conducted no formal previous years assessment activities both internal (within Loyola) and external (outside of Loyola) factors affecting the unit.

3.5 Although there were numerous community-based learning, community-engaged activities in place, there has been no formal assessment since 2006.

3.6 Because there was no formal assessment plans in place, there are no results.

4. Summary of Previous Year's Achievements
4.1 The unit made tremendous progress during the past year to position itself for excellence. The School of Mass Communication faculty provided input for the development of the design and fund raising plan for a $5 million multimedia facility, approved student learning outcomes, an assessment and diversity plan and held an Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) pre accreditation visit to seek and achieve accreditation.

4.2 Faculty Achievements

4.2.1 Alexander, Sherry Lee Ph.D.

4.2.2 Andrews, Valerie, M.J.
Community Engagement
CMMN A318 PR Cases & Campaigns community partner, Episcopal Community Services of Louisiana
CMMN A317 Writing for Public Relations community partner, Voice of the Wetlands (Fall 2009), LatiNOLA (Spring 2010)
Reviewer, RFPs for research grants, IABC international competition (Summer 2009)
Judge, Benjamin Franklin awards, IBPA, the Independent Book Publishers Association
Judge, PR News Nonprofit PR Awards
Event team, 2010 Social Security Administration Strategic Communication Workshop, Loyola University (Spring 2010)
Event team, 2010 Science Journalism Fellows Workshop, University of South Carolina, Greenville (Spring 2010)
Service
MASS COMMMents blog. http://blogs.loyno.edu/mass-comm
SMC Adviser, 35-50 students
Social Justice scholarship committee
SMC newsletter editorial team
Excellence in Advising Award, Loyola College of Social Sciences
Facilitation team, SMC student focus group (Spring 2010)

4.2.3 Block, Jennifer, M.A.

4.2.4 Cal, Yolanda, Ph.D.
Service
6th place, District 7, Mobile, Ala. for State Farm Insurance spring 2010

4.2.5 Dejoie-Lacabe, M.F.A.
Service
A260: Client – American Friends Service Committee (AFSC) – Brochure Design
A260: Client – Loyola New Orleans Mass Communication – 75th Anniversary Logo
A360: Client – Broadmoor Business Association – Logo Design
A360: Client – Back to the Garden – Menu ReDesign

4.2.6 Duhé, Sonya Forte, Ph.D.
Publications
“Understanding Citizen Perspectives on Preparedness: A Focus Group Study of South Carolina Residents”
Pearson, J.L., Galloway, C.T., Duhé, S.F., & Patterson, NJ.
Published: Journal of Emergency Management, 7(6), November/December 2009, 71-79. (Juried)
“Network News Coverage of Avian Flu: Identifying the Characteristics of Risk”
Sonya Forte Duhé, Ph.D. and Sooyoung Cho, Ph.D.
Published: Journal of Electronic News, August 2009 Volume 3 (3) 124-142. (Juried)
Funding
Social Security Administration
PI-Sonya Forte Duhe’, Ph.D.
National Strategic Communications Training, February 2010.
Funded: $114,889
National Science Foundation
PI-Jerome D. Odom
Co-PI-Scott Little
Co-P-I-Roger Markwald
2009-2014 NSF EPSCoR Research Infrastructure Improvement (RII) Program
Investigator for Outreach Sonya Duhe
Funded: 20 million 7/30/2009 to 7/30/2014
(Developed and implemented Science Journalism Fellows Workshop for NSF Funded Program, Spring 2010, Columbia, SC)

Service
University Facilities Committee
Professional Resource Personnel (PRO) for Delta Gamma National Fraternity

4.2.7 Giusti, Michael
Presentations
College Newspaper Business and Advertising Managers, “Big Sales Small Schools” in Los Angeles California

4.2.8 Hatley, Rachael
Service

4.2.9 Lorenz, Alfred Lawrence, Ph.D.
(Fall 2009, on sabbatical)
Publications:
Refereed
"'With bowed heads and brows abashed': The Press of New Orleans Under General Benjamin Butler," *Journalism History* 36:2 (Summer, 2010), 72-82.
Encyclopedia entries
Non-refereed publication
“Arguably, this is, like, you know…,” *The Maroon*, Loyola University New Orleans 87:22 (April 23, 2010), 15.

