

Blueprint for Academic Excellence at USC
College of Mass Communications & Information Studies

May 1, 2011

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Executive Summary

Strengths and accomplishments (5 years):

- Leadership team of directors, associate deans, development in place.
- Successful reaccreditation by ALA (SLIS) and ACEJMC (SJMC)
- Increased research and grant production in both schools
- Solid faculty hires in SJMC (Professors Besley, Forde, Kim, Alvarado, McGilll, Weir) and in SLIS (Professors Solomon, Albright, Gavigan, Rathbun-Grubb).
- SLIS Ph.D. and BSIS degrees launched with first graduates expected this year.
- Interdisciplinary health communications certificate with ASPH.
- Nationally recognized literacy initiative.
- SLIS transition from satellite TV courses to web-based conference & online courses.

Weaknesses aka opportunities:

- Distributive education—a strength in SLIS, but could be more effective in SJMC. Will seek to be active participant in university endeavor to increase DE.
- Tenure & promotion revisions have been in process for both schools for some time. SLIS revisions have been approved by UCTP. SJMC approval is expected soon.
- SJMC curriculum is currently under faculty review and revision. While we have long preached media convergence, the curriculum has not reflected that. It needs flexibility to match the changed communications environment.
- Both schools have diversity recruitment efforts that have demonstrated success. The SJMC effort is being assessed to focus the effort to make it more effective.
- Physical needs in the college are being addressed, though not yet complete. A two-year HVAC upgrade for Davis College (SLIS) will be started in summer 2011. The renovation and expansion of Health Sciences for SJMC remains the critical facility need for which we urge the earliest possible completion and the least delay in vacating the building so the construction can be started.

Library and Information Science Schools (Dr. Hastings): *U. S. News & World Report* ranking for 2009:

1. University of Illinois—Urbana-Champaign (tie for first)
1. UNC—Chapel Hill (tie for first)
3. Syracuse University
4. University of Washington
5. University of Michigan—Ann Arbor
6. Rutgers—New Brunswick
7. Indiana University—Bloomington
8. University of Texas—Austin

9. Drexel University
10. Simmons College

SLIS peers:

1. Rutgers - New Brunswick
2. University of Pittsburgh
3. Florida State University
4. San Jose State University
5. Syracuse University

Schools of Journalism and Mass Communications (Dr. Pardun): (There are no regular national rankings of journalism or communications programs. Assuming similar makeup, these are the strongest, with numbers 3 through 8 as our peers.)

1. UNC at Chapel Hill
2. Arizona State University
3. University of Georgia
4. Penn State University
5. University of Florida
6. University of Texas-Austin
7. University of South Carolina
8. University of Missouri
9. University of Alabama
10. Louisiana State University

Five-Year Goals

Goal 1: Create a more effective learning environment in appropriate facilities for the college.

A timeline is now shaping up for the renovation of the Health Sciences Building as the future home for the School of Journalism and Mass Communication and the college administration. With the approval of the School of Public Health's move to Discovery I, we have been advised to move forward with our planning. SJMC is on track to complete the several steps of Phase II approval by the end of 2011. Our Phase I design was recently revisited to make minor interior space adjustments. In 2012, we are scheduled to proceed to design refinements and schematics and to the bid process for construction. This would be concurrent with Public Health's construction stage which is roughly scheduled for completion near the end of 2012 or early 2013. SJMC would be in position to renovate the Health Sciences building in 2013 and move in upon completion as early as possible in 2014. As of this writing, the College has raised nearly \$3 million in gifts and pledges for outfitting the journalism school's future building. The fund raising effort will be accelerated now that a timeline is established, and we expect this to have a positive impact with donor prospects. An animated DVD of the renovation has been created by the architects. It will be packaged in the near future as a targeted development piece for dissemination to top prospects, as well as more widely disseminated to alumni and other constituents.

Installation of a new HVAC system in Davis College, along with some structural upgrades, is scheduled in two phases to minimize instructional disruption, the first in summer 2011 with completion in summer 2012.

The Arius 3D scanner gift agreement for SLIS is in place, and installation in McKissick Museum is scheduled for May 2011. This million-dollar gift is supplemented with federal IMLS funding & pending NEH funding.

The College's IFRA Newsplex facility at ETV continues to offset operating costs and reasonable portion of salaries with contracts and grants. Newsplex plays a valuable role in the College's connection with organizations at the community, state, national and international levels. For that reason, plans for the Health Sciences renovation include an area designated as next-generation Newsplex to include many multi-media activities. Faculty of SJMC began meeting in February 2011 to discuss further integration of Newsplex into the School's mission.

Goal 2: Stabilize and grow enrollment.

Both headcount and FTE enrollment for Fall 2010 are at their highest point in the past three years. Our average freshman retention rates over the past three years are slightly (0.9%) above that of the University as a whole. Enrollment increased in the new BSIS and PhD programs in the School of Library and Information Science, but fell short of the specific goals set in the 2010 Blueprint document.

Recruitment efforts in both Schools include attendance at the University's Open House events each fall and spring, Scholars' Day each spring, and the Majors Fair in the fall. All students admitted to the undergraduate programs receive hand-written notes

from each school's director. SJMC sponsored a booth at this year's national high school journalism conference in Kansas City and always has a table at the annual Southeastern Interscholastic Press Association meeting. Student services staff in each school offer informational sessions for prospective students several days a week.

SLIS staff previously established a transfer credit guide document with the South Carolina technical colleges. Bridge students and others can consult this if they plan to transfer to USC from any South Carolina technical college. SLIS also hosted a TRIO Student Support Services group at Davis, provided information about the program, and invited other TRIO programs at USC regional campuses to bring their students to Davis College when visiting the USC campus.

SLIS continues its outreach to MLIS students in cohort states by attending state library association conferences and hosting student and alumni teas. State Conference Participation in the past year included New England Library Association, Council of Media Organizations (Georgia), West Virginia Library Association, Virginia Library Association, Virginia Educational Media Association, Maine Libraries Conference, South Carolina Library Association, South Carolina Association of School Librarians, South Carolina Book Festival, SC Chapter of the Special Library Association, Ed Tech (SC). National Conference Participation included American Library Association, Association of Library and Information Science Education, Medical Library Association, Special Library Association, American Society for Information Science and Technology, Museum Computer Network.

The College increased scholarship funding by 24.2% and graduate assistant funding by 18.2%. Tuition supplements decreased an average of 7.3%. There were more graduate assistantships in locations beyond the University last year, but fewer paid internships at the undergraduate level.

Goal 3: Raise the minority participation in all aspects of the college.

The SJMC Multi-Cultural Forum has had three successful years. For AY 2011, we will review what has worked well and what needs revision. We will make adjustments to the program to strengthen both the outreach strategy and the content of the program. We are also looking for ways to improve our diversity outreach at the graduate studies level. We recently hosted a booth at an academic conference for HBCUs to recruit students for our graduate program. Some of our own diverse graduate students presented research and met with potential graduate students.

The SLIS Graduate Admissions and Placement Coordinator attends recruiting events at HBCU's throughout the Southeast. SLIS has been represented at the following graduate fairs and library events: Virginia State University—2010; Virginia Union University—2010; Benedict College—2009, 2010; Vorhees College—2009, 2010; Claflin University—2008, 2009, 2010; South Carolina State University—2008, 2009, 2010; Clark Atlanta University—2010; Johnson C. Smith University—2010; Fort Valley State University—2010; The HBCU Library Alliance Dean's and Director's Meeting—2010; SAEOPP McNair Conference—2009, 2010; McNair Scholars Conference at Penn State University—2010; National Black Graduate Student Association Conference—2009, 2010

The SLIS Diversity Leadership Group is a volunteer group composed of practicing library professionals and students at the School of Library and Information Science. Activities of the group include: sponsoring a program on recruitment, retention, and advancement of African Americans in libraries for a conference of the South Carolina Library Association; organizing a mentoring network for students and practicing professionals from under-represented populations; organizing a diversity pre-conference to the South Carolina Library Association annual conference; and writing and presenting faculty/staff and student diversity plans for the school which were adopted by the faculty and posted to the school's web site.

