

## Self-Study Report for Accreditation in Journalism and Mass Communications

During the visit, the unit should make the following documents accessible to the team:

- advising records
- other files related to student services

Undergraduate and graduate site visit during 2014-2015

Submitted to the  
Accrediting Council on Education in Journalism and Mass Communications

Name of Institution: Florida International University

Name of Journalism/Mass Communications Unit: School of Journalism and Mass Communication

Address: 3000 N.E. 151Street, AC2, N. Miami, Florida 33181

Date of Scheduled Accrediting Visit: Jan. 25-28, 2015

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

Journalism/mass communications administrator:

Name: Dr. Raul Reis

Title: Dean

Signature:

Signed, original copy on file with ACEJMC

Administrator to whom journalism/mass communications administrator reports:

Name:

Title:

Signature:

## 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 (especially 13 – 21) and update them as necessary. The unit then should print 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: Florida International University

Name of Unit: School of Journalism and Mass Communication

Year of Visit: 2015

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.

Florida International University was established as a state university under the Florida Administrative Code, Chapter 6C8-1, which states the purpose of FIU as follows:

- (1) It shall be the business of Florida International University to provide for:
  - (a) Education of Students -- to provide a university education for qualified students which prepares them for useful careers in education, social service, business, industry, and the professions, furnishes them with the opportunity to become effective members of society, and offers them an appreciation of their relations to their cultural, aesthetic and technological environments.

- (b) Service to the Community -- to serve the greater community, with a primary emphasis on serving the Greater Miami and South Florida area, in a manner which enhances the area's capability to meet the ecological, cultural, social and urban challenges which it faces.
- (c) Greater International Understanding -- to become a major international education center with a primary emphasis on creating greater mutual understanding among the Americas and throughout the world.

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

  X   Yes  
 \_\_\_\_\_ No

If yes, give the date of the last accrediting visit: February 2009

5. When was the unit or sequences within the unit first accredited by ACEJMC? 1991

6. Attach a copy of the unit's undergraduate mission statement **and the separate mission statement for the graduate program**. Statements should give date of adoption and/or last revision.

**Mission Statement**

The School of Journalism and Mass Communication is a globally engaged school that excels in educating communication students in a multicultural environment to be critical thinkers, innovative professionals and writers, and leaders in their fields. Our faculty members are internationally recognized scholars and professionals who create new knowledge that contributes to understanding and solving community and global issues.

**Vision Statement**

The School of Journalism and Mass Communication is a recognized leader in educating the most highly qualified global communication professionals in the Americas and the world.

**Values Statement**

We are committed to the advancement of freedom of information and expression, excellence in professional practices and ethical behavior.

**SJMC Graduate Programs Mission Statement**

The SJMC graduate programs challenge students to become globally-involved and socially-conscious communication professionals. Our ethnically diverse students engage in research and reporting that advances communication industries and practices and the public interest. As leaders in their fields, our graduates contribute critical thinking, strategic solutions and creative ideas for addressing organizational and community issues.

7. What are the type and length of terms?

Semesters of 16 weeks  
 Summer sessions of six weeks

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

- Four-year program leading to Bachelor's degree
- Graduate work leading to Master's degree
- Graduate work leading to Ph.D. degree

9. List the specific undergraduate and professional master's degrees being reviewed by ACEJMC.  
 \*Indicate online degrees.

Undergraduate—Bachelor of Science in Mass Communication

10. Give the number of credit hours required by the university for graduation. Specify semester-hour or quarter-hour credit.

All students are required to complete a minimum of 120 semester hours to graduate from FIU.  
 Specific majors' requirements within the SJMC are as follows:

Advertising	(120 semester hours)
Broadcast Media	(120 semester hours)
Digital Media Studies	(120 semester hours)
Journalism	(120 semester hours)
Public Relations	(120 semester hours)

11. Give the number of credit hours students may earn for internship experience. Specify semester-hour or quarter-hour credit.

Internship courses are offered in all majors as electives, not as required courses within the major. Internships are available to all majors who want to gain experience in the field. Students who have met all undergraduate requirements, completed MMC 3104C, received consent from the department chair and have met all other curricular requirements outlined in the internship packet may elect an internship in consultation with their advisor. The internship requires a minimum of 300 hours of work for 3 academic semester credits.