Service
School
Community
Writer, moderator, “Informed Sources,” WYES-TV, New Orleans

Award

4.2.10 Martin, Lisa, M.A.
Field-produced segment on Chris Paul’s Basketball Camp with Garth Brooks for NBA Entertainment.
Field-produced segment for Hornets/Feed the Children at Spring Hill College in Mobile, Alabama for NBA Entertainment.
Field-produced segment with Deuce McAllister for the Ole Miss Foundation at Saints Camp in New Orleans.
Field-produced Dillard’s Fashion Show with Sex & the City’s Rebecca Weinstein for Conde’ Nast Magazine at Lakeside.
Phone-produced live shots with media outlets around the nation with Drew Brees for KEF Media.
Field-produced makeover segment for “The Doctors” – The Doctor Phil spin-off – in Morgan City, LA.
Field-produced segment with New Orleans Hornets player David West with Catholic Charities for NBA Entertainment.
Field-produced segment with KaBoom building a playground at a New Orleans East school for Nickelodeon.
Field-produced segment on Final Destination 4 in 3-D for The Reelz Channel.
Field-produced segment with CNN’s Anderson Cooper for Conde’ Nast Traveler Magazine.
Field-produced segment with Carmen Electra for SPIKE TV.
Field-produced segment on “The Patriots” with Forest Whitaker, Taraji Henson, Isaiah Washington for The Reelz Channel.
Field-produced segment on “Chess Set” with Alessandro Nivola, David Oyelowo for The Reelz Channel.
Field-produced segment on “Twelve Rounds” for The Reelz Channel. (12 Rounds opens today!)
Field-produced segment called “Death Penalty – Child Rape” for ABC News.
Field-produced segment on Brad & Angelina’s rumored New Orleans wedding for EXTRA.
Field-produced segment on “The Librarian: Curse of the Judas Chalice” for TV Guide TV.
Field-produced segment with LeBron James and Jay-Z for Guggenheim Productions.
Profiled New Orleans police officer, Sgt. David Carter for the TV show, Top Cops.

4.2.11 Morgan, Eric, M.B.A.

4.2.12 Myers, David, Ph.D.
Publications
Presentations
Encyclopedia entry

4.2.13 Parr, Leslie, Ph.D.
Jazz Fest photographer, New Orleans Jazz and Heritage Foundation, juried selection, 2009
“Caliente/Hot,” juried exhibit, New Orleans Photo Alliance Gallery, 2009
“American Dream,” juried show, New Orleans Photo Alliance Gallery, Feb. 5 - Mar. 21, 2010
“Louisiana Road Trip,” juried exhibit, New Orleans Photo Alliance Gallery, 2010
“Caliente/Hot,” juried exhibit, New Orleans Photo Alliance Gallery, Aug. 6 - Sept. 20, 2009
“Six Shooters,” panel discussion on personal photographic work, New Orleans Museum of Art, March 18, 2009

Service
Director, Center for the Study of New Orleans, Loyola University, 2009-present
Director, Shawn M. Donnelley Center for Nonprofit Communications, 2006-present
Co-director, Silver Scribe high school journalism competition, 1994-present
First Year Experience Planning Group, 2008-2010
Freshman Orientation Book Discussion Leader, 2010

Community Engagement
Teacher Institute for Advanced Study Grants Committee, Louisiana Endowment for the Humanities, 2009
Photographer, Metairie Park Country Day Creative Arts Summer Program, 1986-present

4.2.14 Perlstein, Michael, M.S.

4.2.15 Rogers, Cathy Franklin, Ph.D.
Achievements
Bateman Case Study Competition, 2000-2010.
PRSA New Orleans President’s Award/ Preeminent Plate Spinner Award 2009

4.2.16 Thomas, Robert, Ph.D.
Publications
Center for Environmental Communication, Loyola University New Orleans –
http://www.loyno.edu/lucec, 1997-present.

Picayune, May 4, B-5.


Recipient, Loyola Faculty Senate Outstanding Teaching Award, 2009.