All faculty searches in the College include advertisements in national and international media proven to appeal to a diverse audience. Faculty and administrators use personal and professional contacts to seek out minority candidates and encourage them to apply for our positions. The SJMC was successful in hiring one tenured Asian male associate professor last year. The SLIS reopened the Augusta Baker Chair search in Fall 2010. This is one of only a few such positions in the country to be named for an African-American female.

Goal 4: Expand collaborative efforts internally at USC and externally.

In Spring 2009, the first student enrolled in the Certificate of Graduate Study in Health Communication. Since that time, we have been successful in recruiting high-quality students with diverse academic and professional backgrounds. Currently, twelve students have been admitted to our program and one has completed the certificate. We continue to actively recruit candidates for our certificate program. In February 2011, our program became an organization member of the *Coalition for Health Communication*, an international organization with the mission of strengthening the identity and advancing the field of health communication. Our certificate program is advertised on the CHC Web site, allowing us to reach potential health communication certificate students outside of the University of South Carolina and the state of South Carolina.

With funding from the Knight Foundation and the Central Carolina Community Foundation, Newsplex has been at the core of an innovative project in community journalism. It is called BG TIME, which stands for Bridging Generations through Technology Information, Media and Engagement. Through the BG TIME program, Newsplex trains students in new media techniques. Then the students are assigned to seniors to help them tell stories in innovative ways for a website done in conjunction with the State newspaper (www.bgtime.org).

Since May 2009, Newsplex has provided training to 65 BG TIME student mentors from the University of South Carolina and Benedict College. Newsplex also has done 10 half-day training sessions for senior citizens who participate in the program. BG TIME has been recognized by the Knight Foundation as one of its most successful programs in engaging a community foundation with its community's information needs. BGTIME.org <<http://BGTIME.org>> is being transitioned to the South Carolina Office of Aging, under the state's lieutenant governor. This will provide sustainability as envisioned by the initial Knight grant.

The School of Journalism and Mass Communications in cooperation with the School of Law is now offering a dual degree program of study in journalism and mass

communication and in law (M.M.C./J.D.). The dual degree program has received approval from the SC Commission on Higher Education, and the first student matriculated into the program in Spring 2011. There are several applicants for Fall 2011.

The dual M.M.C./J.D. degree program is designed to appeal primarily to two types of potential students. The first is students who intend to be professionals in the mass media (e.g., news journalists, public relations/advertising professionals, Internet entrepreneurs) who will either deal with legal issues or simply wish to have a legal background. The second is students who intend to be practicing attorneys and who wish to specialize in media law-related matters, including intellectual property, telecommunications regulation and new media.

The faculty of the SLIS have spent much of the past year developing best practices to convert the MLIS Cohort program from geography-based to time-based in order to expand beyond specific states. Recruitment strategies are being developed and will be in place by the end of the current academic year.

The School of Journalism and Mass Communications began to create a focus on business journalism in the past year. During I-COMM week, one day was devoted to business journalism with panelists and guest speakers. With input from the Baldwin Business of Journalism Committee, Professor Ernie Wiggins developed a class, "From Dollars to Doughnuts: Exploring Business Journalism," to be taught during Maymester 2011. This class will incorporate several guest speakers with expertise in business journalism as a way to introduce students to the prospects of careers as business journalists. The school secured a \$90,000 gift from the estate of alumnus David Morrow to support the students interested in business journalism. The inaugural scholarship was awarded in Spring 2011. We have begun conversations with the new ETV president, Linda O'Bryon, to work more closely together to develop some potential programming involving business journalism. O'Bryon was the force behind the Business Nightly Report and is motivated to work with the school.

In Fall 2010, SJMC again hosted the annual Convergence Conference, this year highlighting convergence and health communications with the theme "Convergence and Society: Science, Health and New Dimensions of Communication." Conference attendance of 73 exceeded participation in the past three years.

During spring 2011, SJMC presented its inaugural Ronald T. And Gayla D. Farrar Award in Media & Civil Rights History during the school's inaugural Media & Civil Rights History Symposium. The Symposium occurred alongside the 36th Annual AEJMC Southeast Colloquium, an annual regional academic conference affiliated with the Association for Education in Journalism and Mass Communication that is hosted by journalism programs in higher education throughout the South. SJMC hosted more than 100 people in the Colloquium and 60 in the Symposium.

SLIS, in collaboration with the Center for Digital Humanities and the McKissick Museum is offering internships and graduate assistantships that help students build bridges between disciplines of library and information science, the humanities and the preservation of our cultural heritage.

2011-2012 Academic Year Goals

Goal 1: Obtain additional technical expertise for faculty and student support with software, systems and hardware.

Strategy: Investigate and evaluate centralized options, especially through Center for Teaching Excellence, compared to college or unit support. Use the two schools' technology committees to evaluate options, in particular, as they match the requirements of revised curriculum.

Goal 2: Incorporate SLIS doctoral students into Center for Digital Humanities.

Strategy: Use first year of federal funding for the Cultural Heritage Informatics Leadership (CHIL) doctoral fellowships to bring four of the seven funded fellows to campus in Fall 2011. Through collaboration among SLIS, Center for Digital Humanities, McKissick Museum and the Digital Projects Lab of Thomas Cooper libraries, students will investigate real world problems concerning cultural heritage.

Goal 3: Complete each school's curriculum.

Strategy: Complete revision of each school's curriculum and tie results to assessment plans.

Goal 4: Expand international opportunities for faculty and students.

Strategy: Build on current successes and established collaboration with office of International Studies to offer and promote additional study and research opportunities. SJMC is currently developing journalism programs in Tbilisi, Georgia, under federal grant funding. Funding includes provision for funding three PhD students from Tbilisi. SJMC has also offered for several years faculty-led beyond the classroom experiences in the Jamaica and Germany. SLIS will this year offer a similar faculty-led Great Libraries experience in Paris and Rome.

Goal 5: Increase grant proposal and award management assistance.

Strategy: Broadly assess centralized options compared to college or unit support. In 2008 budget cuts, a College grant-support position was cut. Faculty have markedly increased grant applications and funding on their own, but greater growth may be possible with the restoration of such a position, subject to our evaluation as to whether central functions can provide equal or better support.

Unit Statistical Profile

Number of entering freshman for classes Fall 2008, Fall 2009, and Fall 2010 and their average SAT and ACT scores.

	Fall 2008	Fall 2009	Fall 2010
<u>Test Scores (avg)</u>			
# New Fresh / ACT	249/26	230/26	273/25
# New Fresh / SAT	249/1177	230/1187	273/1183

Freshman retention rate for classes entering Fall 2008, Fall 2009, and Fall 2010.

		2007 Cohort	2008 Cohort	2009 Cohort
<i>Started</i>	<i>Ended</i>			
↓	↓	Returned '08	Returned '09	Returned '10
MCIS	Same School	75.5%	78.2%	71.1%
	Other School	13.2%	11.7%	12.7%
	Total	88.7%	89.9%	83.8%
USC Overall	Start School	73.6%	72.7%	71.2%
	Other School	13.5%	14.1%	14.7%
	Total	87.1%	86.8%	85.9%

Number of majors enrolled in Fall 2008, Fall 2009, and Fall 2010 by level (headcount and FTE; undergraduate, certificate, first professional, masters, doctoral).

	Fall 2008	Fall 2009	Fall 2010
<u>Student Headcount</u>			
Undergraduate	1,356	1,388	1,426
Masters	465	470	463
Specialist	11	9	10
Certificate	11	8	3
First Professional	0	0	0
Doctoral	24	31	30
Total	1,867	1,906	1,932

	Fall 2008	Fall 2009	Fall 2010
<u>FTE Students</u>			
Undergraduate	555	612	615
Masters	247	243	248
First Professional	0	0	0
Doctoral	17	17	21
Total	819	872	884

Number of entering first professional and graduate students Fall 2008, Fall 2009, and Fall 2010 and their average GRE, MCAT, LSAT scores, etc.

