

Executive Summary

Blueprint for Academic Excellence College of Information and Communications AY2019-2020

Introduction

The College of Information and Communications continues to grow in terms of students, research funding, community engagement, and reputation, as it makes a difference in South Carolina and beyond. A new vision of Data, Media, and Society is emerging that weds expertise in data science and the communications industry to a dedication to having a positive societal impact. Curriculum revisions are either complete or well on their way that allow for both growth of students and innovation in course content. Strategic hires and a dedication to strategic action are resulting in increased reputation nationally and internationally. The schools of the college are forging new paths of collaboration and developing programs and priorities together like never before. A merger that happened over a decade ago is now being enacted structurally building a strong identity for schools in their respective disciplines and an emerging college identity for the future.

Highlights

The college is making progress toward building a stronger identity, structure, and purpose that benefits both schools and the communities we serve. This year we initiated comprehensive strategic planning to facilitate this process. The vision around data, media, and society is taking shape with a new social media and data insights lab, progress toward another new research lab, and plans for new degrees. External funding and grant applications are up significantly. We also filled two endowed chair positions with excellent candidates. The college continues to positively impact allied professionals and the community, and our students are winning awards and getting jobs. The national and international reputation continues to grow.



Tom Reichert Dean
College of Information and Communications



UNIVERSITY OF
SOUTH CAROLINA
College of Information
and Communications

Blueprint for Academic Excellence

College of Information and Communications

AY2019-2020

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Foundation for Academic Excellence

Mission Statement

The primary mission of the College is to educate the state's diverse citizens and to position South Carolina as a leader among states in an information-oriented society through excellent teaching, research, and service.

Teaching: To integrate information literacy skills into education and to the preparation of professionals in the fields of communication, and library and information science.

Research: To create centers of inquiry and research that advance knowledge, raise our profile, and enhance South Carolina.

Service: To use our expertise to aid citizens to find, transmit, analyze, and create the information services and products that encourage economic growth and improve quality of life.

Updated: 02/13/2018

Vision Statement

The College, home to two nationally recognized flagship schools, and one of only a few universities to combine its communications and information science programs, seeks to be a leader in these two rapidly evolving - and converging - fields united by a shared belief that information accessibility and integrity is the cornerstone of a strong democracy.

Updated: 02/13/2018

Values

- Create an environment so everyone is enabled to do their best work•
- Embrace risk and change•
- Embrace hit-for-the-fences opportunities•
- Embrace diversity, equity, and inclusion•
- Embrace scholarship•
- Optimize career preparation so students are "job ready" now and 5 years from now•
- Enhance student experiences and retention

Updated: 02/13/2018

Goals - Looking Back

Goals for the College of Information and Communications for the previous Academic Year.

Goal 1 - Endowed Chair Positions

Goal Statement	Seek to fill endowed chairs in both schools for children's literacy, and business and financial journalism. Both will expand teaching, research, and service efforts.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Faculty with national and international success will lead significant areas of scholarship and teaching.
Status	Completed successfully
Action Plan	
Achievements	<p>Michelle LaRoche joined us in August 2018 as our Baldwin Endowed Chair in Business and Financial Journalism. LaRoche has more than 20 years of experience at Dow Jones & Company and has served the company in numerous roles across various news products. LaRoche is excited about the position and has many great ideas about working to develop our Baldwin business initiative.</p> <p>Dr. Nicole Cooke will be joining us in August 2019 as the Augusta Baker Chair in Childhood Literacy. Dr. Cooke joins us from University of Illinois, the top-ranked program in library and information science, where she also serves as MS/LIS program director. Her doctorate was in communication, information and library studies from Rutgers. As a faculty member with her home in SLIS, she will be furthering the work of Augusta Baker by enhancing youth literacy through South Carolina's schools, public libraries and other means.</p>
Resources Utilized	Both chairs are partially funded by endowments.
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	These are the premier endowed chairs in each school. Each has their own endowments that provides about 1/3 of the cost of the chair. The Baker chair focuses on the critical need for literacy among the state's youth. The Baldwin chair focuses on the growing field of financial journalism and business communication.

Goal 2 - Space Needs

Goal Statement	Evaluate future space needs across the College.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Maintain qualitative and quantitative growth within existing College space while keeping pace with growth of the university.
Status	Progressing as expected (multi-year goal)
Action Plan	Assess space needs within each school. Determined where space can be shared or combined. Create a space planning/evaluating committee.
Achievements	<ul style="list-style-type: none"> •Created a shared-space office for instructors. •Turned many storage areas into office spaces. •Utilized an underutilized classroom into a social media lab.
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Goals - Real Time

Goals for the College of Information and Communications that are in progress for AY2019-2020.

Goal 1 - Student Recruitment Plan

Goal Statement	Implement student recruitment plan to increase enrollment in undergraduate and graduate programs.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Mission of the university is to educate the students of South Carolina in an environment of intellectual and experiential diversity. Recruitment of students at both undergraduate and graduate levels from in-state, out-of-state and internal pools creates such a cohort.
Status	Progressing as expected (multi-year goal)
Action Plan	Working to more aggressively promote our undergraduate majors and graduate students across the College. Increase BSIS majors to 100 by next year. Continue recruiting for diversity through HBCUs. SJMC goal is to increase the quality and quantity of students across its graduate programs, doubling the number of students in our MMC program within one year, and increasing the yield of top candidates to doctoral program. Currently considering hiring an additional advisor/recruiter position.
Achievements	<ul style="list-style-type: none"> •Hired new graduate recruiter. •Enrollment is up across the board in both schools. However, the previous goal was to increase BSIS to 300 majors. This was not achieved. •Established relationships with HBCU's and international universities. •Hosting diversity open house events with HCBU's and attending NABJ. •Information Science minor was renamed "Informatics" to increase its appeal and accurately reflect offerings. •SLIS has created several important Cohort programs in Charleston and across the state to serve librarian and media specialist needs.
Resources Utilized	
Goal Continuation	This goal will continue to be a priority every year in anticipation of the new budget model.
Goal Upcoming Plans	<ul style="list-style-type: none"> •Develop graduate and undergraduate programs around the theme of Data, Media, and Society - an incorporation of data science expertise from SLIS with the media industry knowledge of SJMC and the shared ethical and impact goals of the whole college. •Identify staff support for undergraduate recruiting (1) majors and (2) minors across the college. •Create a SLIS Cohort program in Georgia.
Resources Needed	
Goal Notes	

Goal 2 - Data, Media, and Society

Goal Statement	Expand and implement concepts under Data, Media, and Society as a strategic direction and signature of the College.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Data, Media, and Society are significant components in the industry and today's society. Providing opportunities for careers in these areas engages students in their communities.
Status	Progressing as expected (multi-year goal)
Action Plan	Hold facilitated faculty, staff, and student convening seeking ideas, expansions, and alignments with Data, Media, and Society theme that includes research, curriculum, and service. Create a social media monitoring lab that works with the university and community. Create a research lab that facilitates scholarship in this area.
Achievements	This goal is being obtained through a range of activities: curriculum (eg, blockchain, data visualization), new social media insights lab, planned research, plans for new digitally oriented degrees, digital certification, and sending students to professional events (eg, SXSW).
Resources Utilized	Research lab start up funds and research lab facility.
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	University facilitation of staff and strategic hires.
Goal Notes	

Goal 3 - Research Activity, Funding, and Collaboration

Goal Statement	Increase research activity, funding, and collaborations within the college and across the university.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	As a Carnegie research institution, UofSC's units enhance the university's scholarship and reputation as each expands its own research.
Status	Progressing as expected (multi-year goal)
Action Plan	SJMC & SLIS will expand external grants and research funding. This will involve helping junior faculty develop grant writing skills and providing opportunities to collaborate with other UofSC researchers, particularly those in the Arnold School of Public Health, Geography and Social Work, Engineering and the Vice President for Research's office. The goal is over \$1,000,000 in submitted funding applications. Also to create research infrastructure to support grant work.
Achievements	<p>2018-19</p> <p>52 total submissions totaling \$42,756,030 (28 SLIS, 19 SJMC, 5 CIC submissions)</p> <p>10 awards totaling \$5,034,571 (\$842,874 to CIC / 1 internal and 9 external)</p> <p>10 proposals are pending totaling \$9,391,963</p> <p>1 Erasmus+ faculty exchange to Romania</p> <p>2017-18</p> <p>25 total submissions totaling \$4,270,571 (13 SJMC, 7 SLIS, 5 CIC submissions)</p> <p>7 awards totaling \$117,809 (6 internal and 1 external)</p>
Resources Utilized	
Goal Continuation	We are enhancing our infrastructure to support research and collaboration (eg, research lab and social medial lab). We are considering additional research infrastructure support.
Goal Upcoming Plans	Provide seed money to promote research collaboration across both schools.
Resources Needed	
Goal Notes	