Conference sponsor, National Association of Environmental Law Societies Annual
Conference, Loyola University, March 4-7, 2010.

Panel chair and judge, Outstanding Student Reporting Award, Society of Environmental

Presentations

Thomas, R.A., Louisiana’s Challenge Trilogy: Coastal Wetland Loss, Katrina & Rita,
and the BP Oil Gusher, Dr. Julie Gauthier’s Cultural Biology Class, Loyola
University, July 26, 2010.


National Public Affairs Training Conference, The Astor Crown Plaza Hotel, New

Thomas, R.A., Oil Spill Impact on America’s WETLAND, Association of Corporate
Growth, Intercontinental Hotel, New Orleans, June 8, 2010.

Thomas, R.A., Featured Topic - The Oil Spill: Environmental Impacts, Greater New

Thomas, R.A., Our Global EnviroEconomic Challenges: Critical Thinking Skills

Thomas, R.A., BP Oil Gusher: What Lies Ahead, General Membership, New Orleans

Thomas, R.A., Creepy Crawly Critters, St. Georges School & New Orleans Montessori,

Thomas, R.A., Lake Thoreau Environmental Center: Its Academic Role at USM and
Opportunities Provided to the Hattiesburg Community, Department of Biological
Sciences Seminar, University of Southern Mississippi, Hattiesburg, April 23, 2010.

Thomas, R.A., Earth Week Keynote Address: The Importance of America’s WETLAND: Why is a Socially Just Solution Necessary for its Restoration?, Our Lady of Holy Cross
College, New Orleans, April 19, 2010.

Thomas, R.A., The Importance of America’s WETLAND: Why Is a Socially Just Solution Necessary for its Restoration?, Texas-Louisiana Gulf Coast Synod, Evangelical Lutheran
Church of America, Grace Lutheran Church, New Orleans, April 17, 2010.

Thomas, R.A., The BP Gusher and Restoration Tour of New Orleans, Council for a
Better Louisiana, April 15, 2010.

Thomas, R.A., An overview of the Environmental Communication Program at Loyola
University, Communication A100 class, April 15, 2010.

Thomas, R.A., Recipe for Restoration: Where are We Headed?, New Orleans Botanical
Gardens, April 11, 2010.


Press and Other Media

*St. Charles Avenue* (magazine), cover photo, July 2010.

*WWNO 89.9 FM* (with Paul Maassen, Berms, Loop Current, Effects of Wind, June 3, 2010; general interview with Maassen, June 15, 2010; interviewed Shirley Laska, social concerns, June 22, 2010; interviewed John Lopez re oil in lake, July 27, 2010; interviewed Eric Smith regarding the moratorium of deep water drilling; with Denise Reed, July 30, 2010, future of the Gulf of Mexico.
**Associated Press**, John Fleicher, Why is it important that larval crabs are now known to contain oil?, July 31, 2010.

**The Times** [London], Ben Webster, future outlook for the Gulf of Mexico, July 30, 2010.

**WWL 870 AM Radio**, Garland Robinette, governor’s four step recommendation on coastal needs, with Val Marmilion of the America’s WETLAND Campaign, July 19, 2010.


**WDSU-TV**, Scott Walker, what now that the gusher is plugged?, July 15, 2010.


**The Colony** (TV show), Scientific Consultant, topics including identifying animals used and other natural history advice, July, 2010...


**NPR Living on Earth**, Jeff Young, Lake of significance (BP oil gusher), July 9, 2010.

**WWL 870 AM Radio**, Todd Manassas in for Garland Robinette, called in regarding the quality of science in Louisiana in response to a negative caller, July 9, 2010.