School	Admit Term	Degree	Count	GREV Av	GREQ Av	GRE Total Av	GREW Av	MAT Av
Library and Information Science	Fall 2010	MLIS	80	533	521	1053	4.2	430
	Fall 2010	CERT	2	585	510	1095	4.3	-
	Fall 2010	SPEC	4	-	-	-	-	422
	Fall 2009	MLIS	88	561	564	1125	4.4	424
	Fall 2009	CERT	5	600	610	1210	4.8	409
	Fall 2009	SPEC	2	-	-	-	-	409
	Fall 2008	MLIS	91	533	535	1088	4.4	421
	Fall 2008	CERT	4	583	483	1067	-	444
	Fall 2008	SPEC	5	450	290	740	-	398
Journalism and Mass Communications	Fall 2010	PHD	7	547	536	1083	4.3	n/a
	Fall 2010	MA	2	490	630	1120	3.8	n/a
	Fall 2010	MMC	18	469	540	1009	4.2	n/a
	Fall 2009	PHD	4	580	520	1100	4.6	n/a
	Fall 2009	MA	0	-	-	-	-	n/a
	Fall 2009	MMC	20	490	555	1045	4.1	n/a
	Fall 2008	PHD	4	465	575	1040	4.0	n/a
	Fall 2008	MA	0	-	-	-	-	n/a
	Fall 2008	MMC	19	480	554	1034	4.3	n/a

Number of graduates in Fall 2009, Spring 2010, and summer 2010 by level (undergraduate, certificate, first professional, masters, doctoral) and placement of terminal masters and doctoral students.

	Fall 2009	Spring 2010	Summer 2010
<u>Degrees Awarded</u>			
Undergraduate	96	185	27
Masters	61	91	19
Specialist	1	1	0
Certificate	0	1	1
First Professional	0	0	0
Doctoral	0	1	2
Total	158	279	49

Placement – SJMC - PhD

Spring 2010

Dr. Mary McLaughlan, Assistant Professor, East Carolina University

Summer 2010

Dr. Seoyoon Choi, adjunct for four colleges/universities in Korea

Dr. Pan Ji, post-doc fellow in Singapore

We have very little information on the placement of our MLIS and MMC (terminal masters) students. Graduates of the SLIS are asked to complete a survey conducted each year by *Library Journal*, but few graduates respond. Of the fifteen USC respondents to the 2010 *LJ* survey, thirteen (88.2%) were employed.

Four-, Five-, and Six-Year Graduation rates for the three most recent applicable classes (undergraduate only.)

		Graduation Rates								
		2002 Cohort			2003 Cohort			2004 Cohort		
<i>Started</i>	<i>Ended</i>									
↓	↓	4-Year Grad	5-Year Grad	6-Year Grad	4-Year Grad	5-Year Grad	6-Year Grad	4-Year Grad	5-Year Grad	6-Year Grad
MCIS	Same School	39.6%	52.5%	54.6%	37.3%	57.4%	58.8%	40.2%	48.1%	48.5%
	Other School	11.8%	15.4%	16.4%	10.0%	16.1%	16.5%	14.2%	21.3%	23.4%
	Total	51.4%	67.9%	71.1%	47.3%	73.5%	75.3%	54.4%	69.5%	72.0%
USC Overall	Start School	32.4%	41.6%	43.0%	32.1%	43.0%	44.2%	34.3%	44.3%	45.8%
	Other School	12.1%	22.0%	23.8%	13.7%	23.0%	24.9%	11.4%	20.0%	21.6%
	Total	44.5%	63.6%	66.8%	45.8%	66.0%	69.0%	45.7%	64.3%	67.4%

Total credit hours generated by your unit regardless of major for Fall 2009, Spring 2010, and Summer 2010.

Fall 2009	12,160 credit hours
Spring 2010	11,998 credit hours
Summer 2010	2,280 credit hours

Number of undergraduate and graduate credit hours, stated separately, taught by tenured and tenure-track faculty, by instructors, by non tenure-track faculty (clinical and research), and by temporary faculty (adjuncts).

*Mass Comm & Info Studies						
<i>*Faculty data generated by Fall 2010 Official Employee file (yearly file)</i>						
		Lower Division	Upper Division	Graduate 1 (Masters)	Graduate 2 (Doctoral)	TOTAL
PROFESSOR	JOUR	15	276	33	43	367
	SLIS	.	15	267	30	312
	TOTAL	15	291	300	73	679
ASSOC PROF	JOUR	534	1,200	105	48	1887
	SLIS	.	15	906	39	960
	TOTAL	534	1,215	1011	87	2,847
ASST PROF	JOUR	.	729	78	26	833
	SLIS	.	.	783	.	783
	TOTAL	.	729	861	26	1,616
INSTRUCTOR	JOUR	108	2,586	39	.	2,733
	SLIS	.	.	522	.	522
	TOTAL	108	2,586	561	.	3,255
VISITING PROFESSOR	JOUR	60	504	.	.	564
	TOTAL	60	504	.	.	564
VISITING ASST PROF	JOUR	579	48	.	.	627
	TOTAL	579	48	.	.	627
ADJUNCT	JOUR	792	721	9	.	1,522
	SLIS	.	129	234	6	369
	TOTAL	792	850	243	6	1,891
GRAD ASSISTANTS	JOUR	.	87	.	.	87
	SLIS	216	57	.	.	273
	TOTAL	216	144	.	.	360
NON- APPLICABLE	JOUR	171	288	.	.	459
	SLIS	.	96	.	.	96
	TOTAL	171	384	.	.	555
TOTAL		2,475	6,751	2,976	192	12,394

Number of faculty by title (tenure-track by rank, non-tenure track (research or clinical) by rank) for Fall 2008, Fall 2009, and Fall 2010 (by department where applicable).

<u>Tenure Track Faculty</u>	Fall 2008	Fall 2009	Fall 2010
Professor	5	7	8
Associate Professor	17	18	16
Assistant Professor	11	9	11

<u>Research Faculty</u>	Fall 2008	Fall 2009	Fall 2010
	0	0	0

<u>Instructors</u>	Fall 2008	Fall 2009	Fall 2010
	15	15	16

<u>Lecturers</u>	Fall 2008	Fall 2009	Fall 2010
	0	0	0

<u>Visiting Faculty</u>	Fall 2008	Fall 2009	Fall 2010
Professor	2	2	2
Associate Professor	0	0	0
Assistant Professor	0	1	1

<u>Clinical Faculty</u>	Fall 2008	Fall 2009	Fall 2010
	0	0	0

<u>Adjunct Faculty</u>	Fall 2008	Fall 2009	Fall 2010
	24	20	24

Total continuing education units (standard University CEUs or Institutional CEUs) generated for Fall 2009, Spring 2010, and Summer 2010.

Not applicable.

Percent of credit hours by undergraduate major, taught by full-time faculty.

77.4% of all credit hours are taught by full-time faculty

Scholarship, Research, and Creative Accomplishments

Numbers of publications in calendar years 2008, 2009, and 2010 by category (e.g., books, book chapters, refereed articles, non-refereed publications).

Publications	2008	2009	2010
Books	9	6	3
Book Chapters	12	7	6
Refereed Articles	24	18	18
Research Presentations	91	38	17

Number of research paper presentations at national or international conferences in calendar year 2010. 17

List the national awards, scholarships, and fellowships awarded to faculty in calendar year 2010.

Forde, Kathy Roberts. Top Faculty Paper Award, History Division, AEJMC National Conference, Denver, Colorado, August 2010.

Forde, Kathy Roberts. GIFT Grand Prize Winner, "Crossing the Borders between Journalism and Literature: How to Introduce Students to the Language and Concepts of Literary Journalism," Great Ideas for Teachers, AEJMC National Conference, Denver, 2010.

Pardun, Carol. Distinguished Alumni Scholar Award, University of Georgia, 2010, for "excellence and sustained contributions to scholarship in journalism and mass communication education."

Wei, Ran. Top faculty research paper, Advertising Division of the AEJMC annual convention, Denver, 2010.

Wei, Ran. Named a Chang Jiang Scholar by the Chinese Ministry of China, the first at USC and the 5th in the field of Mass Communication

Number of performances and/or juried exhibitions at national or international venues in calendar year 2010. Not applicable.

Summary of sponsored research activity, to include grant applications submitted and awarded, arranged by sponsoring agency.

