JOURNALISM
Strategic Planning Department Meeting
March 2, 2012 2:30 – 3:30 PM

Presentation
• See Handout
• 7 expected to retire soon
• Other journalism programs in the region are faltering
• Broadcasting is strong but also need to expand into multimedia
• Tim Paulson knows all the news directors in 3 states
• Have a new advertising major
  o Accrediting team says need another FTE
• May need guidance from administration on multidisciplinary courses
• Online masters
  o a professional program
  o 1st to get any kind of accreditation
• High school workshops, camps, institute participation has declined
• High schools are cancelling newspapers
• Are advocating for more HS journalism programs and doing several things
• Have a summit planned the first week of April to look at what they can do
• Have a cutting edge curriculum
• Yeager
  o Self-supporting
  o HD video production facility
    ▪ Open and producing things in 3 weeks
  o Maybe could create a Yeager Media Center Fellowship
• This could become top program for broadcast in Upper Midwest
  o Some of programs around us suffer from inertia
  o SDSU is much more nimble and can adapt
• Accreditation team had great exit interview
• Ag Communication people are moving over
• Will the center be financially viable?
  o Sincerely think so
• Hired on a consultant to figure out what to charge
• Provost wants departments to be entrepreneurial

How is online funding going? Does it feed back into the budget?
• Yes - $25,000 this year
• Need Ph.D.’s with professional experience who can teach as adjuncts for the online program
  o This is a challenge
  o Can request an exception
  o Have been accredited as long as any program in the country and will be first to have online accreditation

Why is USD in shambles?
• Constant turnover
• Can’t keep faculty
• Assistant professor is department head
• No stability
• Had originally hoped to have cooperative online degree with them
  o no one to work with
• Their students don’t do internships
• Their program is kind of invisible
• Increase of USD students going to the University Center
• We also place high in competition and are active with SD professional organization
• Roxanne is getting an award
• People like hiring our grads because they are well prepared

How has work been with the Collegian?
• Connection is mostly advisory
• Facilitate contest entries when need departmental support
• Other institutions have had a closer connection between newspaper and department
  o Split in 1970’s
  o Very common now
  o Gives them more legal freedom
  o Department still gets calls (even if not affiliated) if student newspaper does something “wrong”

Scholarship/Research
• Have been at 3-3 load for quite awhile
• Still sorting out new lecturer ranks
• When can they start using them?
  o Now
• Need people as committed to professional side as the scholarship
• Our graduates are what we have to offer to the profession
• Journalism is a professional program in an academic institution
• Nice to have a 36-2 load once in a while to provide some breathing room
• Adding 4-4 lecturers could give some flexibility
• Also Yeager Media could buy out some time

Timeline for Strategic Planning Process
• Will have group draft the plan this summer
• Also hire a consultant to help us make it look professional

Library
• Need more online for grad programs
• Happy with library services
• Make use of it a lot

Online students haven’t been in class for a while and really like it
Journalism and Mass Communication
Strategic Planning Presentation
Friday, March 2, 2012

The first 50 years

- 1908 – First SDSU journalism course taught
- 1924 – Department of Printing and Rural Journalism offers bachelor’s degree
- 1948 – Continuous accreditation of undergrad program begins
- 1956 – Bachelor’s and Master’s in Journalism first offered
The last 12 years

- 2000 – Renovation and renaming of building as Yeager Hall
- 2008 – Journalism major offered at University Center
- 2009 – Online professional master’s degree begins
- 2011 – Advertising major added to journalism major
- 2011 – Online master’s offered for accreditation

Our vision and values

- **Vision** – We will thrive as a continuously learning organization with a change welcoming culture focused on mastery across media platforms and industries.

- **Values** that shape our tripartite mission:
  - The professional principles of journalism and advertising in a free society.
  - Critical thinking and storytelling skills in the global and digital media environment.
  - Engagement with Native American communities and secondary school students and teachers.
275 Undergraduate majors
- 168 Journalism
- 107 Advertising

50 Graduate students
- 35 Online professional master’s
- 15 On-Campus master’s

11 Agricultural Communication majors

Full-time faculty – 12
- Tenure track – 8
- Term appointments – 4

Adjuncts – 8
- Brookings – 2
- UC in Sioux Falls – 3
- Online – 3

Graduate assistants – 4
In the next five years...

