

PART I: 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 and update them as necessary. The unit then should provide 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: Pennsylvania State University

Name of Unit: Donald P. Bellisario College of Communications

Year of Visit: 2018

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

If the unit seeking accreditation is located outside the United States, provide the name(s) of the appropriate recognition or accreditation entities:

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 April 1, 1863, the Pennsylvania General Assembly designated Penn State as the land-grant college of the Commonwealth.

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

Yes

No

If yes, give the date of the last accrediting visit: October 14-17, 2012

5. **When was the unit or sequences within the unit first accredited by ACEJMC?** 1948

6. **Provide the unit's mission statement. Statement should give date of adoption and/or last revision.**

The Bellisario College of Communications offers professional programs that prepare students for the range of responsibilities and opportunities being created by rapid transformations in the field of communications and information policy.

Through its teaching, research and outreach, its mission is to prepare students to take their place as active, critical, ethical and engaged participants in the information society. In a time of profound change in the structure, content and dissemination patterns of media, the fundamental skills of investigation, analysis and communications through written and visual media are essential for the 21st century.

The College recognizes its mission to educate students for citizenship in a society in which communication and information are major commodities and the basis of the democratic process; recognizes the complex mosaic of changing career possibilities available in the information environment and thus prepares students for a professional climate in which the ability to adapt is a fundamental requisite to success; and facilitates the development of sophisticated abilities in the gathering, analysis and dissemination of information.

The College's mission is to educate persons to assume responsible, decision-making roles in communications industries, academic and government agencies and as participating citizens in an information-rich society. We must lead the way in preparing students for a future being transformed by technology. The College is committed to be a national leader in the discussions, pedagogy and practices that will enhance the professional education of our students.

The College's research, teaching, outreach and creative activities promote effective, responsible use of communications media by individuals, organizations, industries and government. It draws on scholarly traditions in the humanities, law, and the social sciences to increase understanding of the practices and processes of communications, to critically assess the role of media in society, to weigh the implications of media flow and content, and to guide assessment and analysis that paves the way for more informed and responsible use of the media.

Adopted: 2006

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

Semesters of 15 weeks

Quarters of _____ weeks

Summer sessions of 4, 6 & 12 weeks

Intersessions of _____ weeks

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

Bachelor's degree

Master's degree

Ph.D. degree

9. **List the specific undergraduate degrees as well as the majors or sequences being reviewed by ACEJMC. *Indicate online degrees.**

Name of Sequence or Specialty

Communications (pre-major status)
Advertising/Public Relations advertising option
Advertising/Public Relations public relations option
Advertising/Public Relations strategic communications option*
Film-Video
Journalism broadcast option
Journalism digital and print option
Journalism photojournalism option
Media Studies film and television studies option
Media Studies international communications option
Media Studies media effects option
Media Studies society and culture option
Telecommunications

10. Credit hours required by the university for an undergraduate degree:

120 semester-hour credits
(Specify semester-hour or quarter-hour credit.)

11. Give the number of credit hours students may earn for internship experience.

(Specify semester-hour or quarter-hour credit.)

67 hours of work is equal to 1 credit hour.
134 hours of work is equal to 2 credit hours.
201 hours of work is equal to 3 credit hours.

- The internship credit is listed as COMM 495.
- A student may earn up to 6 internship credits towards the 120 credits needed to graduate.
 - Any one internship cannot exceed 3 credits even if the student logs in more than 201 hours.
 - Up to 3 credits may be used as a major requirement based on major requirements. All other internship credits above 3 credits earned would fall into the student’s electives.