Goal 4 - Enhance curricular offerings

Goal Statement	Respond to the demand for curricular offerings in specialty areas (e.g., sports communication, business communication, social media and data, and health communication). Also, to offer new degrees in the areas of data, media, and society to meet student and industry needs while taking advantage of Provost agreement for new positions.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	
Status	Progressing as expected (multi-year goal)
Action Plan	We hired the Baldwin Business Chair, and she is creating business communication courses to enhance the business acumen of our students. We are making progress on our new degree offerings in the area of data, media, and society. We are proposing a new certificate in sports communication, and we are completing the social media lab to begin to create relevant courses it will support.
Achievements	<ul style="list-style-type: none"> •Hired business communication professor. •Approved certificate in sports media. •New social media lab completed. •Fostered relationships with health agencies and companies. •Faculty working on new degrees (MS, BA, Minor) in data, media, and society.
Resources Utilized	Fundraised for social media lab.
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Goal 5 - College strategic plan

Goal Statement	Engage in comprehensive strategic planning process for the College.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	A comprehensive strategic plan should enhance our teaching, research, and service outcomes while allowing us to take more purposeful strategic actions that will also enhance the reputation of the College and both schools.
Status	Progressing as expected (single year goal)
Action Plan	Hired outside advisory team to facilitate a new college strategic plan.
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Goal 6 - Increase diversity, equity, and inclusion

Goal Statement	Increase diversity among our students, faculty and staff. We also seek to enhance diversity in the industries we serve, and partner with HBCUs to create opportunities for students beyond our campus.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	
Status	Progressing as expected (multi-year goal)
Action Plan	We seek to increase the diversity of our (1) students, (2) faculty, and (3) staff. We also seek to work collaboratively with South Carolina HBCUs to assist in student preparation and educational achievement. We also seek to serve a diverse citizenry in South Carolina.
Achievements	<ul style="list-style-type: none"> •Created an Associate Dean for Diversity, Equity, and Inclusion position to enhance the College's efforts. •Created a new diversity scholarship for SJMC students. •Offered out first "Open House" for diverse students to consider College options for graduate school. •Created the new "Digital Media Academy," a week-long bootcamp for diverse students across South Carolina to learn timely and marketable professional skills (digital mobile video). •Achieved national affiliation status for our National Association of Black Journalist student chapter.
Resources Utilized	
Goal Continuation	<ul style="list-style-type: none"> •Continuing to offer specialized scholarships to admitted students to enhance diversity among our student body. •Offering specialized programming for non-USC students such as (1) Breakfast of Champions.
Goal Upcoming Plans	Working closely with Claflin University to create a dual degree 4+1 or 3+2 program for both schools.
Resources Needed	
Goal Notes	

Goals - Looking Ahead

Goals for the College of Information and Communications that are slated for the upcoming year.

Goal 1 - Adjust College's structure to enhance learning, research, and service

Goal Statement	Listen to the request of faculty on adding additional positions in the college (eg, Associate Deans and staff).
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	
Status	Newly Established Goal
Action Plan	Adjusting and creating positions to maximize outcomes for students, faculty and staff. For example, adjusting the College's career services position to better serve students across the two schools, and to maximize that person's efforts to prepare students for interviewing, and internship / career opportunities. And looking to enhance administrative structure to more closely align with other colleges at UofSC and our peer / aspirant programs.
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Goal 2 - Expand international activities

Goal Statement	Our world is increasingly global. As such, we seek to expand international activities to increase the global exposure of our students, to facilitate international student exchange and joint degrees with overseas universities, and work collaboratively to bring favorable attention to South Carolina and the university.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	
Status	Newly Established Goal
Action Plan	MOU's with international universities, develop joint degree programs, increase college-led study abroad programs, and increase international study infrastructure. Also exploring a set of offerings to attract non-UofSC students to study on our campus during the summer.
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Academic Programs

Program Rankings

Academic programs that were nationally ranked or received external recognition during the Academic Year.

School of Journalism and Mass Communications

There are no official US-based rankings for schools of journalism and mass communications (e.g., US News). However, the school is ranked within the 76-100 range for global communication programs in 2018 (Academic Rankings of World Universities / Shanghai Ranking). Also, our QS World University Ranking in Communication & Media Studies for 2018 was within the 151-200 range. Informally, we would consider the following programs as the top 10 schools in the country (in no particular order) that are located within large, state universities:

Top Ten:

University of North Carolina-Chapel Hill
University of Georgia
University of Florida
Penn State University
University of Alabama
University of Missouri
University of Minnesota
Michigan State University
University of South Carolina
University of Illinois

Peers:

University of North Carolina-Chapel Hill
University of Georgia
University of Alabama
University of Tennessee Knoxville

School of Library and Information Science

The Masters of Library and Information Science is ranked 18th overall, 5th in School Library Media, and 11th in Services for Children and Youth by U.S. News & World Report. These rankings are for 2017 and show no change in the SLIS rankings overall and for specialization. These rankings are released every 5 years.

Instructional Modalities

Innovations and changes to Instructional Modalities in unit's programmatic and course offerings that were implemented during the Academic Year.

School of Journalism and Mass Communications

The SJMC has enrolled its first class of students in the accelerated master's of mass communications program. Students may elect to follow the multimedia journalism track, established to attract students interested in careers in journalism or the strategic communication management track designed for students interested in integrated communication, visual communication or other areas of mass communication.

The school is exploring joint programs with historically black colleges and universities in the Southeast as a

means of attracting minority students to the professional master's of mass communications degree program. Our ultimate goal is to provide the rapidly growing communications field with a more diverse potential workforce.

School of Library and Information Science

The BSIS program underwent major revisions in the past year. Implementations of the changes started in the fall of 2018. Students admitted under the new program will have an expanded core and will be required to undertake an internship experience or complete a supervised independent study. In addition to the major, the name of the minor was changed from Information Science to Informatics minor. The change comes with changes in the requirements in order to make the degree and minor more marketable and applicable to degrees across campus. The Informatics minor now has 3 required courses (SLIS 201, 301, 410) and 3 SLIS electives to allow the students to focus on their area of interest. SLIS 415 Social Informatics was approved by the faculty Senate. Several new course proposals are at different approval stages. Other updates in the works include working with Midland Tech on a 2+2 program; creating an accelerated Master's program (4+1) for undergraduate students interested in going onto libraries, and working with The Carolina Agency to cross-list courses to give students the much needed practical experience. Finally, SLIS is working more closely with SJMC to make the BSIS degree more attractive to SJMC students interested in analytics and media management.

In terms of growth, the program continues to grow. Eleven new students were admitted in fall 2018. Over 14 have already been admitted for fall 2019. This trend is expected as more changes are made to the program. Otherwise, 4 students graduated in December 2018, 6 students had some type of internship experience in fall 2018, 4 students presenting at Discover UofSC, 1 student is graduating with leadership distinctions, 3 students are attending SXSW 2019 and 4 students interning in spring 2019.

The leadership of the college believe that the Information Science major is well situated for growth. It is also uniquely ready to take placement by students interested in business and management but may be unable to get into the Darla Moore School. Data analytics, information processing, and knowledge management are in wide use across the corporate and non-profit sectors. There is capacity in the BSIS and growing this program aides the entire college.

At the graduate level the School of Library and Information Science embarked on a multi-year curriculum revision process. This year the faculty is seeking out input from alumni, employers, and thought leaders. This feedback is being conducted as a formal research project, including Institutional Review Board (IRB) review, to ensure the data is collected in a systemic fashion. The IRB application that lays out the process is attached in Appendix 8; this application ensures ethical and policy compliance of all university research. Next, the program revisions will be brought through the Graduate School process. It is important that this process proceed in the next few years to ensure adequate data collection for reaccreditation in 2024.

Two years ago, SLIS launched the Library Scholar program modeled on contract courses in the College of Education. SLIS teams with school districts and libraries to create cohorts of existing teachers and staff to get their MLIS degrees. These cohorts students go through the existing online MLIS program but receive onsite orientation and advising. Partnering districts get people to fill their high needs positions and extra staff development for existing librarians. There has been strong interest from school districts across the state where there is a pronounced shortage of school librarians. These cohorts are crucial for building the quality and reputation of the MLIS program nationally.

