

Part II, Standard 7. Resources, Facilities and Equipment

Executive Summary

- The Bellisario College has traditionally tied its budget and resources to its strategic plan, investing in initiatives designed to meet its goals in teaching, research and outreach.
- The Bellisario College receives adequate funding from the University and incentives to produce revenue. It has enjoyed strong additional investment from the institution in recent years for its initiatives in [Science Communication](#), [CommAgency](#), its graduate program and – most significantly – in its planned media center, to open in 2020.
- The Bellisario College’s facilities serve its students, faculty and staff in teaching and learning and in research. The College is planning a major upgrade and consolidation of its labs, studios and programs in a new [media center](#), to open in fall 2020.
- Faculty and students have access to equipment and technology at one of two College equipment rooms or through the University’s media services. An equipment committee, made up of faculty and staff, make recommendations to the dean about expenditures.
- Students and faculty have access to outstanding digital resources for teaching, learning, and research. Many of these resources are centrally supported through Penn State Libraries. The College has a [dedicated librarian](#) who visits classes, supports faculty and students, and regularly hosts “drop-in” hours in Carnegie to answer questions about library resources.

1. Complete and attach Table 10, “Budget.” If necessary, provide a supplementary explanation.

Please see the table at the end of this standard.

2. Describe the process through which the unit develops its budget, including preparation of the budget request and spending plan, review and approval, and the role of faculty in the process.

The dean, associate dean, department heads, program directors, and faculty and staff members participate in the College’s strategic planning process. The College’s budget is tied to its strategic plan. In July of each fiscal year, the provost provides the College with its total budget allocation. The vast majority of the annual budget is for personnel. The dean, associate dean and director of administration and finance, in consultation with department

and program directors, finalize the budget for each of the College's allotment accounts, which include the academic departments, undergraduate education, graduate education, administration, diversity and inclusion, human resources, facilities, external relations, student services and internships, and career placement. The budget administrator for each of those accounts is responsible for monitoring them and working directly with the financial officer throughout the fiscal year. The dean is responsible for oversight of the entire College budget. The dean meets regularly with the financial officer throughout the academic year to monitor the budget. Penn State is a state-related university, but it has private characteristics. Because state funding is not guaranteed, access-to-information laws do not apply to individual salaries, which are confidential.

3. Describe the adequacy of resources for the unit and the sources of revenue for those resources (university funds, fees, private funding, other). Describe how the unit will supplement its annual budget from other sources or reallocate resources to reach its strategic goals.

The College's budget model is primarily an "incremental" one, which means that it receives an allocation from central administration every year that is built on funding levels from the previous year. That allocation is primarily for employee salaries; operating funds are generally the responsibility of the College. Opportunities for revenue generation are available, mostly through enrollment in online education ([World Campus](#)) programs, for which the College receives a portion of tuition for each student enrolled. Other revenue opportunities are with summer enrollment, internship enrollment, and development/fundraising. The College has steadily built high-quality World Campus degree programs, focused on shoring up the other opportunities, looked to partner with other units to save costs where appropriate, and taken a careful approach to spending and hiring each year. It also seeks to reallocate spending in areas where strategic goals might be realized. An example is the new student laptop requirement. After careful research that indicated that nearly all students arrive with laptops sufficient for many skills courses, the College decided on a long-term plan to move away from maintaining desktop computers in multiple labs and instead to determine which labs are essential for high-end projects. This allows the College to reinvest its technology budget on equipment, hardware and software that better allows it to innovate and stay current.

4. Describe how the resources provided by the institution compare with the resources for similar units on your campus.

Among its peers on the University Park campus, the College is neither the largest nor the smallest in terms of enrollment, faculty and staff, and operating budget. Compared to its peers, the College's [overall budget is smaller than other academic units](#) when headcount alone is considered. However, the College's research portfolio (grants and contracts) is the smallest of all units at University Park, and its pool of alumni and other resources from which to draw for fundraising and development is also smaller. In sum: The College has adequate resources in comparison to its peers, and in recent years has seen additional support from the University for its initiatives. The University will invest more than \$35 million in general funds toward the College's new media center.

5. Describe the unit's classrooms, offices, computer labs or other building spaces, as well as technology support services. If the unit administers university media or student publications, include a description of equipment and facilities devoted to those operations.

Many of the College's lecture courses and skills courses take place in general-use facilities controlled and maintained by the University. However, the College also has its own [facilities](#), including studios, labs and classrooms. Until Fall 2018, the College occupied 49,913 square feet of space at multiple sites—Carnegie Building, James Building, Lubert Building, 103 Innovation Boulevard and the Willard Building—an addition of more than 1,129 square feet since the time of the previous accreditation review. All College facilities are ADA compliant, and students have 24-hour card-swipe access to labs appropriate to their classwork for that semester.