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

Name of Sequence or Specialty

Communications (Pre-Major status)
Advertising/Public Relations Advertising Option
Advertising/Public Relations Public Relations Option
Advertising/Public Relations Strat Comm Option*
Digital Journalism and Media***
Film-Video
Journalism Broadcast Option
Journalism Digital and Print Option
Journalism Photojournalism Option

Person in Charge

Dr. Ford Risley, Associate Dean
Dr. Fuyuan Shen, Dept. Head
Dr. Fuyuan Shen, Dept. Head
Dr. Fuyuan Shen, Dept. Head
Russell Eshleman, Dept. Head
Dr. Anthony Olorunnisola, Dept. Head
Russell Eshleman, Dept. Head
Russell Eshleman, Dept. Head
Russell Eshleman, Dept. Head

Media Studies Film and Television Studies Option	Dr. Anthony Olorunnisola, Dept. Head
Media Studies International Communications Option	Dr. Anthony Olorunnisola, Dept. Head
Media Studies Media Effects Option	Dr. Anthony Olorunnisola, Dept. Head
Media Studies Society and Culture Option	Dr. Anthony Olorunnisola, Dept. Head
Strategic Communications**	Dr. Fuyuan Shen, Dept. Head
Telecommunications	Dr. Matthew Jackson, Dept. Head

*Online option being phased out

**New online major beginning Summer 2018

***New online major not being reviewed for accreditation

13. **Number of full-time students enrolled in the institution:** 80,243

14. **Number of undergraduate majors in the accredited unit, by sequence and total (if the unit has pre-major students, list them as a single total):** Fall 2017

Name of Sequence or Specialty	Undergraduate majors
Advertising/Public Relations (BA) Advertising Option	246
Advertising/Public Relations (BA) Public Relations Option	322
Advertising/Public Relations (BA) Strategic Comm Option	157
Communications Pre-Major	703
Film-Video (BA)	135
Journalism (BA) Broadcast Option	332
Journalism (BA) Digital and Print Option	207
Journalism (BA) Photojournalism Option	32
Media Studies (BA) Film and Television Studies Option	39
Media Studies (BA) International Communications Option	41
Media Studies (BA) Media Effects Option	67
Media Studies (BA) Society and Culture Option	37
Telecommunications (BA)	321
Total undergraduate enrollment	2,639

15. **Number of students in each section of all skills courses (newsriting, reporting, editing, photography, advertising copy, broadcast news, public relations writing, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Attach separate pages if necessary. Include a separate list for online skills courses, which also must meet the 20-1 ratio. (The Council has ruled that campaigns courses are exempt from the 20-1 ratio.)**

Course Number	Section Number	Course Title	Enrolled Spring 2018	Enrolled Fall 2018
242	1	Basic Video & Film Production	16	19
242	2	Basic Video & Film Production (Spring only)	16	
242	3	Basic Video & Film Production	16	16
242	4	Basic Video & Film Production	17	17
260W	1	News Writing & Reporting	16	18

260W	2	News Writing & Reporting	18	20
260W	3	News Writing & Reporting	19	19
260W	4	News Writing & Reporting	18	20
260W	5	News Writing & Reporting	18	18
260W	6	News Writing & Reporting	14	18
260W	7	News Writing & Reporting	16	18
260W	8	News Writing & Reporting	17	20
260W	9	News Writing & Reporting	18	20
260W	10	News Writing & Reporting	17	18
260W	11	News Writing & Reporting	17	17
260W	12	News Writing & Reporting (Fall only)		18
260W	13	News Writing & Reporting (Fall only)		20
269	1	Photojournalism	14	15
269	2	Photojournalism	9	15
269	3	Photojournalism (Spring only)	12	
282	1	Television Field Production	15	13
282	2	Television Field Production	9	18
283	1	Television Studio Production	14	17
283	2	Television Studio Production	13	17
337	1	Intermediate Documentary Production	19	19
338	1	Intermediate Narrative Production	21	19
338	2	Intermediate Narrative Production (Fall only)		20
339	1	Intermediate Alternative Production	19	20
340	1	Intrm. Cinematography & Editing Tech.	19	17
340	2	Intrm. Cinematography & Editing Tech.	18	19
342	1	Idea Development & Media Writing	19	18
342	2	Idea Development & Media Writing	19	19
346	1	Screenwriting I	16	17
360	1	Radio Reporting	10	7
360	2	Radio Reporting	9	10
360	3	Radio Reporting	10	10
360	4	Radio Reporting	11	10
360	5	Radio Reporting	10	9
360	6	Radio Reporting	10	10
360	7	(Spring semester only)	10	
360	8	(Spring semester only)	10	
374	1	Audio Production	11	14
400	1	In the Game: TV Sports Magazine (SP only)	14	
402	1	International Reporting (Spring only)	11	
437	1	Advanced Doc Production (Spring only)	6	
437A	1	Advanced Doc Abroad (Spring only)	12	
438	1	Advanced Narrative Production	11	20
439	1	Advanced Alternative Production (Fall only)		20
440	1	Advanced Tech Topics	17	20