Finally, the Board of Trustees (BOT) approved the change of name of South Carolina Center for Children's Books and Literacy (SCCCBL) to the South Carolina Center for Community Literacy (SCCCL, pronounced Skill).

Under SCCCBL, SLIS and UofSC has unprecedented growth in literacy outreach services with Cocky Reading Express (CRE) being at the forefront. SCCCL builds on the tremendous success of SCCCBL to expand the scope of work undertaken by the Center to include all areas of literacy and age groups.

Program Launches

Academic Programs that were newly launched during the Academic Year; those that received required approvals but which had not yet enrolled students are not included.

None to report

Program Terminations

Academic Programs that were newly terminated or discontinued during the Academic Year.

School of Journalism and Mass Communications

None to report

School of Library and Information Science

None to report

Academic Initiatives

Experiential Learning for Undergraduates

Initiatives, improvements, challenges, and progress with Experiential Learning at the Undergraduate level.

College of Information and Communications

The college is working to support students in both schools. For example, for the second consecutive year we are sending students to SXSW to report what they are seeing and sharing it with us when they return. Also, we are offering a new Digital Media Academy in May 2019. The academy is a one-week, intensive bootcamp that teaches students how to shoot, edit, and tell stories using mobile phones. The schools are doing amazing work to further the experiential education of students.

School of Journalism and Mass Communications

The SJMC continues to be a campus leader in experiential learning. The school has a student-run strategic communications firm that produces real work for real clients. Called **the Carolina Agency** (TCA), the agency provides strategic communications solutions produced by students on behalf of a diverse selection of local, regional, national and international clients. The agency is taught as a class and is open to SJMC students as well as majors from other units. TCA features a dynamic of student and faculty leadership. The organization has an impressive record of more than 20 professional and student awards.

The school's new building features a converged newsroom where both broadcast and journalism students work together reporting and producing a live 30-minute broadcast (**Carolina News**), a newspaper (**The Carolina Reporter**), and a news website. This 12-credit hour "senior semester" engages students in multimedia, multiplatform journalism that covers the metropolitan area.

The college's alumni magazine, *InterCom*, is produced by students in Publication Writing and Design (JOUR 534). The course involves reporting, designing and preparing a magazine for publication, and serves an outreach role by connecting current students with a large body of alumni.

CreateAthon is an annual 24-hour-marathon designed to deliver pro bono advertising, marketing and communications solutions to nonprofits in the North America and Europe. In 2013, the school launched CreateAthon@USC to provide similar help to nonprofits in the Midlands of South Carolina. Students from all majors at the school participate in the event, which is mentored by faculty and members of the local professional advertising and design communities.

Students in all majors at the school have the opportunity to enter media competitions that can help them improve their work and learn more about opportunities in the professional world. SJMC students regularly compete in the public relations Bateman Team competition, the AAF competition, the Hearst competition, the Society of Professional Journalists Mark of Excellence Awards, the Washington Media Scholars Case Competition and the school's own A. Jerome Jeweler Advertising Award, which includes a \$500 cash prize.

We are campus leaders in "study away" education, spearheading domestic and international programs to destinations including Atlanta, New York, Germany, Africa, China, Oman, and in 2017, Cuba. We are in year two of a scholarship program for SJMC students, awarding more than \$20,000 in need-based scholarships to

students wanting to participate in our study away program

School of Library and Information Science

During the 2017-2018 academic school year, several opportunities were put in place to promote experiential learning in the Bachelor of Science in Information Science (BSIS) program. Within the classroom, several courses provided students with either service-learning projects in the community or opportunities to engage with professionals working in the field. In SLIS 202 (Introduction to Information Literacy and Technology), an INF Carolina Core course, several sections included field trips or guest speakers related to the field. SLIS 410 (Knowledge Management) worked with the Columbia Chamber of Commerce to identify future community partners. Students in SLIS 420 (Communications and Information Transfer) prepared detailed app proposals to pitch to individuals working in app development.

The BSIS program now requires experiential learning in the form of internships. The internship process is being reviewed to ensure that the proper resources are in place for the students and those supervising the internships.

During the fall semester, the BSIS program hosts Information Science Day; a research day that brings students, faculty and staff together. Students present their research, service projects, class project, or internships in a poster presentation format. Students must submit abstracts, create posters and then present their work. The goal is to get students comfortable presenting early in the program, eventually presenting at Discover USC or other professional conferences.

Moving forward, experiential learning will continue to be a priority in the BSIS program. The ongoing program and curriculum review have added integrative (experiential) learning as a program value. Opportunities for experiential learning have been added to the program values and curriculum.

In the 2018-19 FY, internship opportunities for the Bachelor of Science in Information Science (BSIS) program continued to expand. A total of 10 students had internship experiences in area technology and information organizations. The information Science research day is growing in popularity. Eleven (11) students participated in the fall 2018 research day, a slight increase from previous years.

Experiential Learning For Graduate & Professional Students

Initiatives, improvements, challenges, and progress with Experiential Learning at the Graduate or Professional level.

School of Journalism and Mass Communications

Our professional master's students must complete a practicum experience in a media organization. Graduate students also have the opportunity to participate in the experiential learning opportunities listed above. SJMC graduate students most often participate in Carolina News/The Carolina Reporter, The Carolina Agency, CreateAthon@USC and our study away travel experiences

Currently, there are 13 SJMC graduate students completing practicums, three in senior semester, two participating in Create-A-Thon, one in Intercom and one in the Carolina Agency.

School of Library and Information Science

About 42 MLIS students are completing internships this fall (2019). Working with SLIS University of Buffalo, SLIS will have students participate in a study abroad program to Costa Rica in summer 2019.

As noted above, students will benefit from community programming activities under the recently renamed South Carolina Center for Community Literacy (SCCCL).

Affordability

Assessment of affordability and efforts to address affordability.

School of Journalism and Mass Communications

SJMC administration and faculty are keenly aware of the high costs of attending a four-year college. Most recently, the SJMC overhauled its undergraduate curriculum to decrease the number of hours to graduate from 126 to 120 so that students can successfully graduate in four years. The new curriculum also increases course flexibility for students through the addition of more SJMC elective hours and fewer prerequisites for required courses. Increased flexibility allows our students to more easily progress toward graduation.

At the same time, the nature of our undergraduate program is highly professional and technical. In order to remain competitive with our peer and peer aspirant institutions, our school maintains two broadcast studios, a multimedia newsroom, five computer labs, a photo studio and a strategic communications center. We also employ a full time engineer and a studio manager to oversee these facilities.

School of Library and Information Science

At the graduate level, we have been conducting cost comparisons with peer and peer aspirant institutions. Initial analysis found the South Carolina library science program is substantially less expensive than programs ranked in the top 5 of U.S. News & World Report's rankings. In many cases, our degree costs half as much as programs at the Universities of North Carolina, Michigan, Pittsburgh, Indiana, and Maryland. We are using this data in our marketing and recruitment efforts.

SLIS faculty voted to approve the Open Access (OA) and Open Education Resources (OERs) Policy. The faculty recognize that textbooks present significant financial burden to students and high quality OERs can lower the cost of textbooks for students. Under the new policy, faculty are encouraged to prioritize high quality OERs over costly proprietary textbooks. The Policy will be implemented with support of the Scholarly Communication Librarian at the Thomas Coper Library.

We have put in place a cohort program for school districts preparing teachers to become school librarians (a high needs job category in South Carolina). The cohort model provides some cost reduction to districts in the terms of program fees and second year tuition in accordance with university policies.

We have moved from SJMC and SLIS course fees to one CIC program fee at both the graduate and

undergraduate level.

Reputation Enhancement

Contributions and achievements that enhance the reputation of USC Columbia regionally and nationally.

School of Journalism and Mass Communications

SJMC faculty members are involved in many local, state, regional and national professional associations including the South Carolina Press Association, Society of Professional Journalists, South Carolina Broadcasters Association, the Columbia Ad Club, the National Press Photographers Association, International Association of Business Communicators, and Public Relations Society of America. Their involvement includes leadership positions within those organizations, and providing advice, counsel and input into issues and problems.

From an academic standpoint, the SJMC had an outstanding year. In Fall 2018, the school garnered a total of 10 awards for faculty and graduate student presentations at the 2018 Association for Education in Journalism and Mass Communications (AEJMC) Annual Conference in Washington, D.C.. Numerous faculty serve on editorial boards of leading journals in the field. Faculty also serve as judges for these organizations' annual competitions of professional work.