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

Advertising	Maria Elena Villar
Broadcasting Media	Teresa Ponte
Digital Media Studies	Teresa Ponte
Journalism	Teresa Ponte
Public Relations	Maria Elena Villar

13. Number of full-time students enrolled in the institution: 54,000

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

	Active Undergraduate	Enrolled
Advertising	337	284
Public Relations	574	487
Journalism	358	308
Digital Media Studies	148	118
Broadcast Media	343	301
Unknown	63	47
<b>Total</b>	<b>1,823</b>	<b>1,543</b>

(Data are for fall 2014.)

**\*Note: Active students are the total number of FIU students under our major. Enrolled student are actually taking courses during a given semester.**

**In Part 2: Supplemental Information we report the “active undergraduates” at 1,798. The difference between 1,823 and 1,798 is due to timing. Reports can be accessed on a daily basis and as students enroll and change majors this number can fluctuate. Please use the 1,823 in the report as it is the number reported at the end of the Fall 2014 semester.**

15. Number of graduate students enrolled: 98

16. Number of students in **each section** of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, 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 courses.

Course number		Section	Course title	Limit	Enrolled
DIG	4293	B51	Multimedia Production 2	20	19
DIG	4552	B51	Advanced Multimedia Production	20	10
DIG	4800	B51	Digital Theories	21	20
DIG	5167	B51	Social Media Metrics	18	15
DIG	5569	B51	Digital Media Management	15	0
JOU	3117	B51	News Reporting and Writing	20	17
JOU	3117	B52	News Reporting and Writing	20	20
JOU	3188	B51	Multi-Ethnic Reporting	20	0
JOU	3300	B52	Advanced News Writing	20	12
JOU	3300	B51	Advanced News Writing	20	0
JOU	3405	B51	South Florida News Service	10	5
JOU	4101	B51	In-Depth Reporting	11	10

JOU	4208	B51	Magazine Editing & Production.	15	3
JOU	4341C	B52	Senior Multimedia Project	20	17
JOU	6107	B51	New Media Techs	20	10
JOU	6185	B51	Reporting Social Ethnic	20	8
MMC	3104C	B51	Writing Strategies	20	20
MMC	3104C	B52	Writing Strategies	20	20
MMC	3104C	B53	Writing Strategies	20	20
MMC	3104C	B54	Writing Strategies	20	20
MMC	3104C	U01	Writing Strategies	20	20
MMC	3104C	B56	Writing Strategies	20	20
MMC	3104C	B57	Writing Strategies	20	11
MMC	6108	B51	Theories Mass Comm. Writing	20	9
MMC	6213	RXDB	Ethics and Social Responsibility	20	14
MMC	6402	B51	Theories Mass Communication	20	9
MMC	6416	RXDA	Media Planning	20	10
PUR	4100	B51	Writing For Public Relations	20	20
PUR	4100	B53	Writing For Public Relations	20	20
PUR	4100	B52	Writing For Public Relations	20	20
PUR	4101	B51	Publication Editing and Design	15	9
PUR	4106	B51	Advanced Public Relations Writing	15	14
PUR	4106	B52	Advanced Public Relations Writing	20	0
PUR	5406	RX2	Multi-Cultural Communication	19	17
PUR	6607	B51	Global Strategic Communication	15	15
PUR	6607	RXDA	Global Strategic Communication	20	14
PUR	6610	RXDB	Global Reputation Management	20	10
PUR	6806	B51	Global Account Planning	15	5
RTV	3260	B51	Multimedia Production	20	20
RTV	3260	B52	Multimedia Production	20	20
RTV	3260	B53	Multimedia Production	20	20
RTV	3260	B54	Multimedia Production	20	20
RTV	3260	B55	Multimedia Production	20	20
RTV	3260	B56	Multimedia Production	20	20
RTV	3260	B57	Multimedia Production	20	20
RTV	3260	B58	Multimedia Production	20	10
RTV	4101	B51	Writing for Television	20	13
RTV	4320	B51	Electronic News Gathering	20	13
RTV	4323	B51	Long Format TV/Radio	12	11
RTV	4324	B51	Broadcast News Magazine	20	10
VIC	4001	B51	Visual Storytelling Production	20	18

**17.** Total expenditures planned by the unit for the 2014–2015 academic year. \$5,491,298

Percentage increase or decrease in three years: 31.5 percent increase

<b>Personnel and related items</b>	<b>2011-2012</b>	<b>2012-2013</b>	<b>2013-2014</b>
Administrative salaries	\$963,544	\$851,469	\$1,275,569
Teaching salaries (full time)	1,894,586	1,956,887	2,281,173
Teaching salaries (part time/adjunct)	106,743	163,531	211,647
Teaching assistants	51,835	\$52,073	58,825
Clerical/technical salaries	577,450	583,017	611,314
Equipment	80,450	75,835	149,454
Equipment maintenance	932	15,438	489
Supplies	32,661	41,220	42,798
Library resources	0	0	0
Databases, online info services	0	25,340	22,292
Travel	113,245	90,539	118,280
Research	297,099	284,923	332,104