Online Skills Courses

Course Number	Section Number	Course Title	Enrolled Spring 2018	Enrolled Fall 2018
215	1	Basic Photography for Communications	15	15
230	1	Writing for the Media	20	20
230	2	Writing for the Media	20	20

16. Total expenditures planned by the unit for the 2018–2019 academic year: \$22,790,649

Give percentage increase or decrease in three years: 15.4 percent increase

Amount expected to be spent this year on full-time faculty salaries: \$6,712,149

17. 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.

Fall 2018 Departmental Faculty

Advertising/Public Relations

Lee Ahern, Associate Professor
Michelle Baker, Assistant Teaching Professor
Mark Birschbach, Lecturer
Denise Bortree, Associate Professor
Colleen Connolly-Ahern, Associate Professor
Francis Dardis, Associate Professor
Stephanie Madden, Assistant Professor
Ann Major, Associate Professor
Steve Manuel, Assistant Teaching Professor
Renea Nichols, Assistant Teaching Professor
Fuyuan Shen, Professor and Department Head
Heather Shoenberger, Assistant Professor
Ronald Smith, Assistant Teaching Professor
Tara Wyckoff, Assistant Teaching Professor
Ken Yednock, Assistant Teaching Professor
William Zimmerman, Lecturer

Film/Video and Media Studies

Rodney Bingaman, Assistant Teaching Professor
Thomas Camden, Assistant Teaching Professor
Jo Dumas, Associate Teaching Professor
Alexander Fattal, Assistant Professor
Anita Gabrosek, Assistant Teaching Professor
Pearl Gluck, Assistant Professor
Kevin Hagopian, Associate Teaching Professor
Matthew Jordan, Associate Professor
Matthew McAllister, Professor
Jessica Myrick, Associate Professor
Mary Beth Oliver, Professor
Anthony Olorunnisola, Professor and Department Head
Michelle Rodino, Associate Professor
Michael Schmierbach, Associate Professor

Maura Shea, Assistant Teaching Professor and Associate Department Head
Richard Sherman, Associate Professor
S. Shyam Sundar, Professor
Timeka Tounsel, Assistant Professor, African American Studies and Media Studies

Journalism

Gary Abdullah, Assistant Dean for Diversity and Inclusion
John Affleck, Professor
John Beale, Assistant Teaching Professor
Curtis Chandler, Assistant Teaching Professor
Boaz Dvir, Assistant Professor
Russell Eshleman, Assistant Teaching Professor and Department Head
Russell Frank, Associate Professor
Marie Hardin, Professor and Dean
Shannon Kennan, Associate Teaching Professor
Stephen Kraycik, Assistant Teaching Professor
Ann Kuskowski, Assistant Teaching Professor
Marea Mannion, Assistant Teaching Professor
Pamela Monk, Assistant Teaching Professor
Kathleen O'Toole, Lecturer
Jamey Perry, Assistant Dean for Academic Services
Juliet Pinto, Associate Professor
Patrick Plaisance, Professor
Robert Richards, Professor
Ford Risley, Professor and Associate Dean of Undergraduate and Graduate Studies
Christopher Ritchie, Assistant Teaching Professor
John Sanchez, Associate Professor
Cynthia Simmons, Associate Teaching Professor
Will Yurman, Assistant Teaching Professor
Bu Zhong, Associate Professor