School of Library and Information Science

The reputation of the school continues to grow nationally and internationally. Our faculty have attended and presented at leading conferences in the field. A number faculty and doctoral students presented at the 2018 Association for Library and Information Science Education - the primary conference for library and information science education. Faculty also presented papers at The Association for Information Science and Technology (ASIS&T) in Canada, the International Federation of Library Associations (IFLA) in Malaysia, the iSchool Conference in Washington DC, ALA Midwinter in Seattle. Several faculty and staff will attend at the ALA Annual Conference in DC in summer 2019.

Internationally, faculty continue to hold leadership positions in The International Federation of Library Associations (IFLA). Faculty are being invited internationally to present keynotes and work with organizations such as the World Intellectual Property Organization, the Ministry of Education in Italy, and the government of Perugia, Italy. The school's faculty are international leaders, Fulbrights (Karen Gavigan), thought leaders. Two faculty members have established partnership with two Taiwanese universities, National Chengchi University (Feili Tu-Keefner) and National Chung Hsing University (Kim Thompson). As result, USC will be hosting two students from National Chung Hsing University summer 2019.

Challenges

Challenges and resource needs anticipated for the current and upcoming Academic Years, not noted elsewhere in this report and/or those which merit additional attention.

School of Journalism and Mass Communications

Enrollment management in our undergraduate program: The SJMC had a record high enrollment in Fall 2018 (1678 undergraduate students). Although we plan to grow at a rate that is in line with the university's overall enrollment goals, we must remain concerned about maintaining appropriate faculty-to-student ratios as well as student services advisor-to-student ratios. We continue to enroll a large number of students minoring in journalism and mass communications (more than 400).

Recruiting a high quality and quantity of students across our graduate programs: To encourage top-tier students to enroll in our graduate programs, the school continues to update the MMC curriculum, promote the "accelerated" program where current students can obtain a bachelor and master's degree in five years, and to look for new avenues for publicizing our graduate programs

Because of the increasing difficulty in recruiting top candidates for the school's doctoral program, the school is investigating additional sources for doctoral student funding. The SJMC is also making use of the services provided by the CIC's recently hired graduate programs recruiter.

Diversity: The SJMC continues to address the issue of increasing the diversity of our staff. We have taken steps to ensure that our efforts at recruiting students and hiring faculty and staff are widely publicized in diversity-orientated publications and social media.

School of Library and Information Science

In terms of growing the information science undergraduate program we continue to reach out to first year advisors, transfer advisors, the Honors College, and admissions counselors. Our new program of study and marketing materials have been very helpful, but the effort to educate the university about our program remains a challenge. The school could use help in developing and targeting marketing materials, and in making it clear that growth of this degree aligns with many college and university priorities and needs at the dean and university administration levels. We also need an undergraduate recruiter to help our recruitment efforts.

In terms of increasing external research funding the school has made great progress. Last year, 10 faculty submitted \$2,886,032 in grant proposals. Two of the 10 were successful including the prestigious Early Career Award to Dr. Vanessa Kitzie by the IMLS. The other grant recipient was Dr. Jennifer Arns. There remain barriers to a greatly increased external funding enterprise. The Office of Sponsored Awards Management (SAM) has a great deal of turnover in staff and limited resources to handle a surge of applications. University policies on travel reimbursements and paying study participants are also areas of concern for faculty who do a lot of travel for their research. We are also experience some confusion with our peers at the university in terms of the school's name. Too many peers and students mistake the School of Library and Information Science with the Thomas Cooper Library, or see us as a service unit and not an academic discipline. We are seeking to engage with our alumni and peers across the university system on ways to reduce confusion. This may include a proposal to change the name. However, such a change is a charged decision with a closely align professional community. A name change might also help with undergraduate recruiting; however, we do not want to do so at the cost of our largest graduate program.

Lastly, challenges to reputation growth are to create and execute a coherent communication plan. In the past few years with a new director the school is growing and engaged in many high-impact activities. However, if such programs and work are not visible outside of the university there will be no improve reputation.

Space and operating on a lean staff remains at large for both schools.

Faculty Population

Faculty Employment Summary

Table 1. Faculty Employment by Track and Title.

	Fall 2018	Fall 2017	Fall 2016
Tenure-track Faculty	43	42	42
Professor, with tenure	12	11	11
Associate Professor, with tenure	16	15	14
Assistant Professor	15	16	17
Librarian, with tenure	0	0	0
Research Faculty	0	0	0
Research Professor	0	0	0
Research Associate Professor	0	0	0
Research Assistant Professor	0	0	0
Clinical/instructional Faculty	21	23	17
Clinical Professor	2	1	0
Clinical Associate Professor	0	0	0
Clinical Assistant Professor	0	0	0
Instructor	18	19	14
Lecturer	1	2	1
Visiting	0	0	0
Adjunct Faculty	16	10	24

Faculty Diversity by Gender and Race/Ethnicity

Note: USC follows US Department of Education IPEDS/ National Center for Education Statistics guidance for collecting and reporting race and ethnicity. See https://nces.ed.gov/ipeds/Section/collecting_re

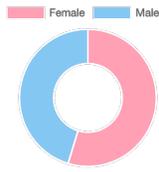
Table 2. Faculty Diversity by Gender and Race/Ethnicity, Fall 2018, Fall 2017, and Fall 2016.

	Fall 2018	Fall 2017	Fall 2016
Gender	64	64	57
Female	35	32	28
Male	29	32	29
Race/Ethnicity	64	64	57
American Indian/Alaska Native	0	0	0
Asian	6	5	4
Black or African American	3	4	3
Hispanic or Latino	2	1	1
Native Hawaiian or Other Pacific Islander	0	0	0
Nonresident Alien	3	5	3
Two or More Races	2	2	2
Unknown Race/Ethnicity	0	0	3
White	48	47	41

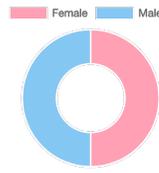
Illustrations 1 and 2 (below) portray this data visually.

Illustration 1. Faculty Diversity by Gender

2018 Faculty Gender



2017 Faculty Gender



2016 Faculty Gender

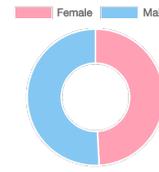
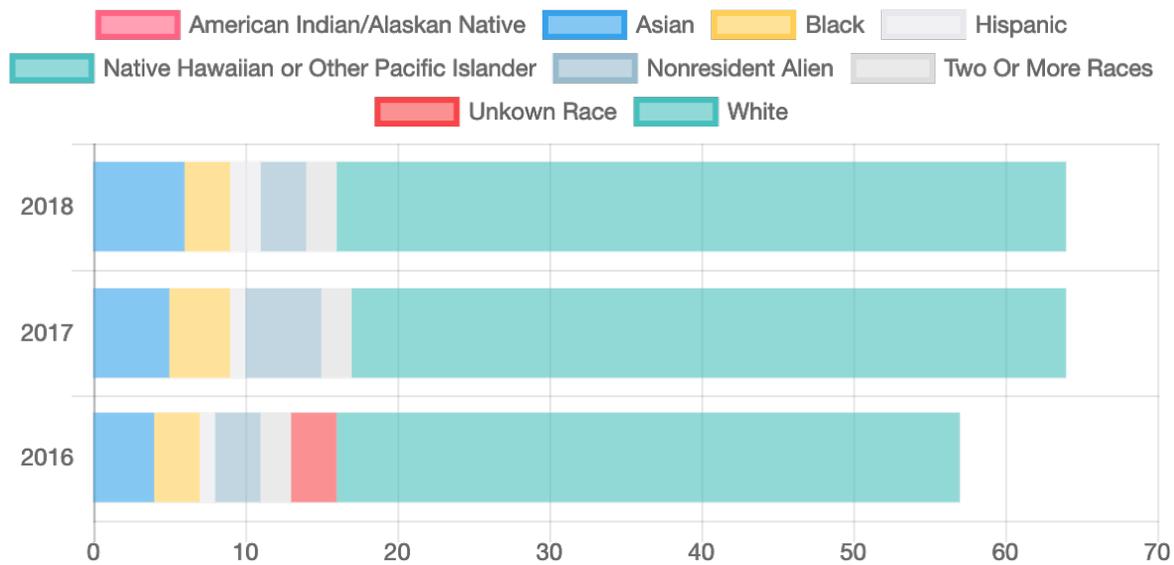


Illustration 2. Faculty Diversity by Race & Ethnicity



Faculty Information

Research and Scholarly Activity

Please refer to Appendix 3, which provides detailed information from the Office of the Vice President for Research, department of Information Technology and Data Management, including:

- 1) The total number and amount of externally sponsored research proposal submissions by funding source for the appropriate Fiscal Year.*
- 2) Summary of externally sponsored research awards by funding source for the appropriate Fiscal Year. Total extramural funding processed through Sponsored Awards Management (SAM) in the Fiscal Year, and federal extramural funding processed through SAM in the Fiscal Year. (Available at: <http://sam.research.sc.edu/awards.html>) Amount of sponsored research funding per faculty member in FY 2018 (by rank, type of funding; e.g., federal, state, etc., and by department if applicable).*
- 3) Number of patents, disclosures, and licensing agreements for three most recent Fiscal Years.*

School of Journalism and Mass Communications

Faculty research productivity continues to reach new levels of achievement. Recent faculty searches have focused on hiring faculty with a blend of strong scholarly and professional credentials who can contribute to the research and teaching missions of the SJMC. This strategy has led to an increase in research quantity and quality. We have a large number of recently hired junior faculty who are highly productive and committed to working collaboratively.

