

New Request

Date Submitted: 02/18/20 10:55 am

Viewing: **School name change: From Journalism and Mass Communication to Media and Journalism (MDJ)**

Last edit: 02/24/20 3:40 pm

Changes proposed by: mmckenne

Reviewer

Comments

In Workflow

1. JMC Director - Undergraduate
2. JMC Director - Graduate
3. CI CCC Agenda Role
4. CI Dean
5. Provost
6. Educational Policies Council
7. Faculty Senate Chair
8. Board of Trustees

Approval Path

1. 02/20/20 8:26 pm
Mitchell McKenney (mmckenne):
Approved for JMC Director - Undergraduate
2. 02/20/20 9:11 pm
Tang Tang (ttang2):
Approved for JMC Director - Graduate
3. 02/21/20 8:46 am
Catherine Zingrone (cingron):
Approved for CI CCC Agenda Role
4. 02/24/20 3:40 pm
Amy Reynolds (areyno24):
Approved for CI Dean

Catherine Zingrone (cingron) (02/21/20 8:46 am): To CCI dean to review, pending approval by CCI CCC at 2.21.20 meeting.

Proposal Type Academic Administrative Structure

Proposal Name School name change: From Journalism and Mass Communication to
Media and Journalism (MDJ)

Proposed Effective Catalog Year: 2020-2021 Effective Term:
Fall 2020

Level of Request Department Level

Department School of Journalism and Mass
Communication

College College of Communication and Information

What actions are
you taking?

Revising name of school

Why are you taking
these actions?

The name School of Journalism and Mass Communication was adopted in 1987, back when media messages were mostly being produced for "mass" audiences. In the Internet era, audiences have become more fragmented, and our professional programs are now focused on creating content for specialized audiences. "Journalism and Mass Communication" no longer reflects most of what we teach, and the name does not encompass three of our four programs. "Mass Communication" is also a dated term not likely to appeal to incoming students. While the school has been contemplating a name change for a while, the change was fast-tracked when a sister College of Communication and Information school, Digital Sciences, changed its name to the School of Emerging Media and Technology. Its research, coupled with JMC's, confirmed positive associations with the word "media." Rolling out both name changes at the same time would be advantageous for marketing purposes. Signage will be changing at Franklin Hall anyway, and JMC will benefit from a new name to match its evolved curriculum.

Units consulted (other departments, programs or campuses affected by this proposal):

Units Consulted
School of Communication Studies
School of Digital Sciences
School of Visual Communication Design

Other Units Consulted:

NA

Proposal Summary to Establish or Revise an Academic Administrative Structure

The quality of the faculty, students and programs.

JMC offers four majors: journalism, public relations, advertising and digital media production. It has 28 full-time faculty members and 832 undergraduate students, making it the largest school in the College of Communication and Information. As of Fall 2019, DMP had the largest number of students at 318, followed by Journalism at 271, Public Relations at 129 and Advertising at 114. JMC has a history of sustained excellence. In all of our disciplines – advertising, digital media production, journalism and public relations – our students consistently rank among the best in the nation in national competitions, year after year. All of our programs graduate media professionals, who typically find employment in media and related industries. Eighty-two percent of Public Relations graduates, for example, find employment in the PR industry within six months of graduation. JMC has received national attention for its one-of-a-kind Center for Scholastic Journalism, its deep commitment to media ethics through the Poynter KSU Media Ethics Workshop, its 10 independent and national award-winning student media outlets, and a rapidly expanding film and television production program, which generates dozens of festival-quality narrative, documentary and experimental short films each year. Our current faculty include a Knight Chair, two Pulitzer Prize winners, a Columbia DuPont Award winner and a former CIA senior intelligence executive. JMC is an accredited school of journalism and mass communication.

Centrality and coherence to the mission and strategic directions of the university and other academic units.

"The school's current mission aligns with university priorities, including putting students first, making a ""Distinctive Kent State"" and following the University's Strategic Roadmap. Our academic programs are built with the end in sight: launching high-impact careers in media. From day one, we begin building capabilities, confidence and professional contacts so that students can land promising internships. ""Media"" is one word that encompasses all of our programs. In a 2019 survey conducted for our sister school, Digital Sciences, high school students associated the word "media" with news, apps, social media platforms, information, and communication. We teach how to produce media in all the forms and on all those platforms and more.

Comparative advantage versus other structures.

While "Media" is becoming more popular in the nomenclature of communications schools and colleges, an Eduventures report produced for JMC revealed only three comparable institutions in nearby states already using the word "Media" in their names, including Temple, Indiana University and Ball State. A unique name would increase competitive advantage, as would choosing a name that is concise and memorable.

What makes the unit particularly appropriate for Kent State University.

The School of Journalism and Mass Communication (JMC) is one of five Schools housed within the Kent State College of Communication and Information (CCI). CCI is the only college in the nation that offers degree programs from five distinct but interrelated fields of study – media, design, communication, information and digital technologies.

Demand for the unit and for the graduates of the unit.

The Bureau of Labor Statistics predicts a 4% job growth in media and communication careers, such as public relations and writing and editing, through 2028 and even higher growth in media technology jobs, such as 13.9% for film and video editors and 11.4% for camera operators for television and film.

Duplication and interrelatedness of the unit's program(s) within the university, state, and region

While Eduventures found that the term "Media" is rising in popularity among the top 40 institutions conferring degrees like ours, no other comparable institution in Ohio uses the word in its name. Within the university, only the new School of Emerging Media and Technology has the word "Media" in its name. EMAT supports the inclusion of the word in the new name for JMC. As an interdisciplinary school, they are more focused on technology, whereas JMC has traditionally been the school that teaches journalism, public relations, advertising, digital media and what most people think of as content creation for various forms of media.

Efficiency and effectiveness of the unit in leveraging existing resources and expanding new resources.

The name change to the School of Media and Journalism will assist us in marketing our programs and connecting students with current and up-to-date career opportunities in our field. The name of the school will now reflect current terminology and/or language used in our fields. In a study done for our sister CCI school Digital Sciences, students associate the word "media" with news, apps, social media platforms, information, and communication. This supports the view that ""media"" reflects what we do as a school and high school students will recognize that when they are choosing their future colleges.

Administrative reporting structure.

There will be no changes. The administrative reporting structure will remain the same as the current School of Journalism and Mass Communication.

Space and capital budget needs.

There will be no changes. The space and capital budget needs will remain the same as the current School of Journalism and Mass Communication.

A proposed operating budget with any one-time resource needs.

There will be no changes. The operating budget will remain the same as the current School of Journalism and Mass Communication.

Evaluation procedures including academic assessment procedures.

There will be no changes. The evaluation procedures will remain the same as the current School of Journalism and Mass Communication.

A timetable for proposal implementation.

Approval by JMC FAC: February 14, 2020 Approval by CCI CCC (proposed): February 21, 2020
Approval by Provost (proposed): February/March 2020 Approval by EPC (proposed): March 16, 2020
Approval by Faculty Senate (proposed): April 13, 2020 Approval by President (proposed): April/May 2020
Approval by Board of Trustees (proposed): June 3, 2020 Implementation/Effective: Fall 2020

Attach supporting documents (e.g., syllabus, letters of support, non-encroachment, e-mail communication)