

# Budget Hearing

School of Journalism, 2000-2001

By

**James W. Brown, associate dean**

Our numbers have taken a positive turn. Spring 2000 enrollment data shows a 55 percent increase in headcount and a seven percent increase in credit hours. Our four-year graduation rate is 57 percent, which is roughly in the middle of the range 39 to 85 percent recorded by other schools. Considering that many students who participate in leadership roles in *The Sagamore* often take less than full-time loads the percent on four-years grads is surprisingly high. Local broadcast internships also want full-time effort (unpaid) for a semester.

Two students were invited participants in a student free press conference in Croatia.

The imposed space limit on this report makes it impossible to comment on all of the Dean's Responsibilities as outlined in "IUPUI and Beyond." I will comment on a few responsibilities.

- We have begun discussion on a 100 level course to make it more appropriate for more well prepared beginners.
- Since we do not have people of color on our faculty or staff, I make a particular effort to hire people of color as adjunct professors. A retired senior editor of *The Wall Street Journal* will begin teaching with us this summer. He was the first black journalist at the *Chicago Tribune*.
- Thus far, we have been able to attract excellent full-time faculty. Retention is becoming more of a problem for us, as our salary structure does not compete favorably in the marketplace of other universities.

We are now facing critical space limitations. We have no office area for adjunct professors. We have insufficient production space for broadcast courses. The vacant faculty office has become a storage area. We are already using the floor as storage around the perimeter of our space.

Past Goals	Indicators of Progress	Evidence
Continue development of public relations curriculum	Temporally stalled until a faculty hire is made. The search from last year was continued.	Certificate program has been implemented.
Develop Student Multicultural Institute	Included program description in Capital Campaign	Proposal is written. Potential first director is identified (Joe Boyce, retired senior editor of The Wall Street Journal).
Develop Master's Proposal	Basic documents are now in outline form.	Documents are on School Intranet. We will finish after we hire our new faculty member.

<b>2000 Goals</b>	<b>Indicators of Progress</b>	<b>Evidence</b>
Improve Retention	Improve percent retained.	We have begun faculty discussion on the issue.
Collect data on internships.	Develop reporting and survey system. Be able to produce reports on internship participation.	
Improve participation by majors in The Sagamore experience.	Improve percent participation. Consider making the experience mandatory for graduation.	

### **Retention**

With some misgivings on my part, we instituted our first University College first year course. We found only one other journalism school offering such a course--the University of South Carolina. Deb Perkins developed a syllabus that we believe is excellent. I look forward to reviewing the cohort data as the students from this academic year track through their degree program. Data from other schools at IUPUI indicate that there is a significant improvement in retention. This was a significant effort on our part, since staff time had to be diverted from a required course.

The quality of our advising has always been rated highly. The faculty and our undergraduate advisor are readily available to students, including nonbusiness hours.

We are doing many things that support students' efforts to grow in their skills and intellectual development. However, we council students out of the major if we feel they are not going to be successful in earning their degrees.

Another important dimension of retention is the high quality of our adjunct professors. Indeed, we have a much higher quality in our pool than does the School in Bloomington. Some students may be daunted by the workload and standards demanded by these professionals but we believe that they need demanding teachers to instill hard work and independence.

We continue to be affected by the lack of proper faculties available to students for their work and development.

## **Achievements by Faculty and Staff**

*Jim Brown* founded and serves as advisor to Explorer Post One. Post One is a coed division of the Boy Scouts of America that helps high school students, aged 14 and older, to explore careers. Post One is the only Indianapolis area post with a career focus in journalism. Several of the students in the Post have already indicated they will be attending IUPUI as their college choice. The Boy Scouts of America named the Post a “Quality Unit.” The journalism advisor for Warren Central high school is an adult advisor for the post.

Brown was the only academic who participated in an invitation-only, think-tank discussion of investigative reporting in the online environment held in January at the Poynter Institute for Media Studies.

This April, Brown will assume the office of president of the Indy Pro Chapter of the Society of Professional Journalists. He serves on the national SPJ committee to advise on the content and technology for the national web site.

Brown also developed a new course entitled, “Digital Photography.”

*Jonas Bjork*, on the faculty since 1988, will spend spring semester 2000 on a sabbatical. He will travel to Sweden to do research on the impact of American mass media and popular culture in that country from 1900 until today.

*Sherry Ricchiardi* has received a grant that will enable us to have on conference for Indiana journalists on reporting on violence. Content from the conference will be included in future reporting classes.

*Deb Perkins* developed the curriculum for our new first-year course offered in University College.