**Scuba Bob TV** show in Houston, discussion of the BP oil gusher, June 15, 2010.


**Financial Times** [France], Pierre de Gasquet, New York Bureau Chief, economics of the gusher, June 4, 2010.

**Publico** [newspaper in Lisbon, Portugal], Rita Siza, BP oil gusher, June 4, 2010.

**NBC-TV Dateline**, Hoda Kotbe, amount of oil gushing into the Gulf of Mexico, June 4, 2010 (bumped).


**Texas Observer**, Bill Minutaglio, how the media is covering the BP oil gusher, May 10, 2010.


**WWL-TV**, Dennis Woltering, Sunday morning show, BP oil gusher, May 9, 2010.


**ABC-TV News**, Matt Guttmann, BP oil gusher, May 7, 2010

**WWNO 89.9 FM & NPR**, Paul Maassen, BP oil gusher, May 7, 2010.


PoliticsDaily, Jason Berry, On the Gulf Coast, fighting a tide of oil, painful memories and dread, May 4, 2010.
Examiner.com, Katerina Lorenzatos Makris, Offshore drilling is safer than important oil on tankers, says environmental expert, May 4, 2010.
CNN in New Orleans studio, Tony Harris (from Atlanta), Gulf oil slick will impact “all elements of people’s lives across the U.S., “ warns professor, May 3, 2010.
BBC Mundo [Spanish Americas], Laura Pitt, biological concerns about the BP oil gusher, May 3, 2010.
Change.org, Stephanie Feldstein, Oil spill could be worst case scenario for wildlife, May 3, 2010.
The Times Sunday Times, Jacqui Goddard, First of many, the rescued bird that will be symbol of ‘worst-case’ spill, May 3, 2010.
CBS Early Show, Scott Fraser, producer; BP oil gusher, May 2, 2010. Bumped.
Al Jazeera, BP oil gusher, May 2, 2010.
WVUE-TV, John Snell, update after flight regarding BP oil gusher, May 2, 2010.
Brazilian Globo TV, Luigi Sofio & Rodrigo Alvarez, interview and flight over oiled waters, May 2, 2010.
WVUE-TV, John Snell, telephone interview regarding the BP oil gusher, May 1, 2010.
WWL 870 AM Radio, Garland Robinette, update on BP oil gusher, May 1, 2010.
WDSU-TV Hot Seat, Norman Robinson, danger from BP oil gusher, April 30, 2010.
WWL 870 AM Radio, Garland Robinette (again), BP oil gusher, April 30, 2010.
WVUE-TV Morning Show, separate interview from below, Evan Robinson, BP oil gusher updates, April 30, 2010.
WVUE-TV Morning Show, Jennifer Halle, BP discussion, April 30, 2010.
WVUE-TV, Kim Holden interview about Deepwater Horizon gusher, April 30, 2010.
Le Monde [France], Claude Marie Vardot, BP oil gusher update, April 29, 2010.
WDSU-TV, Randi Russo, BP Oil Gusher, April 29, 2010.

WVUE-TV Morning Show, Jennifer Halle, BP discussion, April 29, 2010.

NPR Radio, All Things Considered, Chelsey ?, Speculation on the consequences of the BP oil gusher, April 29, 2010.


WWL-TV, Bagad Shaban, BP Oil Gusher, April 28, 2010.

WIST 690 AM Radio, Kaare Johnson, BP Oil Gusher, April 28, 2010.


National Geographic Television, Wild Nights, filming March 5, 2010.


WWL 870 AM Radio, Garland Robinette Think Tank, Global climate change email hacking at East Anglica University, November 24, 2009.

St. Charles Avenue (magazine), Sarah Ravits, Philanthropic Fun, photo, November 2009, p. 34.


The Times-Picayune, Social Scene, photo. October 3, 2009, C-3.

The Times-Picayune, John Pope, “Loyola may add N.O. to catalog. Local culture seen as academic study,” quoted. September 14, 2009, B-1.

Service

Advisor, 30 students.

Director, Center for Environmental Communication, 1997-present.

Search Committee, New Faculty, School of Mass Communication, 2006-present.

Member, Grants and Research Task Force, 2010-present.

Guest member, Facilities Management Committee, 2009-present.

Member, Steering Committee, Center for the Study of New Orleans, 2008-present.

Faculty, Study of New Orleans Minor, 2010-present.

Faculty, Environmental Studies Minor, 1997-present.

Chair, Sustainable Campus Study Group, 2008-present; moderator for its website, 2010-present.

Member, Council of Directors and Chairs, College of Social Sciences, 2006-2009.

Member, National Scholastic Advisory Council, Jim Murray Memorial Foundation, 2006-2009.