Sponsoring Agency	Project Source	Status	Title	PI Name	Amount First Yr	Tot Project Amt	Project Purpose
Broadcasting Board of Governors	Federal - (FED)	Awarded	Voice Of America Training - Broadcasting Board of Governors	Randy Covington	\$15,000	\$15,000	Training
Central Carolina Community Foundation	Private, Foundations, Non-Profit - (PHI)	Awarded	BGTime Year 2 - Fixed Price	Randy Covington	\$76,878	\$76,878	Training
Children's Trust Fund of South Carolina	Private, Foundations, Non-Profit - (PHI)	Awarded	GA: Rachael Renken	Dr. Erik L Collins	\$8,000	\$8,000	GA Work Experience
Developmental Disabilities Program	State - (STA)	SAM Approved	Equity of Access to Information	Dr. Samantha Hastings	\$23,873	\$33,373	Training
Economic & Social Research Council (U.K.) Loughborough University	Other - (OTH)	SAM Approved	The potential for information literacy to facilitate empowerment, promote capabilities and improve livelihoods in West Africa	Dr. Kendra Albright	\$5,870	\$9,540	Research
Environmental Protection Agency	Federal - (FED)	SAM Approved	The Campus Ecovillage as a Catalyst for Environmental Stewardship: Extending, Assessing, and Documenting the "Green Quad" Model at the University of South Carolina	David Whiteman and Dr. John Christopher Besley	\$36,874	\$36,874	Research
Institute of Museum and Library Services	Federal - (FED)	SAM Approved	Business Information Literacy and Development Service (BuILDS)	Dr. Kendra Albright		\$550,000	Research
Institute of Museum and Library Services	Federal - (FED)	Awarded	Cultural Heritage Informatics Leadership (CHIL): An Experiment in Responsive Doctoral Studies	Dr. Samantha Hastings and Dr. Jennifer Weil Arns	\$268,707	\$857,489	Service
Municipal Association of SC	Private, Foundations, Non-Profit - (PHI)	Awarded	Municipal Association of SC	Randy Covington	\$3,000	\$3,000	Training
National Peace Foundation	Private, Foundations, Non-Profit - (PHI)	Awarded	National Peace Foundation	Randy Covington	\$500	\$500	Training
National Science Foundation (NSF)	Federal - (FED)	Awarded	Religious Reactions to Nanotechnology	Dr. Chris Toumey and Dr. John Christopher Besley	\$266,544	\$526,122	Research
Office of the Provost/USC	Other - (OTH)	Provost Commitment	Digital media and the creative process	Professor Karen L. Mallia	\$19,926	\$19,926	Research - Humanities Program
Office of the Provost/USC	Other - (OTH)	Declined	Beyond the Classroom: Freedom's Messenger	Mr. Richard Charles Moore	\$20,000	\$20,000	Research - Humanities Program

Office of the Provost/USC	Other - (OTH)	Declined	Reading and the Civil Rights Movement: James Baldwin and the Literature of Protest	Professor Kathy Roberts Forde, PhD	\$10,000	\$20,000	Research - Humanities Program
Public Affairs Section, U. S. Embassy in Tbilisi, Georgia	Federal - (FED)	Declined	Georgia Media Educational Exchange Program	Randy Covington	\$184,744	\$583,940	Training
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Declined	MGS: Searching For Justice: Massacre and Displacement in Colombia's Montes de Maria	Doug Emery Wood and Edward Buckley	\$2,214	\$2,214	Research - Magellan Scholar Program
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Awarded	MGS: Connections between Art and the Natural Beauty of Science	Professor Pamela Jean Bowers, MFA, and Miss Margaret Katherine McCuen	\$3,000	\$3,000	Research - Magellan Scholar Program
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Declined	MGS: Media's Role in the Demise of Communism	Mr. Richard Charles Moore and Ms. Kyara Burnette Massenburg	\$3,000	\$3,000	Research - Magellan Scholar Program
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Declined	MGS Cultural Associations of the Bodleian Library	Dr. Samantha Hastings and Megan Coker	\$3,000	\$3,000	Research - Magellan Scholar Program
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Declined	MGS: Retracing the Grand Tour: Comparative European Travels of the Past and Present	Dr. Andrew S Graciano and Elena Faria	\$3,000	\$3,000	Research - Magellan Scholar Program
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Declined	MGS: Civic Journalism through Oral Traditions in Southern Africa	Mr. Van Kornegay and Sarah Peterman	\$3,000	\$3,000	Research - Magellan Scholar Program
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	Declined	MGS: Comparison of social media (Face Book, Twitter, Myspace, blogger, texting) and social media technology uses (cell phones, computers) between Americans and German Youth (17 - 25 years old)	Mr. Scott J. Farrand and Miss Anna Christine Hodgson	\$2,799	\$2,799	Research - Magellan Scholar Program
The Kresge Foundation	Private, Foundations, Non-Profit - (PHI)	Awarded	Creating Healthy Environments through Community Engagement	Dr. Darcy A Freedman and Professor Ernest Leroy Wiggins	\$185,009	\$684,623	Research
US Department of State (DOS)	Federal - (FED)	Awarded	University of South Carolina Journalism School Partnership Project with the Caucasus School of Journalism and Media Management	Keith Kenney	\$266,097	\$749,990	Training
USC Office of the Vice President for Academic Affairs and Provost	State - (STA)	Declined	Creation of Eye-Track Lab in the School of Journalism and Mass Communications	Gordon Tom Weir	\$11,850	\$13,650	Equipment

USC Office of the Vice President for Academic Affairs and Provost	Other - (OTH)	Declined	Social Science Grant Proposal: Citizen Views about Nuclear Energy, Hydrogen and Fuel Cell Technology, and Public Engagement	Dr. John Christopher Besley	\$19,924	\$19,924	Research
USC Office of the Vice President for Academic Affairs and Provost	Other - (OTH)	Declined	Creation and Evaluation of the SLIS Virtual Organization as a Learning Organization	Dr. Feili Tu	\$13,315	\$19,939	Research
USC Office of the Vice President for Academic Affairs and Provost	Other - (OTH)	Declined	Mapping Neighborhoods for Crime and Ownership	Dr. Ronald O. Pitner and Professor Ernest Leroy Wiggins	\$13,963	\$20,000	Research
USC Office of the Vice President for Academic Affairs and Provost	Other - (OTH)	Declined	Does Mass Media Set the Public Health Agenda ... Or Is It Just the Opposite? Health journalists' and audiences' perceptions about online health and medical news	Dr. Daniela Beth Friedman and Dr. Andrea Tanner	\$15,667	\$20,000	Research
Zayed University	Other - (OTH)	Awarded	Zayed University Training in Dubai	Randy Covington	\$16,080	\$16,080	Training

Total extramural funding processed through SAM in FY 2010 = \$989,761

Federal extramural funding processed through SAM in FY 2010 = \$880,789

Total research expenditures per tenured/tenure-track faculty for FY 2010, by rank and by department, if applicable.

Total research expenditures in FY 2010 were \$95,419 as follows:

School	Rank	Name	Research Stipend	Internal Research Grant (Stimulus Funds)	Total
SJMC	Assistant Professor	Alvarado	\$5,000	\$5,321	\$10,321
SJMC	Assistant Professor	Besley	\$5,000	\$5,614	\$10,614
SJMC	Assistant Professor	Forde	\$5,000	\$6,000	\$11,000
SJMC	Assistant Professor	Mallia		\$3,750	\$3,750
SJMC	Assistant Professor	McGill	\$5,000		\$5,000
SJMC	Associate Professor	Kim, S.	\$5,000		\$5,000
SJMC	Associate Professor	Tanner		\$6,900	\$6,900
SJMC	Professor	Wei		\$3,000	\$3,000
SLIS	Assistant Professor	Brown		\$6,497	\$6,497
SLIS	Assistant Professor	Kim, J.		\$5,703	\$5,703
SLIS	Assistant Professor	Marshall		\$5,716	\$5,716
SLIS	Associate Professor	Shannon		\$5,668	\$5,668
SLIS	Associate Professor	Solomon	\$10,000		\$10,000
SLIS	Associate Professor	Tu		\$6,250	\$6,250

Amount of sponsored research funding per faculty member (by rank, type of funding; e.g., federal competitive versus non-competitive, state, etc., and by department if applicable).