The information below is a snapshot of the College's current facilities, which will be in use until the 2020-21 academic year.

The largest portion of the space, and the main home of the College, is in the historic [Carnegie Building](#). The 18,355-square-foot facility houses six laboratories, one large cinema- classroom, four seminar-conference rooms, 68 individual offices and three common areas divided by office cubicles.

The ground floor includes 12 faculty-staff offices, five classroom-laboratories (including the John Curley News Writing Lab), three meeting rooms, a technology support suite, the Arthur W. Page Center for Integrity in Public Communication archive room, satellite

equipment room and a faculty-staff lounge. The first floor includes 22 faculty-staff offices, one conference room, the Donald W. Davis Advertising Lab and the Carnegie Cinema. The second floor includes the Dean's suite and offices for general College administration, academic services, diversity and inclusion, internships and career placement, and 34 faculty-staff offices. Carnegie is centrally located on campus and is in close proximity to the main libraries on campus and other important resources for students and faculty.

The College maintains two production facilities in adjacent buildings at the University's Innovation Park location, a 12-minute bus ride from the core campus. The 4,573-square foot space at 103 Innovation Park Boulevard contains one of the College's two television studios and its audio production laboratories and classrooms. The College's Innovation Park facility is also home to CommRadio, the College's streaming radio service. The suite also includes a classroom, three staff offices and storage and work areas.

A nearby, 8,884-square foot Lubert Building suite contains the College's state-of-the-art HD studio. It is base operations for [Centre County Report](#), the College's weekly student-produced television news program that airs Friday nights on WPSU-TV, Penn State's Public Broadcasting station (located directly across the street from Lubert Building). A second-floor suite contains the College's film and audio-video checkout facility, a large computer lab-classroom, the Carmen Finestra Digital Editing Laboratory, [CommAgency](#), an audio recording booth, a small general-purpose classroom, four faculty-staff offices and a film-video shooting space.

The College also uses 6,932 square feet in James Building, located at 123 South Burrowes Street, one block off campus in downtown State College. The University-owned building is shared with *The Daily Collegian*, an independent student newspaper. The building houses the College's Pennsylvania Center for the First Amendment, Media Effects Research Laboratory, Office of External Relations and Strategic Communications, Finance Office, and graduate student work areas.

Until summer 2018, the College used 5,169 square feet on the second and third floors of the Willard Building, located directly across the street from Carnegie. In light of upcoming renovations to Willard and the development of the Bellisario Media Center, faculty members in 17 offices have been relocated to temporary space in the James Building. Willard has also been home to the College's Gannett Foundation New Media Lab, its Institute for Information Policy, and a film-video classroom and shared curriculum shooting space. These facilities will also come offline as the College prepares for its new media center.

The College's Labs, Studios and Suites

The College has spent more than \$3 million since the last accreditation review on building renovations, hardware, software and furniture to maintain and upgrade its environment for student support, teaching, and research. A 2017-18 University agreement to provide the [Adobe Creative Cloud](#) to all students has lessened the College's need to purchase software for the labs, as students can access a wide array of software through their Penn State Accounts. Furthermore, a new [laptop requirement](#) – in effect for first-year students beginning in Fall 2018 – will also allow the College to invest more strategically in facilities and technology in coming months and years.

Beyond faculty/staff offices and program areas, the College currently maintains the following labs and studios:

Carnegie Building

Donald W. Davis Advertising Lab (121 Carnegie)

Film Lab (21 Carnegie)

Michael T. Chobot Studio (16 Carnegie)

Photo Lab (6 Carnegie)

John Curley News Writing Lab (8 Carnegie)

General-Purpose Lab (19 Carnegie)

Note: Carnegie Cinema is operated by the University.

Innovation Park

Television Studio (209 & 210, 103 Innovation Park)

Digital Broadcast News Lab (218 & 224, 103 Innovation Park)

Audio Production Lab (217 & 226, 103 Innovation Park)

CommRadio Suite (206 & 219-223, 103 Innovation Park)

General Photo and Film Studio (213E Lubert)

CommMedia Suite/Centre County Report studio (115 Lubert)

CommAgency Suite (213PLubert)

Finestra Digital Editing Lab (213Q Lubert)

James Building

Media Effects Research Labs (306, 307 & 309 James)

The College also maintains two equipment rooms. A large suite is at its Innovation Park facility; a smaller room, offering primarily photography equipment, is in the Carnegie Building.

Technical Staff

Karen Mozley-Bryan is the College's facilities manager, with general oversight responsibility for all facilities. Yu Tai Chung oversees the College's IT needs. A total of 11 staff members work in facilities and technology support for the College.