Member, Board of Directors, Restore the Earth Foundation, Inc., 2010-present.

Member, State of the Coast Program Sub-committee (Café and Beignets Session), Coalition to Restore Coastal Louisiana, 2010.


Louisiana Coordinator, Republicans for Environmental Protection, 2005-present.
Member, Advisory Board, Woodlands Trail and Park, 2004-present.
Member, City of New Orleans Mayoral Environmental Advisory Committee, 2010-present.
Co-host, Reggio Emilia Investing in Children Summit, Loyola University Campus, June 1-3, 2010.
Frequently host foreign visitors for the New Orleans Citizen Diplomacy Council, since the 1980s.
Rotary International, 1979-present.

Community Achievements
Recipient, 31 Years of Exemplary Service Award, Rotary Club of Metairie Sunrise, July 10, 2010.
Recipient, Community Steward Award, Leadership Northshore, 2010.
Member, Board of Management, Asa Wright Nature Centre, Trinidad, 1992-present.
Member, Louisiana Department of Environmental Quality Advisory Committee, 2007-present.

4.2.17 Zemmels, David
Service
University Faculty Senate, Francis C. Raabe., Chair
Conciliation Committee, Victoria Vega, Chair
SMC Faculty Committee, Sonya Duhé, Director
N.O. mayoral hopefuls taking campaigns to social media sites
Scott Satchfield, reporter – WWL-TV Eyewitness News
Couhig enters mayor's race through cyber-gateway
Rob Masson, reporter – FOX8 TV News
JP Employee Learns the Need to be Careful on Twitter
Scott Satchfield, reporter – WWL-TV Eyewitness News
$3351.45 Status: Unfunded
Software and hardware for research. Title of Project: Young People, Communication Technology, and Media Culture: Constructing Meaning and Identity in Technology Mediated Environments
Proposed the Communication for Community (C4C) Project with Dr. David Myers for the School of Mass Communication. The proposal included several interrelated components, including a new Visual Communication sequence and a Laptop+iPhone Program for students of the SMC.

4.3 Staff Achievements
4.3.1 Beatty, Laura Student Services Coordinator
Published fall newsletter.
Organized six successful public events for the Center for the Study of New Orleans.
Became student services coordinator and moved all student services into the SMC.
Organized student events: Convocation, Fall Cookout and Spring Fiesta.
Represented SMC as judge for New Orleans Botanical Gardens’ Annual Spring and Fall
Garden Shows.
Organized Silver Scribe High School Journalism Contest.
Was a member of the Carnegie Committee on Community Engagement to help Loyola
achieve Community Engagement Status.
Was member of the Center for the Study of New Orleans steering committee.
Worked as commencement greeter at commencement.
Represented SMC as judge for New Orleans Botanical Gardens’ Annual Spring and Fall
Garden Shows.
Organized Silver Scribe High School Journalism Contest.

4.4 Student Achievements
4.4.1 PRSSA Bateman 2nd Place
4.4.2 Bateman team, recipient of Silver Anvil from PRSA New Orleans

5. Budget for previous year and upcoming year's goals

<table>
<thead>
<tr>
<th>Account</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>532,146</td>
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<tr>
<td>Payroll Expense- Zemmels</td>
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<td>Budget Set Up</td>
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<td>Part-Time Faculty</td>
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<td>Unallocated Salary</td>
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<td>Unallocated Faculty</td>
<td>158,000</td>
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<tr>
<td>Stipend Orient LDR</td>
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<tr>
<td>Stipend Marketing Coordinator</td>
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<tr>
<td>Unallocated Faculty</td>
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<tr>
<td>Administration Assistant</td>
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<td>UN Staff Technician</td>
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<td>Unallocated Staff</td>
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<td>Trans. Unallocated Salary</td>
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<td>Budget Set Up</td>
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<tr>
<td><strong>Total Payroll Expenses</strong></td>
<td><strong>$1,698,396</strong></td>
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<td>Operation Budget</td>
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<td>Budget Set Up</td>
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<tr>
<td><strong>Total Operating Budget</strong></td>
<td><strong>$35,000</strong></td>
</tr>
<tr>
<td><strong>Grand Total All Budgets</strong></td>
<td><strong>$1,733,396</strong></td>
</tr>
</tbody>
</table>

5.1.1 The previous year’s budget of 1,733,396 was used to operate, promote and better
SMC. Spending within SMC is as follows: faculty, staff, and administration payroll and
tools need to sustain the School. The general expenses range: 1,698,396 for payroll;
1,500 for computer software, upgrades, and supplies; 8,627 for office supplies; 825 for postage; 5,250 for reimbursements and miscellaneous; 2,807 for reproduction; 1,795 for membership dues; 1,137 for computer peripherals that include monitors, printers and scanners.