With the numerous retirements anticipated in the near future, the SJMC is creating an incentivization program to encourage junior faculty to seek external research funding. We're beginning to see the fruits of those efforts with the recent awarding of several substantial grants to faculty.

School of Library and Information Science

Faculty were actively involved in writing research grant proposals. Following the Institute for Museum and Library Services (IMLS) convening SLIS hosted in 2017, SLIS received 2 grants out of 10 that were submitted. Since January 2018, SLIS faculty have submitted 28 internal and external grants totaling \$5,618,616.89. The increase in grant activity has led to a significant increase in faculty research productivity evident in the number of publications and conference presentation. Faculty are also serving on editorial boards, journal reviewers and editors in record numbers. Growth in research productivity is expected to increase in the coming years.

The barrier related to our doctoral program discussed in the previous years remain. Last year we graduated 2 Ph.Ds in 2019. We anticipate admitting at least 2 new doctoral students. We continue to get strong interest in the program. However, the program to this point funding remains a challenge although the recent successes with external grants will greatly enhance our ability to support PhD students. That said, teaching assistantships will continue to be important sources of funding for our doctoral students.

Current tuition policies for doctoral students position the program as an income generator, as opposed to research cost. Tuition waivers for doctoral students, at the very least for dissertation hours, would dramatically increase the research profile and productivity of the whole school.

Faculty Development

Efforts at Faculty Development, including investments, activities, incentives, objectives, and outcomes. Optional

School of Journalism and Mass Communications

The SJMC has a Faculty Development Fund that provides financial resources to faculty members seeking to improve teaching and research and/or creative skills. Funds are available to those wanting to attend workshops and seminars or to cover professional memberships that are required to serve as student advisers (e.g. PRSSA). Faculty members who receive funding through this initiative are encouraged to share their knowledge with colleagues in formal and informal settings.

We have the Caldwell Excellence in Teaching Award, which is awarded each fall to a SJMC faculty member (tenure-track or non-tenure track). The faculty member is honored at our fall alumni award banquet and receives a plaque and a \$1500 monetary award.

Faculty may apply for funding to support their professional development. A faculty committee reviews proposals and awards funding from the Caldwell Faculty Development Fund. Approximately \$15,000 is awarded each academic year.

New tenure track and tenured faculty typically receive start-up funding to support their research and/or creative endeavors and aid them in their pursuit of tenure and promotion. If a faculty member is making successful progress toward tenure, this funding is given annually until a faculty member applies for tenure and/or promotion.

School of Library and Information Science

Faculty development is an important part of the school's work. Each assistant professor hire member receives startup research funds. These funds, typically \$5,000 per year for up to three years, can be used for research-related travel, GA support, software, or any research-related expenses.

Dr. Charles Curran, an emeritus professor, receives an annual stipend to work with untenured faculty on scholarly writing. Activities include writing clubs and one-on-one mentoring sessions. Next year, this will be expanded to include mentoring on securing research funds.

Last year the director and Dr. Jennifer Arns, began intensive mentoring on grant writing and external funding. This work, in many cases involves co-authoring proposals, has opened opportunities for junior faculty to submit external grants.

In the FY 2018-19, SLIS has focused on supporting adjunct instructor. The Committee on Instruction Quality has developed tools and resources to support adjunct instructor. The Chair Dr Kim Thompson created a listserv to share instruction resources and training opportunities from CTE. Adjunct instructors have access to the same development opportunities as the faculty and staff.

Other Activity

Efforts at Faculty Development, including investments, activities, incentives, objectives, and outcomes. Optional

SJMC is currently in the final stages of planning two national academic conferences that will be held at the school in March of 2019. The AEJMC Southeast Colloquium (held at the University of Alabama in AY 2017-2018) is an event featuring research papers, panels, and research-in-progress sessions by scholars from across the country. The biennial Media and Civil Rights History Symposium is an event that invites scholars to discuss the connection of civil rights and public communication.

Teaching

Faculty to Student Ratio

The formula used to compute the ratio uses data from Faculty Population by Track and Title and Student Enrollment by Time Basis, as follows:

$$\frac{(Total\ Full-time\ Students + 1/3\ Part-time\ Students)}{((Total\ Tenure-track\ Faculty + Total\ Research\ Faculty + Total\ Clinical/Instructional\ Faculty) + (1/3\ Adjunct\ Faculty))}$$

Table 4. Faculty-to-Student Ratio, Fall 2018, Fall 2017, and Fall 2016

Fall 2018	Fall 2017	Fall 2016
01:27.2	1:22.3	1: 27.8

Analysis of Ratio

Analysis of the ratio, agreement with the data, and plans for the future to impact this ratio.

School of Journalism and Mass Communications

2,156 SJMC undergraduate and graduate students in Fall 2018 (FT students = 1700; PT students 1/3(415)=132)

45 full time faculty

26 adjuncts

35 to 1 faculty to student ratio.

To be an accredited journalism and mass communication program, the accrediting agency requires a 20 to 1 ratio in our lab/skills courses. For the SJMC, these courses comprise more than half of the courses taught in the school. This is why the school must rely heavily on adjuncts and be constantly vigilant that we stay within accreditation guidelines.

School of Library and Information Science

344 SLIS undergraduate and graduate students in Fall 2017 (FT students = 95; PT students 1/3(249)=83) 19 faculty (does not include director who does not teach regularly)

11 adjuncts

14 to 1 faculty to student ratio

Faculty Awards Received

Faculty of CIC were recognized for their professional accomplishments in the categories of Research, Service, and Teaching.

Research Awards

Recipient(s)	Award	Organization
Arns , Jennifer	Research grant	Institute of Museum and Library
Kitzie, Vanessa	Research grant	Institute of Museum and Library
Gavigan, Karen	Research grant	Library of Congress
Gavigan, Karen	ALA Carnegie Whitney Grant	American Library Association
Thomson, Kim	Reviewer of the Year Award 2019	Inter. Journal of Information, Diversity , and Inclusion

Service Awards

Recipient(s)	Award	Organization
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Teaching Awards

Recipient(s)	Award	Organization
Grant, Augie	Caldwell Excellence in Teaching Award	The School of Journalism and Mass Communications

Student Recruiting and Retention

Student Recruitment

Efforts, including specific actions, to recruit students into College/School programs.

With the hiring of a new graduate recruiter, first year advisor, and two graduate advisors, the Office of Student Services is building upon strategies and efforts previously identified while simultaneously incorporating new ideas to recruit students into the College of Information and Communications.

A thorough review of the student life cycle produced engagement opportunities to strengthen our partnership with admissions, college recruiting, and outreach for admitted students to increase yield. Our Assistant Dean for Student Services is a part of the newly formed Academic Recruitment Council, through the University's Office of Admissions. The Recruitment Council was formed to bridge the communications between admissions and the various schools and colleges.

The relationship with the College and USC Visitors Center has been nurtured and continues to grow. Additional emphasis has been placed on the college's participation in Undergraduate Recruiting Special Events including Open House, Discover Carolina, Top Scholars Program, and Admitted Student Days. In addition to participating, the Office of Student Services also follows-up with students via email after each event.

Our next effort was to increase the marketing of our majors. Currently, promotional videos for our graduate programs are underway. This allows for a visual representation of our academic programs in a handy take-away. We also strengthened the promotion of each major through a complete webpage redesign and mobile optimization process to improve user experience across all platforms. During the Fall 2017 admissions cycle, we expanded our outreach to admitted students with regular communication from the dean, directors and assistant dean, we still continue this practice. This outreach was meant to yield admitted students and produced an increase in enrolled freshman for fall 2017. During AY 2017-2018, the Media Diversity Scholarship Program was introduced as an intentional recruitment effort to attract diverse students into the SJMC. These renewable scholarships are designed to attract and maintain diverse scholars. At this time, there are ten diversity scholars currently participating in the Media Diversity Scholarship Program.