- Incorporating industry developments into curriculum and facilities as they arise.
- Securing external funding through research grants and income from the Yeager Media Center.
- Redistributing teaching expectations to facilitate faculty scholarship.
- Planning for faculty turnover due to retirements.
- Participating in an interdisciplinary doctorate in management or health sciences.

Goals and challenges

- Journalism and advertising undergraduate majors
  - Jim Paulson and Roxanne Lucchesi
- Online and on-campus graduate program
  - Jennifer Tiernan
- Engagement with Native students and high school journalism
  - Doris Giago
- Yeager Media Center role in enhancing student and faculty resources
  - Matthew Cecil
Journalism goals

- Increasing awareness that we are the regional leader in journalism undergraduate program
  - Through student awards and recognition and faculty scholarship.
  - Building on our strong relationships with professional journalism community.
- Implementing a multimedia journalism curriculum in Brookings and University Center.
- Expanding our online presence for undergraduates.
- Broadening internship opportunities.
- Recruiting new multimedia-focused faculty members.

Journalism challenges

- Determining maximum student enrollments.
- Adjusting faculty workloads to balance teaching and scholarship in this profession-based discipline.
- Maintaining important relationships with media professionals as senior faculty retire.
Advertising goals

- Enhancing our reputation as a regional leader in advertising education.
  - Increasing student and faculty awards and recognition and faculty scholarship.
  - Building on our strong relationships with advertising profession.

- Managing growth of the major to 25 graduates per year.

- Increasing advertising faculty by one position.

- Fostering collaboration with advertising professionals and the Economics, Consumer Affairs, Graphic Design, Entrepreneurship and Mathematics departments.

- Highlighting advertising opportunities in diverse and global communities.

Advertising challenges

- Monitoring growth, anticipating needs and scheduling classes to meet those needs.

- Balancing scholarship and teaching with keeping ties to the advertising profession active.

- Updating skills sets related to technology and the changing professions of advertising and public relations.
Graduate program goals

- Enrolling a cohort of up to 15 online and 5 on-campus students each fall and graduating them in a timely fashion.
- Moving from provisional accreditation (to be granted in May 2012) to full accreditation by May 2014.
- Increasing MCOM-related graduate assistantships.
- Offering an interdisciplinary doctorate in an applied discipline such as management science or health communication.

Graduate program challenges

- Revising course titles and content to reflect a stronger professional emphasis for online master’s program.
- Capping the program will lead to developing more rigorous selection criteria.
- Balancing the staffing needs and course offerings between the online and on-campus programs.
Engagement goals

- Building a coalition of South Dakota Newspaper Association members, journalism professors at BOR system universities, the South Dakota High School Activities Association and high school and middle school teachers that will turn around the decline in high school journalism.

- Returning participation in outreach activities for Native and other high school students and advisers to the levels of 2000.

- Securing additional grant funding for our Native American high school journalism outreach activities.

Engagement challenges

- Reversing the damage that budget cuts have caused in journalism programs at South Dakota secondary schools and American Indian schools.

- Dealing with turnover as senior publication advisers retire by developing new advisers.

- Providing more distance education opportunities for advisers and students in this largely-rural state.
Yeager Media Center goals

- Increasing resources for the department while enhancing educational goals by providing hands-on HD production experience.
- Seeking opportunities for interdisciplinary cooperation on educational and informational projects and programming.
- Building the YMC and SDSU brands and leveraging those brands for seeking external grants and funding.
- Expanding the agency model, beyond HD television production, to include newsgathering, advertising and public relations.

Yeager Media Center challenges

- Securing external funding in alignment with the SDSU mission and strategic plan goals.
- Expanding opportunities in sports promotion and journalism, science and health communication, agricultural communication and other areas as they emerge in the changing media world.
- Attracting more and better-quality graduate assistants to work in the center.