<b>Other</b>			
Telephones	\$28,107	20,053	27,601
Advertising	23,425	12,022	62,421
Memberships	3,470	4,200	3,150
Postage/Freight	2,071	1,671	1,095
<b>TOTAL SJMC BUDGET</b>	<b>\$4,175,618</b>	<b>\$4,178,218</b>	<b>\$5,198,212</b>

Amount expected to be spent this year on full-time faculty salaries:

Projected full-time faculty expenses = \$2,280,829



18. 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.

**Margo Berman**  
*Professor*

**Lilliam Martinez-Bustos**  
*Assistant Professor*

**Fred Blevens**  
*Professor*

**David Park**  
*Associate Professor*

**Grizelle de los Reyes**  
*Visiting Instructor and Graduate Director*

**Juliet Pinto**  
*Associate Professor*

**Chris Delboni**  
*Instructor*

**Teresa Ponte**  
*Chair and Associate Professor*

**Mario Diament**  
*Associate Professor*

**Raul Reis**  
*Dean and Professor*

**Lynne Farber**  
*Assistant Professor*

**Neil Reisner**  
*Associate Professor*

**Leonardo Ferreira**  
*Worlds Ahead Scholar and  
Associate Professor*

**Allan Richards**  
*Associate Dean and  
Associate Professor*

**Kathy Fitzpatrick**  
*Professor and Associate Dean of Graduate  
Studies*

**Sigal Segev**  
*Assistant Professor*

**Robert Gutsche**  
*Assistant Professor*

**Michael Scott Sheerin**  
*Associate Professor*

**Aileen Izquierdo**  
*Visiting Instructor*

**Moses Shumow**  
*Assistant Professor*

**Susan Jacobson**  
*Assistant Professor*

**Carlos Suris**  
*Senior Instructor*

**Lillian Lodge Kopenhaver**  
*Professor and Dean Emerita*

**Judy VanSlyke Turk**  
*Visiting Professor*

**Yu Lui**  
*Assistant Professor*

**Lorna Veraldi**  
*Associate Professor*

**Katherine MacMillin**  
*Assistant Professor*

**Mercedes Vigon**  
*Associate Professor*

**Elizabeth Marsh**  
*Assistant Professor*

**Maria Elena Villar**  
*Associate Professor and Interim Chair*

**Weirui Wang**  
*Assistant Professor*

**\*Note: Current full-time faculty equals 31, including 3 full-time, visiting faculty.**

19. List names of part-time/adjunct faculty teaching at least one course in fall 2014. Also list names of part-time faculty teaching spring 2014. (If your school has its accreditation visit in spring 2015, please provide the updated list of faculty at time of visit.)

	Spring 2014	Fall 2014	Spring 2015
Gremaud Angee		Yes	
Alejandro Alvarado	Yes		
Elio Arteaga	Yes	Yes	
Lorene Bauduy		Yes	Yes
Amaury Blondet		Yes	
Joan Chrissos	Yes	Yes	Yes
Lawrence Clark	Yes	Yes	Yes
Patrick Farrell		Yes	
Mari J. Garcia		Yes	Yes
Maria M. Garcia		Yes	Yes
Eduardo Gomez			Yes
Marcia Gomez		Yes	
Trevor Green	Yes	Yes	
Elizabeth Hanly	Yes		
Robert Holtzman		Yes	Yes
Robert Jaross	Yes	Yes	
Jessica Matias	Yes		Yes
Hugo Ottolenghi	Yes	Yes	Yes
Daniel Pimentel			Yes
Monica Pobog		Yes	
Heather Radi-Bermudez		Yes	Yes
Jody Rafkind		Yes	
Jay Sandhouse	Yes	Yes	Yes
Alfredo Soto	Yes	Yes	Yes
Reid Van Voris		Yes	Yes
Patricia Whalen		Yes	
Alicia Zuckerman		Yes	

20. 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.

	<b>Total Graduates</b>	<b>Number</b>	<b>Percent</b>
2013-2014 academic year	281	281	100
2012-2013 academic year	263	263	100

(Note: SJMC requires 75 credits in liberal arts courses.)

**21.** Schools on the quarter system: not applicable