This year marks a continuing shift in strategies and efforts to recruit students to SLIS, as well. The new undergraduate curriculum has been revised and launched at the beginning of AY 2018-2019. Program faculty and staff have met with the Undergraduate Advising Center to increase Major Change Advisors' knowledge of the Information Science degree requirements. A focus of the school this year has been in recruiting undergraduates. The Dean's Scholar Program was launched during AY 2018-2019 to recruit high performing students into the Information Science Program. There are currently two Dean's Scholars participating in the program. This is seen as the second part of a three-year plan: year 1 outcomes, messaging and greater university awareness; year 2 curriculum revisions and robust recruiting; and year 3, a relaunch of the Information Science degree. This all provided excellent input to developing strong program outcomes and a refinement in messaging. Using the tongue-in-cheek tag line "In Search of Geeks with Social Skills," we have met with university admissions and are hosting university recruiters to make clear what the program is and how it relates to programs such as computer science. We have also strengthened our relationship with the Honors College to make our courses available to honors students and educate Honors College advisors about our offerings. This messaging was also used in fall open houses where the information science program was promoted as part of a unified outreach from the College of Information and Communications. This intentional blurring of the lines between undergraduate programs in the two schools has continued to be a great success in Admitted Students Day activities. We are also working to engage school alumni, particularly school librarians in high schools, to

develop and disseminate marketing materials related to the programs. This internal work has resulted in a marked increase in admitted students and information science minors.

We have an increased effort in the area of graduate recruiting. A new graduate recruiting coordinator was hired in fall 2018. With a new recruiter in place, we have deliberately shifted our efforts from conferences and travel to use of social media and AdWords. We have launched a Google AdWords campaign by and increased our social media presence. Virtual conferences have also been added to our recruitment agenda. Moreover, our recruiter has participated in class talks with local universities to build an admissions pipeline. For the SJMC graduate programs, the Master of Mass Communication program has been redesigned and an accelerated 4+1 program has been designed and promoted to our existing undergraduate populations.

Student Retention

Efforts at retaining current students in College/School programs.

The College of Information and Communications takes a proactive approach to support student development, success in academic majors, and lifelong engagement for graduates. The Office of Student Services develops and implements programs and processes encompassing recruiting, academic advising, and retention programming that facilitate student academic success, career development, and personal growth for all students. Advising efforts consist of proactive, interactive, and holistic approaches to addressing academic and personal concerns of students. The primary effort to retain current students has been with our increased emphasis on quality professional academic advising. All advisors attend at least 2 professional development activities per year and three of six had proposals accepted for national or regional advising conferences. Based on a student-focused approach, we provide students with an assigned academic advisor who serves as the first point of contact for class registration, financial aid application and preparation for graduation. We have created "Student Services September" a month dedicated to making students aware of the advising office and various student-centered resources available on campus.

As a professional major, special attention has been given to Career Services during the current academic year. A new college-focused career services manager has been hired. Rather than focusing on 1:1 student appointments, and teaching the internship course, the career services manager will prepare students by hosting group workshops on programs such as LinkedIn and creating opportunities for students within corporations in the southeast and beyond.

The main objective in student services is to provide quality supportive services to ensure students have a positive academic experience while earning their degree from UofSC.

Student Enrollment & Outcomes

The following data was provided by USC's Office of Institutional Research, Assessment, and Analytics.

Note: Student enrollment and outcomes data are calculated by headcount on the basis of primary program of student only.

Student Enrollment by Level & Classification

Table 5. Student Enrollment by Level & Classification.

	Fall 2018	Fall 2017	Fall 2016
Undergraduate Enrollment			
Freshman	271	336	287
Sophomore	476	415	408
Junior	438	420	413
Senior	517	513	443
Sub Total	1702	1684	1551
Graduate Enrollment			
Masters	334	312	344
Doctoral	33	31	38
Graduate Certificate	4	0	0
Sub Total	371	343	382
Professional Enrollment			
Medicine	0	0	0
Law	0	0	0
PharmD	0	0	0
Sub Total	0	0	0
Total Enrollment (All Levels)	2073	2027	1933