Telecommunications

Benjamin Cramer, Associate Teaching Professor
Marilyn Doris, Assistant Teaching Professor
Linda Feltman, Lecturer
Robert Frieden, Professor
Catie Grant, Lecturer
William Hallman, Lecturer
Anne Hoag, Associate Professor
Matthew Jackson, Associate Professor and Department Head
Krishna Jayakar, Professor
Robert Martin, Assistant Dean for Internships and Career Placement
Sascha Meinrath, Associate Teaching Professor
Scott Myrick, Lecturer
David Norloff, Assistant Teaching Professor
Patrick Parsons, Professor
Yael Warshel, Assistant Professor

18. List names of part-time/adjunct faculty teaching at least one course in fall 2018. Also list names of part-time faculty teaching spring 2018. (If your school has its accreditation visit in spring 2019, please provide the spring 2019 adjunct list in the updated information.)

Part-time Faculty Fall 2018

Yang Bai	Christopher Maurer
Ira Brown	Vanessa McLaughlin
Jeffrey Brown	Jonathan McVerry
Christen Buckley	Walter Middlebrook Jr.
James Carlson	John Milewski
Curtis Chan	Trey Miller
John Chapin	Bumgi Min
Jeffrey Conlin	Fatimata Mohammed
Brian Daigle	Philip Mullen
Anne Danahy	Brandie Nonnecke
Stefanie Davis	David Rasmussen
Michael Dawson	Emily Reddy
John Delavan	Stephen Reighard
James Dugan	Jeffrey Rice
Andrew Elder	Steven Sampsell
Sara Erlichman	Stacie Shain
Richard Frank	Audrey Snyder
Jason Freeman	Jennifer Sparrow
Litzy Galarza	Jenna Spinelle
Elysia Galindo-Ramirez	Craig Stark
Brad Groznik	Laura Stoltzfus-Brown
Virginia Harrison	Matthew Swayne
Azeta Hatef	Bianca Tunno
Ralph Herrera	Jinpang Wang
Erica Hilton	Adrienne Waterston
Travis Johnson	Jaclyn Wechtenhiser
Stephen Jones	Lewen Wei
Jin Kang	Guolan Yang
James Lingwall	Thomas Yourchak
Bingjie Liu	Michael Zelazny
Rex Martin	

Part-time Faculty Spring 2018

Yang Bai	Ira Brown
Stephanie Berberick	Jeffrey Brown
Michelle Bixby	James Carlson

Curtis Chan
 John Chapin
 Jeffrey Conlin
 Jennifer Cruden
 Brian Daigle
 Anne Danahy
 Stefanie Davis
 Michael Dawson
 John Delavan
 Joseph Dolan
 James Dugan
 Andrew Elder
 Linda Feltman
 Arienne Ferchaud
 Richard Frank
 Litzy Galarza
 Elysia Maria Galindo-Ramirez
 Andrew Gambino
 Andrew Grant
 Brad Groznik
 Ralph Herrera
 Erica Hilton
 Travis Johnson
 Stephen Jones
 Jin Kang
 Jinyoung Kim
 Sushma Kumble
 Jared Lagroue
 James Lingwall
 Bingjie Liu

Lu Wei Rose Luqiu
 Christopher Maurer
 Andrew McGill
 Vanessa McLaughlin
 Trey Miller
 Bumgi Min
 Fatimata Wunpini Mohammed
 Philip Mullen
 Brandie Nonnecke
 Stephanie Orme
 Michael Poorman
 David Rasmussen
 Stephen Reighard
 Heather Robbins
 Michael Ryan
 Steve Sampsell
 Amit Schejter
 Deepak Sethi
 Stacie Shain
 Audrey Snyder
 Jenna Spinelle
 Craig Stark
 Timeka Tounsel
 Adrienne Waterston
 Jaclyn Wechtenhiser
 Lewen Wei
 Anli Xiao
 Christopher Yorks
 Thomas Yourchaks

19. Schools on the semester system:

For each of the last two academic years, please give the number and percentage of graduates who earned 72 or more semester hours outside of journalism and mass communications.

72 or more semester hours
outside of journalism and mass communications

Year	Total Graduates	Number	Percent
2017-2018	<u>861</u>	<u>846</u>	<u>98.3%</u>
2016-2017	<u>835</u>	<u>826</u>	<u>99%</u>