Sponsoring Agency	Project Source	Proposal#	Title	PI Name	Amount First Yr	Tot Project Amt	Awardee Dept	Awardee College	CoPI 1 Name
Broadcasting Board of Governors	Federal - (FED)	15600-10-24540	Voice Of America Training - Broadcasting Board of Governors	Randy Covington	\$15,000	\$15,000	SJMC	CMCIS	
Institute of Museum and Library Services	Federal - (FED)	15700-10-23562	Cultural Heritage Informatics Leadership (CHIL): An Experiment in Responsive Doctoral Studies	Dr. Samantha Hastings	\$268,707	\$857,489	SLIS	CMCIS	Dr. Jennifer Weil Arns
National Science Foundation (NSF)	Federal - (FED)	22040-10-22375	Religious Reactions to Nanotechnology	Dr. Chris Toumey	\$266,544	\$526,122	NanoCenter	Research & Graduate Education, Vice President	Dr. John Christopher Besley
US Department of State (DOS)	Federal - (FED)	15600-10-24699	University of South Carolina Journalism School Partnership Project with the Caucasus School of Journalism and Media Management	Keith Kenney	\$266,097	\$749,990	SJMC	CMCIS	
Zayed University	Other - (OTH)	15600-10-24782	Zayed University Training in Dubai	Randy Covington	\$16,080	\$16,080	SJMC	CMCIS	
Central Carolina Community Foundation	Private, Foundations, Non-Profit - (PHI)	15600-10-23597	BGTime Year 2 - Fixed Price	Randy Covington	\$76,878	\$76,878	SJMC	CMCIS	
Children's Trust Fund of South Carolina	Private, Foundations, Non-Profit - (PHI)	15600-10-22662	GA: Rachael Renken	Dr. Erik L Collins	\$8,000	\$8,000	SJMC	CMCIS	
Municipal Association of SC	Private, Foundations, Non-Profit - (PHI)	15600-10-24022	Municipal Association of SC	Randy Covington	\$3,000	\$3,000	SJMC	CMCIS	
National Peace Foundation	Private, Foundations, Non-Profit - (PHI)	15600-10-24624	National Peace Foundation	Randy Covington	\$500	\$500	SJMC	CMCIS	
SC Research Foundation (SCRF)	Private, Foundations, Non-Profit - (PHI)	12510-10-24301	MGS: Connections between Art and the Natural Beauty of Science	Professor Pamela Jean Bowers, MFA	\$3,000	\$3,000	Art	Arts and Sciences, College of	Miss Margaret Katherine McCuen
The Kresge Foundation	Private, Foundations, Non-Profit - (PHI)	15900-10-24510	Creating Healthy Environments through Community Engagement	Dr. Darcy A Freedman	\$185,009	\$684,623	Social Work, College of	Social Work, College of	Professor Ernest Leroy Wiggins

Percentage of unit faculty with sponsored research activity (by rank and type of activity).

There were thirty-four tenured and tenure-track faculty members in the College of Mass Communications and Information Studies in FY2010. Twelve (35.3%) participated in sponsored research activity.

PI Name	PI Rank	Title	Project Purpose	Status
Dr. Samantha Hastings	Professor	Equity of Access to Information	Training	SAM Approved
Dr. Samantha Hastings & Dr. Jennifer Weil Arns	Professor & Associate Professor	Cultural Heritage Informatics Leadership (CHIL): An Experiment in Responsive Doctoral Studies	Service	Awarded
Dr. Erik L Collins	Associate Professor	GA: Rachael Renken	GA Work Experience	Awarded
Dr. Kendra Albright	Associate Professor	Business Information Literacy and Development Service (BULLDS)	Research	SAM Approved
Dr. Kendra Albright	Associate Professor	The potential for information literacy to facilitate empowerment, promote capabilities and improve livelihoods in West Africa	Research	SAM Approved
Dr. Darcy A Freedman & <u>Ernest Leroy Wiggins</u>	Associate Professor	Creating Healthy Environments through Community Engagement	Research	Awarded
Keith Kenney	Associate Professor	University of South Carolina Journalism School Partnership Project with the Caucasus School of Journalism and Media Management	Training	Awarded
Gordon Tom Weir	Associate Professor	Creation of Eye-Track Lab in the School of Journalism and Mass Communications	Equipment	Declined
Dr. Feili Tu	Associate Professor	Creation and Evaluation of the SLIS Virtual Organization as a Learning Organization	Research	Declined
Dr. Ronald O. Pitner & <u>Ernest Leroy Wiggins</u>	Associate Professor	Mapping Neighborhoods for Crime and Ownership	Research	Declined
Dr. Daniela Beth Friedman & <u>Dr. Andrea Tanner</u>	Associate Professor	Does Mass Media Set the Public Health Agenda ... Or Is It Just the Opposite? Health journalists' and audiences' perceptions about online health and medical news	Research	Declined
David Whiteman & <u>Dr. John Christopher Besley</u>	Assistant Professor	The Campus Ecovillage as a Catalyst for Environmental Stewardship: Extending, Assessing, and Documenting the "Green Quad" Model at the University of SC	Research	SAM Approved
Dr. Chris Toumey & <u>Dr. John Christopher Besley</u>	Assistant Professor	Religious Reactions to Nanotechnology	Research	Awarded
Professor Karen L. Mallia	Assistant Professor	Digital media and the creative process	Research - Humanities Program	Provost Commitment
Professor Kathy Roberts Forde, PhD	Assistant Professor	Reading and the Civil Rights Movement: James Baldwin and the Literature of Protest	Research - Humanities Program	Declined
Dr. John Christopher Besley	Assistant Professor	Social Science Grant Proposal: Citizen Views about Nuclear Energy, Hydrogen and Fuel Cell Technology, and Public Engagement	Research	Declined

Number of patents, disclosures, and licensing agreements in calendar years 2008, 2009 and 2010. Not applicable.

Number of proposals submitted to external funding agencies during calendar year 2010 (by type and by department, if applicable) - Seventeen

Proposal#	Status	Title	PI Name	Sponsoring Agency	Project Source	Project Purpose	Awardee Dept
15600-11-25631	Sponsor Awarded	GA: Rachael Renken	Collins	Riley Communications	Commercial - (COM)	GA Work Experience	SJMC
15600-11-26410	SAM Approved	Scientists' Perception of Outreach	Besley	National Science Foundation	Federal - (FED)	Research	SJMC
15600-11-25392	SAM Approved	Reducing losses to potato and tomato late blight by enhanced monitoring of pathogen populations and improved resistant plants, education, and extension	Besley	USDA	Federal - (FED)	Research	SJMC
15600-10-25272	Sponsor Awarded	RAPID Proposal: The Impact of the BP Oil Spill on Views towards Nuclear Energy	Besley	National Science Foundation (NSF)	Federal - (FED)	Research	SJMC
15600-11-26483	Sponsor Awarded	United Nations - Radio Section	Covington	United Nations Radio Division	Federal - (FED)	Training	SJMC
15600-11-25473	Sponsor Awarded	Voice of America - supplement to 15600 FJ05	Covington	Broadcasting Board of Governors	Federal - (FED)	Training	SJMC
15600-10-24763	Sponsor Declined	Georgia Media Educational Exchange Program	Covington	Public Affairs Section, U. S. Embassy in Tbilisi, Georgia	Federal - (FED)	Training	SJMC
15600-10-24540	Sponsor Awarded	VOA Training - Broadcasting Board of Governors	Covington	Broadcasting Board of Governors	Federal - (FED)	Training	SJMC
15600-11-26208	Sponsor Awarded	"The Evaluation and Moderinzation of VET within the Digital Creative Industries"	Kenney	University of Iowa/USDE	Federal - (FED)	Training	SJMC
15600-10-24699	Sponsor Awarded	University of South Carolina Journalism School Partnership Project with the Caucasus School of Journalism and Media Management	Kenney	US Department of State (DOS)	Federal - (FED)	Training	SJMC
15700-10-24017	SAM Approved	Business Information Literacy and Development Service (BuILDS)	Albright	Institute of Museum and Library Services	Federal - (FED)	Research	SLIS
15700-11-26793	SAM Approved	Documenting and Celebrating the 75th Anniversary of ASIST	Williams	Institute of Museum and Library Services	Federal - (FED)	Research	SLIS