Illustration 3. Undergraduate Student Enrollment by Classification

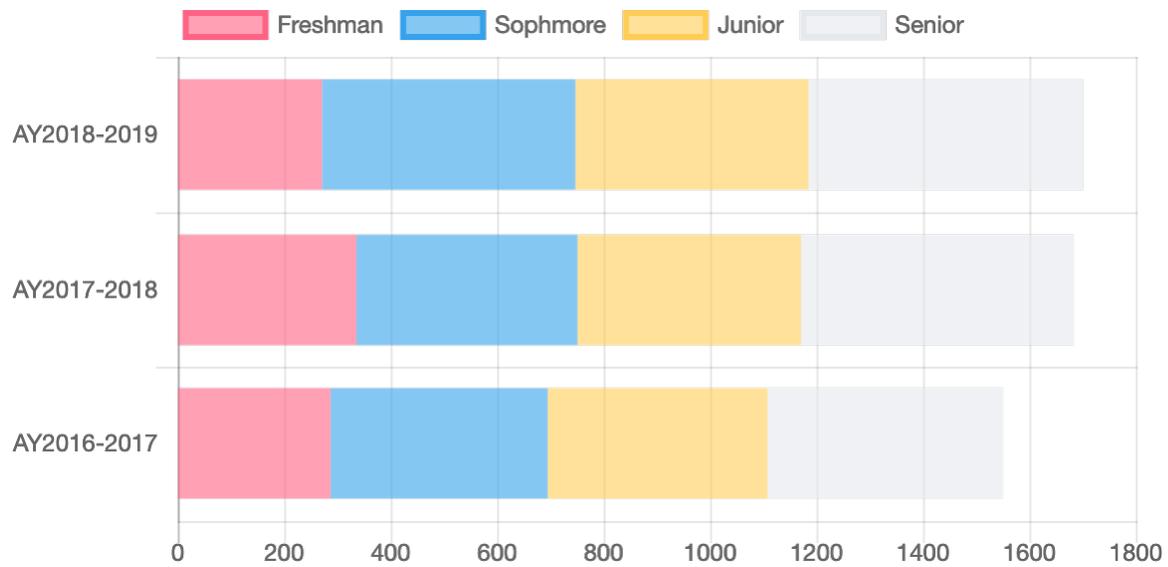


Illustration 4. Graduate/Professional Student Enrollment by Classification

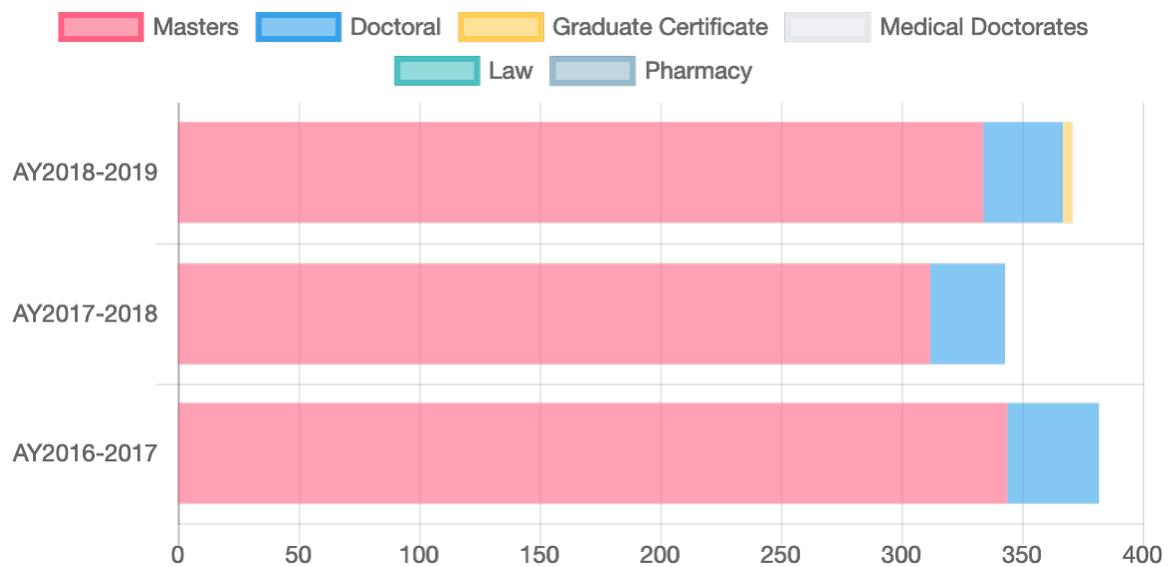
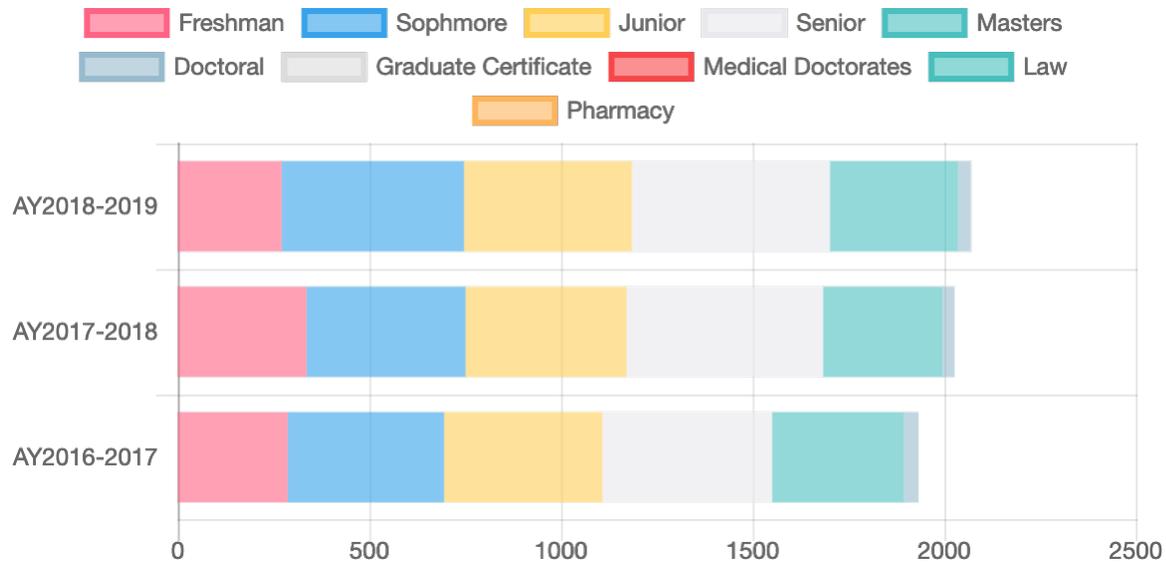


Illustration 5. Total Student Enrollment by Classification (All Levels)



Enrollment by Time Status

Table 6. Student Enrollment by Level and Time Status.

	Fall 2018	Fall 2017	Fall 2016
Undergraduate	1702	1684	1551
Full-Time	1673	1630	1520
Part-Time	29	54	31
Graduate/Professional	371	343	382
Full-Time	115	105	137
Part-Time	256	238	245
Total - All Levels	2073	2027	1933
Full-Time	1788	1735	1657
Part-Time	285	285	285

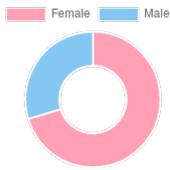
Student Diversity by Gender

Table 7. Student Enrollment by Gender.

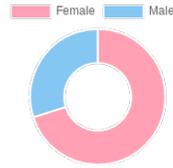
	Fall 2018	Fall 2017	Fall 2016
Undergraduate	1702	1684	1551
Female	1195	1181	1140
Male	507	503	411
Graduate/Professional	371	343	382
Female	302	279	308
Male	69	64	74

Illustration 6. Undergraduate Student Diversity by Gender

2018 Undergraduate Gender



2017 Undergraduate Gender



2016 Undergraduate Gender

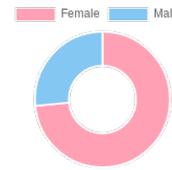
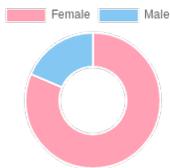
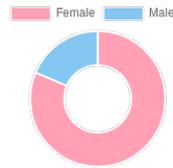


Illustration 7. Graduate/Professional Student Diversity by Gender

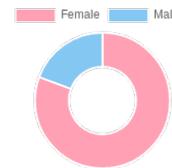
2018 Graduate Gender



2017 Graduate Gender



2016 Graduate Gender



Student Diversity by Race/Ethnicity

Table 8. Student Enrollment by Race/Ethnicity.

	Fall 2018	Fall 2017	Fall 2016
Undergraduate	1702	1684	1551
American Indian/Alaska Native	2	3	0
Asian	18	19	18
Black or African	154	172	156
Hispanic or Latino	78	74	67
Native Hawaiian or Other Pacific Islander	2	3	1
Nonresident Alien	11	9	4
Two or More Races	63	64	52
Unknown	10	13	11
Race/Ethnicity			
White	1364	1327	1242
Graduate/Professional	371	343	382
American Indian/Alaska Native	1	1	0
Asian	1	1	1
Black or African	39	29	34
Hispanic or Latino	11	8	6
Native Hawaiian or Other Pacific Islander	1	0	0
Nonresident Alien	14	15	18
Two or More Races	8	8	8
Unknown	5	8	12
Race/Ethnicity			
White	291	273	303

Illustration 8. Undergraduate Student Diversity by Race/Ethnicity

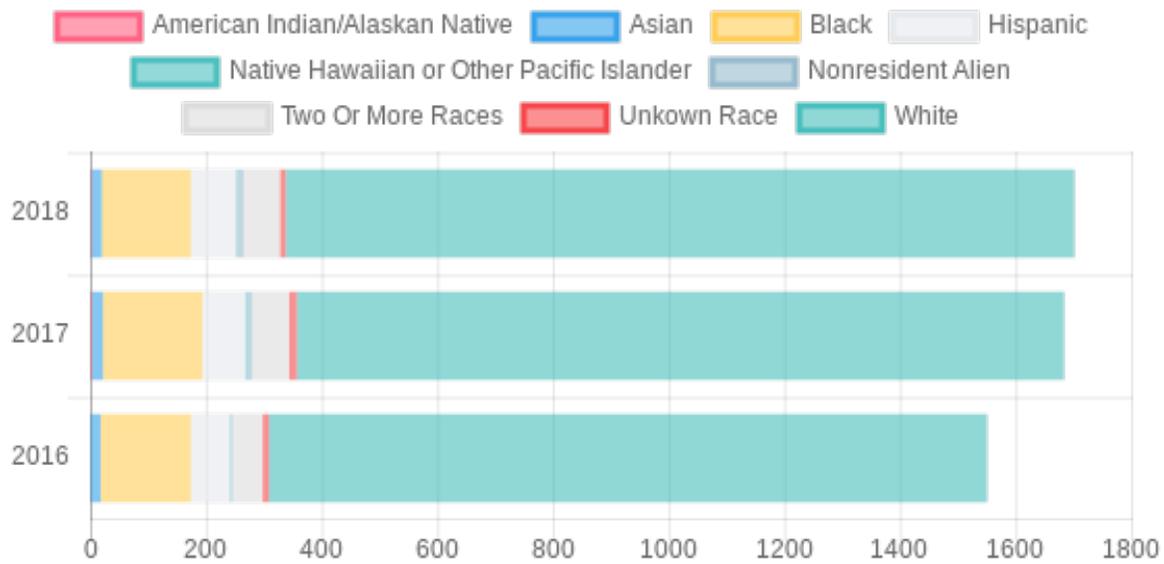
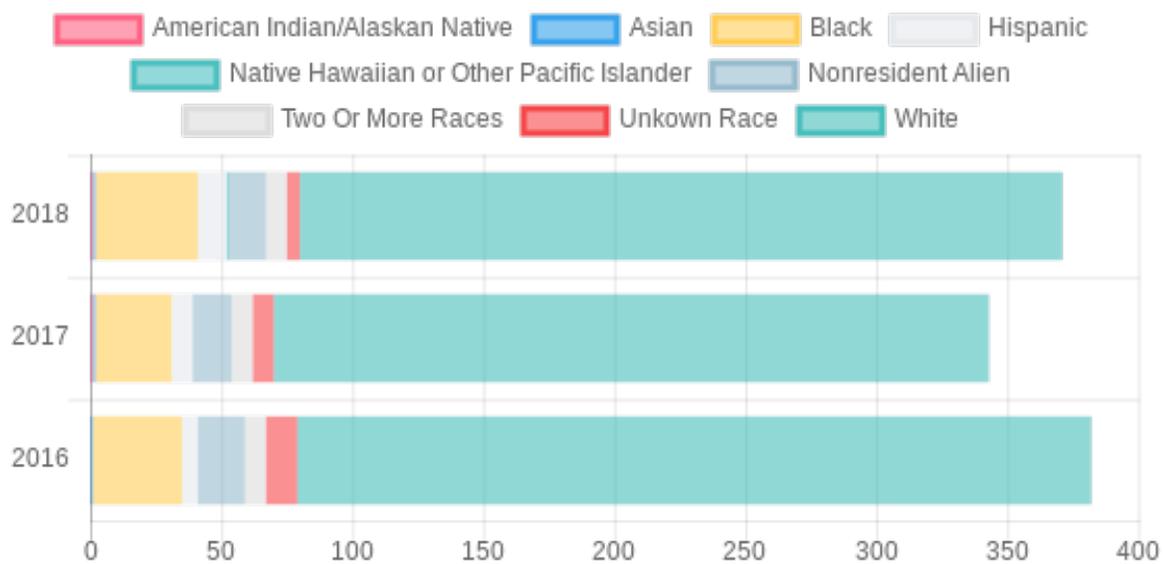


