

PART II

Standard 7. Resources, Facilities and Equipment



PennState
Donald P. Bellisario
College of Communications

bellisario.psu.edu | [@PSUBellisario](https://twitter.com/PSUBellisario)

Part II, Standard 7. Resources, Facilities and Equipment

Executive summary:

- The transformative Bellisario Media Center opened in Fall 2021 and has become the creative and technological hub of the College. Its cutting-edge facilities have inspired cross-disciplinary collaboration, streamlined production workflows, and brought student media activities to central campus.
- A new data-driven budget model at the university level promises equitable resource allocation that is based on how units serve students. As a result, the unit budget has increased and is set to continue growing significantly in the next few years, bolstered by strong enrollments and credit-hour production.
- The College’s budget development is a collaborative effort. Aligned with the strategic plan, the process includes detailed planning and regular oversight to ensure resources are used effectively.
- Annual investments ensure student access to up-to-date equipment for production classes. An equipment committee, made up of faculty and staff, makes recommendations to the dean about expenditures. Students and faculty also benefit from partnerships with the university’s media technology services and Media Commons.
- Students and faculty benefit from extensive digital resources and training, much of which is centrally supported through Penn State Libraries. The College is further strengthened by a dedicated communications librarian, assisted by a second librarian shared with another college, who actively engages with the academic community by visiting classes, providing individualized support to faculty and students, and advocating for resources.

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

Table 10. Budget

Show below the annual unit budget for each of the three years preceding the accreditation visit. “Annual budget” refers to funds directly under control of the unit for the entire year (12 months). Budget figures should not include expenditures for building maintenance, retirement allowances, scholarships, prizes or student aid. List student newspaper budget only if it is under control of unit and is used in instruction.

Donald P. Bellisario College of Communications The Pennsylvania State University Budget and Expenditures Fiscal Years 2022-23 through 2024-25			
Budget Item	2022-23	2023-24	2024-25
Administrative Salaries *	\$3,898,734	\$3,867,777	\$4,200,464
Teaching Salaries (Full Time)	\$6,860,219	\$7,462,140	\$7,979,281
Teaching Salaries (Part Time/Adjunct)	\$338,896	\$493,144	\$613,832
Teaching/Graduate Assistants	\$1,138,397	\$909,725	\$780,051
Clerical Salaries	\$599,777	\$677,454	\$630,844
Services	\$633,539	\$866,752	\$1,070,274
Equipment	\$538,283	\$570,781	\$577,497
Information Technology	\$478,157	\$492,150	\$534,150
Marketing / Public Relations / Advertising	\$39,415	\$55,546	\$63,325
General Office Expenses and Supplies	\$197,669	\$262,422	\$203,083
Travel and Conferences	\$761,889	\$874,390	\$788,084
Other:**			
Bellisario Multimedia Center	\$68,150	\$110,871	\$391,467
Penn State Student News Media	\$0	\$0	\$448,000

Budget Item	2022-23	2023-24	2024-25
Holocaust, Genocide, and Human Rights Education Initiative	\$192,543	\$227,138	\$250,000
Washington DC/Hollywood Program	\$28,700	\$16,215	\$24,305
Human Resources	\$22,320	\$58,005	\$20,252
Fringe	\$4,495,193	\$4,806,191	\$5,473,491
Facilities and Information Technology	\$679,704	\$664,363	\$675,135
Communication and Public Relations	\$44,392	\$55,606	\$64,955
Diversity and Inclusion	\$15,856	\$22,134	\$32,953
Development and Alumni Relations	\$219,130	\$215,151	\$218,872
Outreach	\$70,739	\$94,221	\$102,380
Advising	\$68,819	\$52,348	\$53,214
Internship and Career Placement	\$91,982	\$95,569	\$102,736
Undergraduate Program	\$148,127	\$109,823	\$117,203
Graduate Program	\$90,754	\$65,375	\$65,475
Total Annual Journalism/Mass Communications Budget	\$21,721,384	\$23,125,291	\$25,481,323

* Includes Executive, Associate and Assistant Dean, and Department Head salaries.

** Excludes Salaries, as they are listed above.

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 College’s strategic planning process involves active participation from the dean, associate dean, department heads, program directors, faculty, and staff members. The budget is closely tied to this strategic plan. Each July, the provost provides the College with its total budget allocation, with much of the annual budget dedicated to personnel. The dean and the 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 academic departments, undergraduate and graduate education, administration, diversity and inclusion, human resources, facilities, external relations, student services and internships, and career placement. Budget administrators for each account are responsible for monitoring their allocations and collaborating directly with the financial officer throughout the fiscal year. The dean oversees the entire College budget and meets regularly with the financial officer to monitor expenditures. As a state-related university with private characteristics, Penn State maintains confidentiality for individual salaries, as state funding is not guaranteed, and access-to-information laws do not apply.