15600-11-25352	Sponsor Awarded	Proposal for the Analysis of Media Coverage Associated with the June 2010 AmericaSpeaks: Our Budget, Our Economy National Town Meeting	Besley	AmericaSpeaks	Private, Foundations, Non-Profit - (PHI)	Research	SJMC
15600-11-26726	Sponsor Awarded	BGTime Year 3 - Fixed Price Use account 15600 KJ05	Covington	Central Carolina Community Foundation	Private, Foundations, Non-Profit - (PHI)	Training	SJMC
15600-10-24624	Sponsor Awarded	National Peace Foundation	Covington	National Peace Foundation	Private, Foundations, Non-Profit - (PHI)	Training	SJMC
15600-10-24022	Sponsor Awarded	Municipal Association of SC	Covington	Municipal Association of SC	Private, Foundations, Non-Profit - (PHI)	Training	SJMC
15600-11-26373	Sponsor Awarded	A Comprehensive Assessment of the Knowledge, Perceptions, and Communication Needs about Clinical Trials among Adults in Rural South Carolina	Kim, S.	Health Science South Carolina	Private, Foundations, Non-Profit - (PHI)	Research	SJMC
15700-10-24091	SAM Approved	Equity of Access to Information	Hastings	Developmental Disabilities Program	State - (STA)	Training	SLIS

Faculty Hiring

Number of faculty hired and lost for AY 2008, AY 2009, and AY 2010 (by department, if applicable, and by rank.)

Hirings	AY 2008		AY 2009		AY2010	
	SJMC	SLIS	SJMC	SLIS	SJMC	SLIS
Professor			Pardun			
Associate Professor			Weir	Solomon Albright	Kim	
Assistant Professor		Brown	McGill Alvarado		Forde	
Instructor (ABD)				Lewis		
TOTAL		1	4	3	2	0

Losses	AY 2008		AY 2009		AY2010	
	SJMC	SLIS	SJMC	SLIS	SJMC	SLIS
Professor						
Associate Professor	Stout Harris		Zoch		Duhe	
Assistant Professor	Cho Lieber			Naidoo Marley		Perrault
Instructor						
TOTAL	4	0	1	2	1	1

Stout, Zoch, Naidoo, Duhe, and Perrault resigned to accept positions at other Universities. Harris and Lieber resigned to accept positions in the industry. Marley was terminated after an unacceptable third-year review. Cho failed to return from leave without pay.

Number of post-doctoral scholars (Ph.D., non-faculty hires):

FY 2008 - 0

FY2009 and FY2010 – One - Dr. Miron Varouhakis - SJMC

Anticipated losses of faculty by year for the next five years. Please supply reasons for departure if known; e.g., TERI period end, conventional retirement, resignation. Please describe planned hiring over the next five years (by department if applicable).

Anticipated Losses: 5 Yr	SJMC	Reason	SLIS	Reason
Professor	Stephens 2011	TERI		
Assoc Professor	Collins 2014	TERI		

Anticipated Hirings: 5 Yr	SJMC	SLIS
Professor	1 Fall 2011 (Faculty Replenishment Initiative)	Baker Chair Fall 2011
Assoc Professor		
Assistant Professor	1 Fall 2011 1 Fall 2012 1 Fall 2013 1 Fall 2015	1 Fall 2012 1 Fall 2013 1 Fall 2015

Funding Sources

All E fund balances as of December 31, 2008, 2009, and 2010.

	E-funds
December 31, 2008	235,894
December 31, 2009	194,991
December 31, 2010	193,295

Gifts and pledges received in FY 2010. \$1,044,622

College of Mass Communications and Information Studies
Scholarly Research, Creative and Professional Activities
2010 Bibliography

Books

Collins, E., Moore, R., & Maye, C. (2010,). Advertising and public relations law 2nd ed, Lawrence Erlbaum Associates, Inc.

Grant, A. E. & Meadows, J. H. (Eds.) (2010) Communication technology update (12th ed.). Boston: Focal Press. (11th edition published in 2008, 10th edition published in 2006).

Varouhakis, M. (2010). Shadows of heroes: The journey of a doctor and a journalist in the lives of ordinary people who became victims of torture. Bloomington, IN: Xlibris.

Book Chapters

Donham, J., Howard, J. K. & **Shannon, D.** (2010). School Library Program Assessment Rubric. In *A Planning Guide for Empowering Learners With Program Assessment Rubric*. Chicago: American Library Association.

Gavigan, K. (2010) Comic Relief: Using Graphic Novels to Motivate Male Adolescent Readers. In Weiner, R. (Ed.), *Graphic Novels in Libraries and Archives: Ideas and Issues*. Jefferson, NC: McFarland. pp.145-154. ISBN: 978-0-7864-4302-4

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Grant, A.E. (2010). Legal and regulatory issues. In J. Van Tassel & L. Poe-Howfield (Eds.), Managing electronic media: Making, marketing and moving digital content (pp. 367-386). Boston: Focal Press.

Roberts, M.C. & **Grant, A.E.** (2010). Ethical issues. In J. Van Tassel & L. Poe-Howfield (Eds.), Managing electronic media: Making, marketing, and moving digital content (pp. 387-410). Boston: Focal Press.

Solomon, P. (2010). Ferdinand de Saussure: Dualities (pp. 273-282). Leckie, G.J., Given, L.M., and Buschman, J. (eds). *Critical Theory for Library and Information Science: Exploring the Social from Across the Disciplines*. Santa Barbara, CA: Libraries Unlimited.

Refereed Journal Articles

- Bedingfield, S.** (2010, Summer). The Dixiecrat summer of 1948: Two South Carolina editors—a liberal and a conservative—foreshadow modern political debate in the south. American Journalism, 27(3), 91-114.
- Besley, J. C., & Roberts, M. C.** (2010). Qualitative interviews with journalists about deliberative public engagement. Journalism Practice, 4(1), 66-81.
- Collins, E., Zoch, L., & Sisco, H.** (2010). Through the Looking Glass: A Decade of Red Cross Crisis Response and Situational Crisis Communication Theory. Public Relations Review, 36(1), 21-27.
- Gavigan, K.** (April, 2010) Co-authored with G. Dickinson & S. Pribesh, Fixed or Flexible Schedule? Schedule Impacts and School Library Circulation. *Library & Information Science Research*. 32(2), pp. 131-137.
- Hastings, S. K.** (2010) Co-authored with E. Chung and S. Miksa. A Framework of Automatic Subject *J. of the American Society for Information Science and Technology* 61(4), pp. 688-699. ISSN: 1532-2882.
- Keeling, S.** (2010). The influence of the CAS standards on academic advisors and advising programs. *The Journal of the National Academic Advising Association*, 30 (2), pp. 9-17.
- Kim, S.-H., Carvalho, J. P., & Davis, A. G. (2010). Talking about poverty: News framing of who is responsible for causing and fixing the problem. Journalism & Mass Communication Quarterly, 87, 563-581.
- Kim, S.-H., & Han, M., & Scheufele, D. A.** (2010). Think about him this way: Priming, news media, and South Koreans' evaluation of the president. International Journal of Public Opinion Research, 22, 299-319.
- Lo, V., & **Wei, R.** (2010). New media and political communication in Asia: A critical assessment of research on media and politics, 1988-2008. Asian Journal of Communication, 20(2), 265-276.
- McComas, K. A., Besley, J. C., & Black, L. W. (2010). The rituals of public meetings. Public Administration Review, 70(1), 122-130.
- Marshall, J.G., Craft Morgan, J., **Rathbun-Grubb, S.**, Marshall, V.W., Barreau, D., Moran, B., **Solomon, P.**, Thompson, C.A. (2010). Towards a shared approach to program evaluation and alumni career tracking: Results from the Workforce Issues in Library and Information Science 2 (WILIS 2) study. *Library Trends*, 59(1).

Marshall, J.G., Marshall, V.M., Morgan, J.C., Barreau, D., Moran, B.B., **Solomon, P., Rathbun-Grubb, S.**, & Thompson, C.A. (2010). *Where are they now? Results of a career survey of library and information science graduates. Library Trends*, 59(2): 141-154.