5.2 SMC had a net increase in budget from fiscal year 09 to fiscal year 10.

5.2.1 Upcoming FY budget would include a consistent faculty number The SMC is requesting an increased operating budget predominately to enhance faculty travel for scholarly endeavors and to enhance student technology needs in the school – all to align resources with strategic requirements.

6. Planning and goals for upcoming year

6.1 Although the SMC had a strategic plan in place, the school, which was earlier a department with various different tracks and a master’s degree program no longer looked as it did post Katrina. In the fall of 2009, with a new director of the SMC in place, the faculty met for a two day planning session and developed and approved goals that are part of a three-year strategic plan. Since that time, faculty has approved changes to the plan.

6.2 The SMC’s strategic plan supports the mission and goals of the university through various means. For example, the SMC through its goals 1) enhance Jesuit values through its service learning and non profit work in the Shawn M. Donnelley Center, 2) improve student retention through its newly created student services office and coordinator, through its newly created probationary student plan and its student advising structure and 3) enhance reputation and stature by its own goal to improve visibility and reputation. Most important, the SMC seeks ACEJMC accreditation, and is working to raise the profile of the school through increased participation at scholarly and professional conferences and its participation of students in national award winning program.

6.3 The upcoming year’s goals will consist of the continuation of the SMC Strategic Plan set forth in 2009. The plan, as laid out emphasizes five main points of interest the SMC will be directing its attention to: 1) enhance academic excellence, 2) prepare for accreditation, 3) Improve visibility and reputation, 4) foster faculty and staff excellence, 5) and align resources with strategic requirements.

6.4 There has been no formal assessment of student learning outcomes since 2006, however the SMC plans to focus emphasis on core concepts and ethics done by highlighting writing and ethics to ensure a strong foundation across the curriculum and higher learning and understanding outcomes

6.5 The SMC’s involvement of non-Loyola community activities consists of the Shawn M. Donnelley Center. Students gain invaluable hands-on design, advertising, and public relations experience while providing a much-needed service to organizations that otherwise could not afford promotional work to promote their organization and its mission.
6.6 The SMC believes in educating the whole person through rigorous academic studies and plentiful cultural experiences including service learning and community engagement. The SMC encourages students to immerse themselves in campus life at Loyola by taking advantage of the many services the SMC and Loyola has to offer. They include: clubs and organizations: Advertising Club, Public Relations Students Society of America (PRSSA), Society of Professional Journalists and national horror society Kappa Tau Alpha; student media: Loyola’s newspaper and magazine The Maroon and The Wolf; internships and study abroad opportunities.

6.7 The faculty of the SMC recognizes that much of the primary assessment of its students’ grasp of specific competencies takes place in the classroom and in the assessment of students’ course-related work. That process is part of the day-to-day educational process. It is formally and informally evaluated with classroom examinations, class work, conversations among faculty, regularly scheduled sequence head and faculty meetings. Assessment of specific classroom competencies is described in course syllabi (and is documented in the assessment of students’ performances.) Specific assessment tools are described in course curriculum and, for the purposes of the school’s self-study for ACEJMC, curriculum-related assessment measures are described in the school’s response to Standard 2: Curriculum.)

For the purposes of the assessment described in ACEJMC Standard 9 (Assessment), the faculty in the School of Mass Communication has identified 7 broad measures to assess student learning including: SMC Senior Exit Survey, University Exit Survey, SMC Alumni Survey, Capstone Course, First Amendment principals and law test, Survey of ethical attitudes, and Senior Portfolio.

7. Appendices or Supporting Documentation