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.

Penn State’s adoption of a new data-driven budget model for the 2023-24 and 2024-25 fiscal years represents a significant shift in the allocation of university funding. This model replaces the previous incremental approach, where funding levels were annually adjusted based on prior allocations. The new model employs weighted student credit hours (based on in-state upper-division undergraduate and graduate rates), three-year student headcount averages, and research allocations tied to the three-year average of facilities and administration-generating research, instruction, and public service activities.

The College has benefited immensely from the incorporation of this model after years of flat funding and budget cuts under the incremental model, which did not adequately account for enrollment in majors or courses. The College has always carefully monitored enrollments and watched its spending with sustainability in mind and will continue that practice -- even as it has recently had the opportunity to think more creatively about expanding its

programs and creating new ones. Although the university continues to centralize some functions and move budget resources from academic units to a “shared services” model for IT and Finance, the College should remain financially well-positioned as long as it continues to calibrate its costs and personnel with accurate enrollment projections. It works closely with the university Admissions Office to hit enrollment targets each year.

Additionally, the Bellisario College has other revenue opportunities outside of the university’s budget model. These opportunities include program income generated by internal initiatives, development and fundraising efforts, and grant proposals at private, federal, and state levels. Together, these resources are used strategically to meet goals. The College has sought partnerships with other units to save costs where appropriate and has adopted a careful and deliberate approach to both spending and hiring each year. This strategy has facilitated reinvestment in the College’s equipment, hardware, software, and facilities, ensuring it remains at the forefront of technological advancement.

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

Among the academic units at University Park, the College is neither the largest nor the smallest in terms of enrollment, faculty, staff, and operating budget. When considering Student Credit Hours and Headcount, the College’s overall budget is smaller compared to its peers. Although the College’s research portfolio (grants and contracts) is currently the smallest at University Park, it is experiencing growth. Additionally, the College has a smaller pool of alumni and other resources for fundraising and development. However, the implementation of a new data-driven budget model for the 2023-24 and 2024-25 academic years has led to a year-over-year increase in resources, with further rises in allocations anticipated in the coming years. In sum: The new budget model is providing a more equitable playing field for the College with its Penn State peers, based on the students it serves.

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.

The Bellisario College of Communications offers a robust array of facilities across three key buildings — Carnegie Building, Willard Building, and College Heights School Building — encompassing a total of 55,553 square feet. Many lecture and skills courses take place in general-use facilities managed by the university elsewhere on campus, freeing resources for the College to focus on maintaining specialized spaces for its unique educational needs. All College facilities are ADA compliant, and students have 24-hour card-swipe access to appropriate labs for their classwork for that semester.

Carnegie Building

The Carnegie Building, a historic structure centrally located on campus, spans 18,355 square feet and serves as the administrative hub of the Bellisario College. It is conveniently situated near the university’s main libraries and other campus resources for students and faculty. The building includes a laboratory, a large film-screening classroom, four seminar-conference rooms, 72 individual offices, and five common areas divided by cubicles.

Previously home to lab facilities, the ground floor has been renovated and repurposed following the opening of the Bellisario Media Center. The space now includes a graduate student work suite (renovated in 2021) and a facilities and IT support suite for the College. Additionally, the ground floor features three seminar/conference rooms, 16 faculty/staff offices, and one open office suite.

The first floor houses an advertising lab renovated in 2022, equipped with collaboration technology for advertising and public relations courses. It also includes the Carnegie Cinema, which is a university general classroom, alongside 22 faculty offices and a conference room.

The second floor is the administrative center of the College, hosting the Dean’s suite and general administration offices (renovated in 2021 to accommodate growth), academic services (renovated in 2021 to accommodate growth), diversity and inclusion initiatives, and internships and career placement services. This floor includes 34 faculty/staff offices and four shared office suites.

Willard Building: Donald P. Bellisario Media Center

The Bellisario Media Center in the Willard Building spans 35,000 square feet and serves as the creative and technological heart of the College. Opened in August 2021, this facility moved production resources to a central campus location, eliminating the need for travel to off-campus sites. Designed to inspire innovation, collaboration, and entrepreneurship, the center embodies the College's mission of preparing the next generation of storytellers and communicators. The \$48 million investment, made possible by a naming gift from alumnus Donald P. Bellisario and university support, includes integrated studios with a shared technical core equipped with high-definition and 4K-ready technology. In addition to specialized programmatic spaces, there are 29 individual offices here and five collaborative office spaces.

The ground floor features a Media Center atrium that provides informal workspace for students and accommodates special events with audio/visual capabilities. Facilities include a screening room classroom, a video studio with a control room for production classes and PSNtv student television station, and a black box soundstage studio for film projects. The College's equipment checkout room provides field equipment for production classes. Additional resources include an innovation lab, a production lab classroom, eight staff/faculty offices, and two open office areas.