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Tu, F., & Smith, L. (2010). The health educator's guide to a virtual reality world: A first trip to Second Life. *Health Promotion Practice* 11(6), 769-774.

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Craft Morgan, J. & **Rathbun-Grubb, S.** (2010, October). *Supporting and sustaining future LIS workforce research*. Paper presented at the 5th Library Research Seminar, College Park, MD, October 6-9.

Donham, Jean, Howard, Jody K. & **Shannon, Donna.** (2010). "School Library Program Assessment Rubric" in *A Planning Guide for Empowering Learners With Program Assessment Rubric*. Chicago: American Library Association.

Forde, K. (2010, May). The emergence and expansion of literary journalism studies: Building a cathedral of knowledge. Paper presented at meeting of the International Association for Literary Journalism Studies, London, England.

- Forde, K.** (2010, June). Achieving our country: Reading Baldwin's The Fire Next Time Across the Long Civil Rights Movement. Paper presented at the meeting of the Policy History Conference, Columbus, Ohio.
- Gavigan, K.** *Examining Adolescent Males' Responses to Graphic Novels: A Multiple Case Study of Eighth Grade Males in a Graphic Novel Book Club*. Ft. Worth, TX. December, 2010 National Reading Conference.
- Hastings, S. K.** (2010, January). *Staff Roles and Their Perceptions on Trustworthiness, Commitment, and Conflict in Collaborative Projects*. With Miguel A. Morales-Arroyo and Yun-Ke Chang, Nanyang Technological University. Presented at the Association for Library & Information Science Education Annual Conference, Boston, MA.
- Hastings, S.K. & Alemneh, D.** (2010, October). *Exploration of Adoption of Preservation Metadata in Cultural Heritage Institutions: Case of PREMIS*. Presented at the American Society for Information Science & Technology Annual Conference, Pittsburg, PA.
- Hastings, S.K.** (2010, October). *Current Research and Thinking in Image Analysis, Descriptions and Systems Organizers*. Presented at the American Society for Information Science & Technology Annual Conference, Pittsburg, PA.
- Jinmook Kim.** User-oriented metadata for multi-media collections. 2010 Annual Conference of the Korean Society for Information Management. Seoul, Korea, November 12. 2010.
- Marshall J. A.** "Mechanics of online education: Issues in course design, building, orientation and management." University of Michigan, Archival Education Research Institute. Ann Arbor, MI. 23 July 2010.
- Marshall, J.A.** "Creating a successful internship experience." Society of Georgia Archivists/South Carolina Archives Association Joint Annual Meeting. Augusta, GA. 28 October 2010.
- Tu, F.** (2010, October). *Health Consumerism, Personal Privacy, and Digital Consumer Health Communication: A Model in Second Life for Consumer Health Information Services*. Presented at the "Convergence and Society: Science, Health, and New Dimensions of Communication," Columbia, SC. October 11-12.
- Tu, F., & Hastings, S. K.** (2010, October). *Can Master's-level Students in an LIS Program Provide Effective Professional Virtual Reference Services in a Virtual World?: A Report of the SLIS/USC Second Life Project*. Presented at the SCLA Annual Conference, Myrtle Beach, SC. October 20-22.

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Pan, J., **Wei, R.**, & Liu, H. (2010, June). Blaming dishonest businesses and incompetent bureaucrats: A framing analysis of Chinese product recalls. Paper presented at the meeting of the International Communication Association, Singapore.

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Besley, J. C. (2010). Public engagement, Deliberative polling, and social Justice. In S. H. Priest (Ed.), Encyclopedia of Science and Technology Communication.

Fisher, D. (2010, January). Twitter's ability to make news mobile catches on at smaller papers. Publishers Auxiliary, 6.

Fisher, D. (2010, January). On the challenges of small newsrooms and mobile communication. AEJMC DIG News, 4.

Klipstine, T. (2010, March 5). Viewpoints: Experiment hits skids at Fremont Plant. The Sacramento Bee, p. 31A.

Mallia, K. A woman's place may just be in digital shops: How the digital revolution might finally bring diversity to the creative department, Advertising Age, March 9, 2010.

McGill, D. (2008-present). My Life in Pictures: Exploring Photography and Visual Journalism. Self-published blog, <http://mcgillmedia.wordpress.com/>.

McGill, D. (2002-present). DeniseMcGill.com. Self-published website, created all content, design, production, www.denisemcgill.com

Posters and Exhibits

Marshall, J.G., Rathbun-Grubb, S., Craft Morgan, J., Marshall, V.W., Barreau, D., Moran, B., **Solomon, P.**, Thompson, C.A. (2010, February). *Assessing program effectiveness through alumni feedback: Preliminary results from the Workforce Issues in Library and Information Science 2 (WILIS 2) project*. Poster presented at the 5th annual iConference, Champaign, IL, February 3-6, 2010.

Marshall, J.G., **Rathbun-Grubb, S.**, Craft Morgan, J., Marshall, V.W., Barreau, D., Moran, B., **Solomon, P.**, Thompson, C.A. (2010, January). *Workforce Issues in Library and Information Science 2 (WILIS 2): Preliminary results from the recent graduates survey*. Poster presented at the Works in Progress Poster Session at the annual meeting of the Association for Library and Information Science Education, Boston, MA, January 12-15, 2010.

Proceedings

Brown, R.T. Association for Library Services to Children (ALSC) Institute. Digital Natives: How Technology Affects Their Learning. Atlanta, GA. September 23, 2010.

Brown, R. T. Library Resources and Information Sharing (LIBRIS) Conference. Remember the Time. Columbia, SC. May 14, 2010.

Kim, Jinmook. Advances in information technology and children's service: Past, present, and future. In *Proceedings of the 4th International Symposium on Library Services for Children and Young Adults*. The National Library for Children and Young Adults, Jeju, Korea, June 15-16, 2010. Pp: 271-285.

Research Reports

Arns, J. W., Williams, R., Miller, K. (2010). *Assessing the Economic Value of Public Library Services: A Review of the Literature and Meta Analysis(META)*.

Solomon, P. (2010, July). *Distance Learning: A Five-Year Plan for Action*. Columbia, SC: University of South Carolina (23 pages + Appendices).

Williams, R., Arns, J.W., Cunningham, C., Miller, K. (2010). *South Carolina Economic Impact Studies: May We Live In Interesting Times*. Columbia, SC: University of South Carolina.