The Donald P. Bellisario Media Center

Thanks to a naming gift from alumnus Donald P. Bellisario ('61), leveraged with University support, the College is preparing to open a new, state-of-the-art media center just steps away from the Carnegie Building and in the heart of campus. The center, slated to open in Fall 2020, will expand and consolidate the College's Innovation Park facilities with some of its facilities currently in the James Building. The guiding ethos for the media center is *open, collaborative, creative, and entrepreneurial*. Students in all majors will work in an environment designed to encourage innovation, further empowering the College in its mission to create the next great generation of digital storytellers.

The media center, a \$43.5 million investment, will include multiple studios, a screening room, media commons for large events, CommAgency, an open newsroom, student workspace and spaces for team projects, an innovation lab, the Media Effects Research Lab, and the College's Equipment Room. *The Daily Collegian*, which is independent of the College, has been invited to occupy a dedicated space near the open newsroom, which will be accessible for all student media.

6. Describe the unit's most urgent needs for resources, if any, and the plan to address these needs.

The current equipment inventory and facilities serve students and faculty for curricular and research needs. Continuing significant investments in equipment and renovation of existing space has allowed us to teach advanced skills and production techniques, to expand offerings in skills-based portions of our curriculum, to launch new student programs and to support faculty research and creative scholarship. An equipment

committee, made up of faculty and staff, provide recommendations to the dean for spending on new cameras and other equipment.

Student/equipment ratios are generally healthy. As is the case with many programs, demand waxes and wanes during the semester, in response to assignment deadlines and final projects. An electronic equipment check-out system allows students to ensure the equipment they need is available. The College also coordinates with the University's media technology service, which provides basic cameras and peripherals to students from across the University. Furthermore, students and faculty have access to facilities and technology through Penn State's [Media Commons](#) and other labs maintained by central IT.

In summary: Students have adequate and convenient access to the tools they need for course assignments, either through the College's large Equipment Room at Innovation Park or its smaller "satellite" room in Carnegie. The challenge for the College will be to make wise short-term decisions about technology and equipment investments as it also makes long-term plans for its new media center.

Table 10

**Donald P. Bellisario College of Communications
The Pennsylvania State University
Budget and Expenditures
Fiscal Years 2015/2016 through 2017/2018**

Budget Item:	2015-2016	2016-2017	2017-2018
Administrative Salaries *	\$2,970,103	\$3,047,956	\$3,239,363
Teaching Salaries (Full Time)	\$5,853,867	\$5,999,552	\$6,203,927
Teaching Salaries (part time/adjunct)	\$326,295	\$337,746	\$479,439
Teaching/Graduate Assistants	\$1,181,133	\$1,296,583	\$1,367,057
Clerical Salaries	\$764,310	\$805,599	\$853,925
Equipment	\$782,644	\$536,085	\$549,070
Equipment maintenance	\$11,069	\$10,774	\$40,351
Supplies	\$83,034	\$97,654	\$100,858
Library Resources	\$8,781	\$53,433	\$58,522
Databases, online information services	\$42,135	\$47,710	\$58,119
Travel	\$252,569	\$230,496	\$361,092
Research	\$1,365,550	\$1,399,181	\$1,531,302
Other:			
Academic Services	\$51,572	\$56,649	\$58,969
Administration	\$434,136	\$337,463	\$451,206
Career placement and internship program	\$63,519	\$67,505	\$69,123
Center for Sports Journalism	\$302,143	\$301,822	\$303,064
Com Media/Radio/Agency	\$95,420	\$117,174	\$140,383
Development and Alumni Relations	\$661,701	\$763,917	\$875,384
Facilities	\$66,023	\$70,420	\$86,368
Fringe Benefits	\$3,507,105	\$3,761,800	\$3,819,259
Graduate programs	\$318,967	\$288,517	\$342,083
Human Resources	\$44,925	\$56,495	\$61,537
Diversity and Inclusion	\$21,977	\$24,410	\$25,295
Outreach	\$87,897	\$72,562	\$68,390
Recruitment	\$19,041	\$27,693	\$36,840
Renovations	\$112,513	\$167,637	\$185,255
Sci Comm	\$3,000	\$73,880	\$80,578
Undergraduate programs	\$235,770	\$234,945	\$260,796
Visiting Scholars	\$25,049	\$26,926	\$27,682
Washington DC/Hollywood Program	\$55,376	\$69,478	\$75,152
Total Annual Journalism/ Mass Communications Budget:	\$19,747,624	\$20,382,062	\$21,810,389

Notes:

Budget totals do not include salaries for Dean, Director of Development, and Financial Officer which are paid from central funds.

*Except as mentioned above, includes all administrative staff members in Dean's Office, Academic Services, Development, Facilities, Financial Office, Human Resource, Internship Office and Diversity and Inclusion Office.