*Patrick J. McKeand*, publisher of IUPUI's award-winning student newspaper, was elected to the national board of directors of the Society of Professional Journalists in Los Angeles in October 1998. One month later, he was appointed to serve as the national program director for the 1999 national convention of SPJ held in Indianapolis in October of 1999. In his capacity as national program director, he coordinated programming for more than 70 different seminars and workshop sessions at the national convention, which included appearances by more than a dozen Pulitzer Prize-winning journalists from around the country. McKeand continues to serve as Region 5 director for the Society of Professional Journalists, as well as on the executive boards of the Indiana Collegiate Press Association, Hoosier State Press Association and the Indiana Pro Chapter of the Society of Professional Journalists.

## **The Sagamore**

The Sagamore is the most visible product of the School. It serves as one of the strongest assets of campus identity and is a forum for communication to all faculty, staff and students about IUPUI news. Student editors decide on the editorial content and the School provides a publisher that controls the business side of the paper. The publisher provides post-publication critiques for the students. Faculty and staff have informal but regular meetings with the staff.

### *National Honors*

Three student journalists on *The Sagamore* staff at Indiana University-Purdue University Indianapolis were honored in October 1999 in Atlanta at the national convention of College Media Advisers and the Associated Collegiate Press.

Winning first-place honors in the news category of the Story of the Year competition sponsored by the Los Angeles Times and ACP were:

- J.M. Brown, *Sagamore* editor-in-chief.
- Bobby Bell, *Sagamore* campus editor.
- and Jill Hundley, *Sagamore* opinion page editor.

*The Sagamore* editors were honored for a series of articles on the Indiana State Farm at Putnamville and the allegations of racial tensions within the prison walls. They also won second place in the diversity/multiculturalism category of the same competition.

Both Brown and Bell have served internships with *The Indianapolis Star*.

### *Regional Honors*

*The Sagamore* at IUPUI also received regional recognition in April 1999 with eight awards in the Mark of Excellence competition sponsored by the national Society of Professional Journalists. The awards were presented at the Region 5 conference in Cincinnati, Ohio. Region 5 includes Illinois, Indiana and Kentucky.

The eight awards included the top prize in the All-around Nondaily Newspaper competition, as well as first-place awards in the general news reporting and in-depth news reporting competitions.

The awards included:

- First place: *The IUPUI Sagamore*, best all-around nondaily newspaper.
- First place: J.M. Brown, Bobby Bell and Jill Hundley, IUPUI, general news reporting.
- First place: J.M. Brown, Bobby Bell and Jill Hundley, IUPUI, in-depth reporting.
- Second place: J.M. Brown, IUPUI, general news reporting.
- Second place: Angela Edwards, IUPUI, editorial cartooning.
- Second place: Kristen Bennett, IUPUI, general column writing.
- Second place: J.M. Brown, IUPUI, spot news reporting.
- Third place: Matthew Davis, IUPUI, sports writing.

### *State Honors*

*The IUPUI Sagamore* picked up 26 awards in the Indiana Collegiate Press Association annual competition in ceremonies during the ICPA state convention at DePauw University in April 1999. The awards include 18 in the Division II newspaper competition, plus another eight in the Division II advertising competition.

*The Sagamore* was named the Division II advertising newspaper of the year and placed second in the overall competition for Division II newspaper of the year.

First-place awards include:

- Best investigative story: J.M. Brown, Bobby Bell and Jill Hundley.
- Best sports story: Matthew Davis.
- Best feature page or spread: Angela Edwards, Kim Morgan, Brian Covert and Bobby Bell.
- Best news photo: Brian Covert.
- Best sports photo: Brian Covert.
- Best photo essay or picture story: Kim Morgan, Angela Edwards, Brian Covert and Bobby Bell.
- Best editorial cartoon: Angela Edwards.
- Best use of art in an ad: Chris Nimz.
- Best use of color in an ad: Chris Nimz.
- Division II Advertiser of the Year: *The Sagamore*.

Second-place awards included:

- Best overall edition: *The Sagamore*.
- Best front page: J.M. Brown, Brian Covert, Angela Edwards, Jill Hundley and Jamil Odom.
- Best news photo: Brian Covert.
- Best photo essay: Brian Covert.
- Newspaper of the Year: *The Sagamore*.
- Best ad copy: Amber Hair.
- Best ad layout: Amber Hair.
- Best use of art in an ad: Chris Nimz.
- Best use of photography in an ad: Amber Hair.

Third-place awards included:

- Best news story: J.M. Brown.
- Best editorial cartoon: J.M. Brown.
- Best news photo: Brian Covert (a clean sweep in this category).
- Best photo essay: Brian Covert (a clean sweep in this category).
- Best photographic art: Angela Edwards.
- Best editorial cartoon: Angela Edwards.
- Best ad layout: Amber Hair.