Five Year Budget Projection

College of Mass Communications and Information Studies

A FUNDS - REVISED - 70 - MASS COMM AND INFO STUDIES	ACTUAL					BUDGET		PROJECTED ACTUAL		PROPOSED				
	2006	2007	2008	2009	2010	2011	2011	2011	2011	2012	2013	2014	2015	2016
TOTAL 3's														
31000 Salary Increase Allocation	0	0	0	0	0	0	0	0	0	0	0	0	0	0
31500/25/26 State Appropriation	2,862,303	3,398,651	5,192,883	4,821,893	3,611,893	0	0	0	0	0	0	0	0	0
31510 Budget Cut	0	0	0	(777,932)	0	0	0	0	0	0	0	0	0	0
31533 Carryforward Deficit	0	0	0	0	0	0	0	0	0	0	0	0	0	0
31534 Carryforward Surplus	1,286,579	824,762	638,730	1,046,168	741,815	1,140,136	1,140,136	1,140,136	1,140,136	475,965	381,145	254,075	147,005	53,085
31600 Columbia Unit Base Budget	0	0	0	0	0	5,986,473	5,986,473	5,986,473	5,986,473	7,445,455	7,445,455	7,445,455	7,445,455	7,445,455
36300 One Time - Transfer In	81,149	8,400	122,931	63,000	181,787	86,667	86,667	86,667	86,667	0	0	0	0	0
36800 One Time Transfer Out	(11,566)	(19,860)	(93,285)	(101,835)	(53,433)	(51,642)	(51,642)	(51,642)	(51,642)	0	0	0	0	0
37300 Permanent-Transfers In	0	35,000	122,222	81,963	0	1,458,982	1,458,982	1,458,982	1,458,982	0	0	0	0	0
37800 Permanent-Transfers Out	0	0	0	(85,044)	0	0	0	0	0	0	0	0	0	0
All Other 3's	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL 3's	4,198,465	4,255,953	5,983,481	5,048,515	4,368,951	8,620,616	8,620,616	8,620,616	8,620,616	7,921,620	7,828,609	7,699,530	7,592,460	7,498,540
REVENUE														
40120 University Fee - Summer I	703,107	642,081	999,326	614,691	702,287	622,129	622,129	622,129	622,129	625,000	625,000	625,000	625,000	625,000
40130 University Fee - Summer II	376,848	495,061	436,154	463,112	460,280	400,677	400,677	400,677	400,677	400,500	400,500	400,500	400,500	400,500
40140 University Fee - Fall	3,004,201	3,087,019	3,607,057	3,731,632	4,260,088	0	0	0	0	0	0	0	0	0
40150 University - Spring	3,059,546	2,964,952	3,030,936	3,705,251	4,145,307	0	0	0	0	0	0	0	0	0
40161 Other Fees - Spring	107,362	92,601	100,082	118,490	195,100	195,075	195,075	195,075	195,075	175,000	175,000	195,000	195,000	195,000
40162 Other Fees - Summer I	15,990	17,400	24,640	11,720	22,650	11,600	11,600	11,600	11,600	12,000	12,000	14,000	14,000	14,000
40163 Other Fees - Summer II	96,960	11,950	11,650	9,650	1,500	25,600	25,600	25,600	25,600	28,000	28,000	29,000	29,000	29,000
40164 Other Fees - Fall	62,560	147,260	158,150	126,780	204,225	171,775	171,775	171,775	171,775	175,000	175,000	195,000	195,000	195,000
48621 Education Foundation	18,400	84,818	4,800	10,673	14,562	4,812	4,812	4,812	4,812	5,000	5,000	5,000	5,000	5,000
48650 General Records	10,760	26,672	11,840	9,953	4,444	200	200	200	200	200	200	200	200	200
4XXXX Other Revenue	30,621	48,464	12,199	2,851	3,483	4,231	4,231	4,231	4,231	500	500	500	500	500
TOTAL REVENUE	7,486,355	7,622,278	8,197,834	8,804,193	10,813,596	1,439,919	1,439,919	1,439,919	1,439,919	1,419,200	1,419,200	1,464,200	1,464,200	1,464,200
TRANSFERS IN														
81150 VCM - Transfer In	0	0	0	122,220	204,180	0	0	0	0	0	0	0	0	0
81160 VCM - Transfer In	0	0	0	0	0	0	0	0	0	0	0	0	0	0
81XXX All Other Transfers In	176,434	383,017	155,494	187,094	133,641	25,000	25,000	25,000	25,000	75,000	75,000	50,000	50,000	50,000
TOTAL TRANSFERS IN	176,434	383,017	155,494	289,314	243,821	25,000	25,000	25,000	25,000	75,000	75,000	50,000	50,000	50,000
TRANSFERS OUT														
86150 VCM - Transfer Out	(2,527,284)	(3,756,816)	(5,478,552)	(5,226,912)	(5,284,080)	0	0	0	0	0	0	0	0	0
86160 VCM - Transfer Out	(154,932)	0	0	0	0	0	0	0	0	0	0	0	0	0
86XXX All Other Transfers Out	(503,000)	(500,000)	(185)	0	0	4,500	4,500	4,500	4,500	0	0	0	0	0
TOTAL TRANSFERS OUT	(3,185,216)	(3,256,816)	(5,478,737)	(5,226,912)	(5,284,080)	4,500	4,500	4,500	4,500	0	0	0	0	0
TOTAL RESOURCES	6,679,038	9,004,432	9,289,092	8,915,620	9,442,645	10,086,035	10,081,723	10,086,035	10,081,723	9,340,220	9,320,800	9,213,730	9,105,860	9,012,740
<i>Total Resources Less Carryforward</i>	7,362,459	8,179,679	8,619,362	7,869,452	6,700,633	8,945,599	8,941,587	8,945,599	8,941,587	8,264,655	8,339,655	8,359,655	8,259,655	8,169,655
EXPENDITURES														
51XXX Classified	832,764	1,011,981	1,055,671	1,048,340	940,270	1,161,703	1,002,087	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
51XXX Unclassified	3,427,864	3,725,178	3,565,561	3,753,556	3,777,592	4,071,706	3,830,000	3,930,000	4,030,000	4,030,000	4,030,000	4,030,000	4,030,000	4,030,000
51XXX Adjunct/Dual/Extra Comp	340,869	308,977	382,795	333,615	328,215	150,000	282,150	150,000	150,000	150,000	150,000	150,000	150,000	150,000
51XXX Summer	200,384	220,234	196,983	197,470	192,311	245,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000	165,000
51XXX Graduate Assistant	328,406	354,245	346,720	330,606	340,775	259,500	350,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000
51XXX Temporary/Student	149,540	128,939	146,412	117,907	81,096	21,000	0	0	0	0	0	0	0	0
51XXX All Other 51's	41,252	7,881	19,409	4,826	4,017	5,909,909	5,629,237	5,495,000	5,595,000	5,495,000	5,595,000	5,595,000	5,595,000	5,595,000
TOTAL PERSONNEL	5,313,079	5,755,135	5,713,951	5,746,392	5,665,266	1,459,341	1,453,305	1,419,075	1,426,725	1,419,075	1,426,725	1,419,075	1,426,725	1,431,825
54000 Fringe Benefits	1,204,100	1,322,026	1,398,256	1,443,259	1,444,561	1,459,341	1,453,305	1,419,075	1,426,725	1,419,075	1,426,725	1,419,075	1,426,725	1,431,825
TOTAL PERSONNEL AND FRINGE	6,525,179	7,077,160	7,109,897	7,189,379	7,109,897	2,918,682	2,906,610	2,838,150	2,853,430	2,838,150	2,853,430	2,838,150	2,853,430	2,863,650
EXPENDITURES														
5200X Expenditures	0	0	0	0	0	1,478,118	1,478,118	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
52XXX Contractual Services	558,503	596,356	527,952	486,276	430,181	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000
53XXX Supplies	516,907	375,310	290,540	191,101	371,217	558,956	285,000	285,000	285,000	285,000	285,000	285,000	285,000	285,000
5400X Fixed Costs (does not include Fringe)	292,297	340,880	322,254	330,104	345,815	390,000	390,000	390,000	390,000	390,000	390,000	390,000	390,000	390,000
55XXX Contingency	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5600X Equipment and Books	814	0	825	220	7,682	30,000	30,000	20,000	20,000	20,000	20,000	50,000	50,000	50,000
57XXX Renovations	0	0	50	0	0	0	0	0	0	0	0	0	0	0
5900X Other Charges	0	0	89	19	0	0	500	0	0	0	0	0	0	0
TOTAL NON-PERSONNEL EXPENDITURES	1,368,541	1,312,546	1,141,719	1,097,730	1,154,969	2,699,885	2,533,616	2,045,000	2,045,000	2,045,000	2,045,000	1,944,000	1,944,000	1,944,000
TOTAL EXPENDITURES	7,893,720	8,389,706	8,251,517	8,197,399	8,263,712	10,699,335	9,616,158	9,559,075	9,559,075	9,559,075	9,559,075	9,559,075	9,559,075	9,559,075
CONTRA-EXPENDITURES														
6XXXX IT's	(39,423)	(24,095)	(39,593)	(23,504)	(14,000)	(12,300)	(12,300)	(12,300)	(12,300)	0	0	0	0	0
TOTAL IT's	(39,423)	(24,095)	(39,593)	(23,504)	(14,000)	(12,300)	(12,300)	(12,300)	(12,300)	0	0	0	0	0
TOTAL USES	7,854,297	8,365,701	8,211,924	8,173,895	8,249,712	10,687,035	9,603,858	9,546,775	9,546,775	9,546,775	9,546,775	9,546,775	9,546,775	9,546,775
NET	824,741	638,731	1,066,168	1,411,715	1,192,933	1,436,680	1,477,865	1,436,680	1,477,865	895,445	895,445	895,445	895,445	895,445
<i>Net Excluding Carryforward</i>	(461,818)	(186,031)	407,438	(304,353)	451,721	(1,140,136)	(664,571)	(94,420)	(127,070)	(127,070)	(127,070)	(127,070)	(127,070)	(127,070)