The first floor features open work and collaboration space, the CommAgency suite, and a multipurpose room. This level also includes the Media Effects Research Laboratory, finishing suites for video and audio production, a flex studio for photography and public relations media training simulations, and a digital editing lab. Five faculty offices, one open office area, and two conference rooms are also located on this floor.

The second floor is a hub for student media activities, with an open newsroom that fosters collaboration among student media organizations. The Daily Collegian, independent of the College, occupies a dedicated space adjacent to this newsroom. Additional facilities include an audio lab classroom, an audio air studio for radio broadcasts, and four voice-over booths. The news studio, control room, and newsroom lab host productions such as *Centre County Report*, *After the Whistle*, and *In the Game*. Other resources include an audio production studio, a small video studio designed to upload video to external media outlets, CommRadio air and production studios, and a multimedia lab classroom. Office spaces on this floor comprise four faculty/staff offices, two collaborative office spaces, and a conference room.

The third floor is shared with the College of the Liberal Arts. The Bellisario College has 12 faculty offices, a conference room, and a shared break room here.

College Heights School Building

In this shared facility, the Bellisario College occupies 2,198 square feet. This space houses the finance office, development office, and alumni relations office, with nine individual offices and three conference rooms.

The College's Labs, Studios, and Equipment

The Bellisario Media Center represents a significant investment in technology, with \$8 million allocated to studio and classroom technology during its construction. The center's integrated media environment allows students to work across disciplines, supported by cutting-edge tools and shared resources. Students benefit from the university's Adobe Creative Cloud and Microsoft 365 agreements, which provide free software for enrolled students. This benefit, coupled with a college-specific laptop requirement for communication majors, enables the unit to make strategic investments in technology and facilities.

Carnegie Building

Advertising Lab (121 Carnegie)

Note: Carnegie Cinema is operated by the University (113 Carnegie)



Bellisario Media Center — Willard Building

Screening Room (002 Willard)

Production Studio (003 Willard)

Blackbox Studio (005 Willard)

Innovation Lab (010 Willard)

Production Lab (013 Willard)

Digital Editing Lab (101 Willard)

CommAgency Suite (102 Willard)

Multi-purpose Room (103 Willard)

Media Effects Research Lab Suite (105 Willard)

Finishing Suite (113 Willard)

Flex Studio (114 Willard)

Open Newsroom (201 Willard Building)

Broadcast News Lab (209 Willard)

Broadcast News Air Studio (212 Willard)

Voice Over Booths (211, 214A, 215A & 222A Willard)

News Studio (212 Willard)

Newsroom Lab (213 Willard)

Strategic Communications Studio (217 Willard)

CommRadio Suite (222 Willard)

The News Lab (223 Willard)

Multimedia Lab (224 Willard)

The College also maintains an equipment room, a large suite in the Bellisario Media Center, to provide students with equipment for their production classes. An electronic equipment check-out system allows students to ensure the equipment they need is available. Significant investments in equipment are made on a yearly basis to keep up with technical advancements and trends. Recent additions include 75 mirrorless digital cinema cameras for student checkout and a 10-camera remote production fly pack for field production of livestream events. 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.

Technical Staff

The College's facilities and technology support are overseen by Karen Mozley-Bryan, the facilities manager, and Yu Tai Chung, who directs IT services. Scott Myrick serves as Director of Operations for the Bellisario Media Center. In total, 14 staff members provide facilities and technology support for the College.

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

As the Bellisario College continues to grow its faculty and staff, the demand for office space has increased. Space is at a premium across the university, and the current facilities in the Carnegie and Willard buildings have hit their limits. To address this, the College has requested return of Willard Building office space the College previously occupied that provided a cohesive and collaborative environment for faculty and staff.

The university's initiative to provide all students with access to Adobe Creative Cloud software has been a transformative resource for the Bellisario College, especially given the critical role that these tools play in the education of communications students. Since its inception in 2018, this program has significantly enhanced students' ability to develop essential skills and produce professional-grade work. However, recent efforts by Penn State IT to reduce the number of licenses university-wide, citing cost-saving measures, have raised concerns within the College. While students have not yet been affected, the potential reallocation of these costs to individual units, including the College, could have significant financial implications.

To mitigate this risk, the Bellisario College is actively engaging with university IT and other stakeholders to advocate for the continuation of centralized funding for these licenses. The College is also evaluating contingency plans to absorb these costs, should they be passed down, and is exploring external funding opportunities and partnerships to offset potential expenses. Maintaining access to these essential tools remains a top priority, as they are integral to its mission of preparing students for careers in a competitive and technologically driven field.