Illustration 9. Graduate/Professional Student Diversity by Race/Ethnicity



Undergraduate Retention

Table 9. Undergraduate Retention Rates for First-time Full-time Student Cohorts

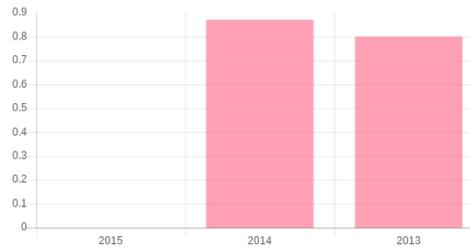
	First Year	Second Year
Fall 2016 Cohort	89.4%	N/A
Fall 2015 Cohort	92.6%	N/A
Fall 2014 Cohort	90%	87%
Fall 2013 Cohort	87%	80%

Illustration 10. Undergraduate Retention, First- and Second Year

First Year



Second Year



Student Completions

Graduation Rate - Undergraduate

Table 10. Undergraduate Graduation Rates for First-time Full-time Student Cohorts at 4-, 5-, and 6 Years.

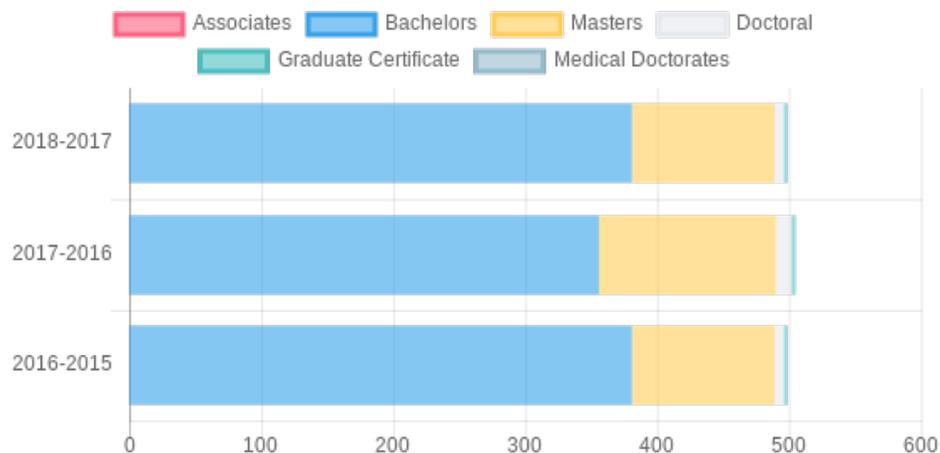
	2011	2010	2009
4-Year Same	60.9%	53.8%	44.7%
4-Year Diff	12.3%	15.3%	16.2%
4-Year Total	73.2%	69.1%	60.9%
5-Year Same	69.8%	59.6%	50.4%
5-Year Diff	16.6%	17.5%	21.1%
5-Year Total	86.4%	77.1%	71.5%
6-Year Same	69.8%	60%	50.4%
6-Year Diff	16.6%	18.2%	23.2%
6-Year Total	86.4%	78.2%	73.6%

Degrees Awarded by Level

Table 11. Degrees Awarded by Level.

	AY2017-2018	AY2016-2017	AY2015-2016
Associates Degree	0	0	0
Bachelors	409	356	381
Masters	113	134	108
Doctoral	9	12	7
Medical	0	0	0
Law	0	0	0
Pharmacy Doctorate	0	0	0
Graduate Certificate	1	3	3

Illustration 11. Degrees Awarded by Level



Alumni Engagement & Fundraising

Alumni

Substantial activities, engagements, and initiatives with alumni, focusing on relationships and activities with alumni.

College of Information and Communications

The college hosts its own CIC Alumni Council comprised of alumni volunteers from both schools. The Alumni Council conducts several student-oriented activities and alumni connection events annually. In the fall, the Mentor Match program links alumni with current students interested in their professional disciplines. These mentorships often last through a student's entire academic career. In the spring, Passport to Hire is a workshop in which alumni provide insights into careers, interviewing and resume preparation.

The CIC Alumni Council created an annual scholarship that supports students in both schools.

The college hosts an annual Homecoming reception, Gamecocks on the Green, for all alumni each fall.

The college communicates with alumni each month through an electronic newsletter, *eNews*, and sends a printed magazine, *InterCom*, to alumni twice per year.

School of Journalism and Mass Communications

The SJMC Professional Advisory Board (PAB), created in spring 2017, marks its first anniversary is comprised of approximately 30 volunteers including alumni and industry professionals. The SJMC director oversees and manages the board, with input and administrative support from the CIC development staff.

Alumni receptions to engage with students, faculty and staff are frequently coordinated by development staff in conjunction with such programs as Maymester advertising tour to New York. Faculty who develop these programs engage alumni professionals in those locations to meet with students.

School of Library and Information Science

Most of the current alumni outreach is in the form of conference teas and receptions. This year we had receptions at the South Carolina Library Association, the Maine State Library Association, and the South Carolina School Association of School Librarians. We have also sent out postcards requesting donations, and the director has begun monthly update emails to alumni.

Development, Fundraising and Gifts

The college exceeded its goal by more than \$2.5 million in the university's Carolina's Promise capital campaign completed in 2015. Since then, fundraising has focused on further gifts to the SJMC building, the literacy initiative, completing the endowment of the Baldwin Chair in Business and Financial Journalism, expanding scholarship, fellowship and faculty development funds. FY2015 was the peak year during the capital campaign, yielding \$3,267,895. Fundraising continued to be effective in FY2016 with \$687,911 raised, in part boosted by SJMC building gifts. Fundraising has been more challenging in FY2017, 2018 and FY2019. The college raised \$686,530 in FY2017, \$546,958 in FY2018 and to date in FY2019, \$274,245 has been raised. The development staff continues to work on increasing its prospect list and building a strong pipeline before the next capital campaign. In FY2018, the university is held its first-ever Giving Day and the college raised \$234,000 from 222 donors in one day for our Social Media Insights Lab. The development staff continues to seek funding for this lab to sustain it for many years to come. Our project for this year's Giving Day in April will support the college's literacy initiative. The development staff is also working with the dean and faculty on other initiatives that need funding including scholarship support, a media sales initiative, a digital media academy and our career services

programs for students.

The alumni and development staff continues to be in transition. Elaine Arnold has served as the senior director of development since April 2017. We have a new alumni and donor relations manager on our team, Karson Terry, who joined us in February. Clara DuPre was formerly in that role and left the university in November 2018. We are actively recruiting for an assistant director of development to replace Hope Watson who left this role in January 2019. The dean is very involved in all aspects of development.

Development, Fundraising and Gifts

Substantial development initiatives and outcomes, including Fundraising and Gifts.

School of Journalism and Mass Communications

The SJMC director launched a professional advisory board in 2017. The board is comprised of approximately 30 members. Participants are expected to be annual donors to the school and be willing to participate in two meetings per year, along with other activities related to the school. Meetings occur twice annually in the spring and fall.

School of Library and Information Science

Our primary means of development within the school are through the South Carolina Center for Children's Book and Literacy. SCCCL has received a total of \$41,437.86 in gifts this FY.

Community Engagement

Description

Community engagement and community based research, scholarship, outreach, service or volunteerism conducted, including activities at the local, state, regional national and international levels.

School of Journalism and Mass Communications

Academic Conferences: The SJMC is hosting two national academic conferences in 2019. The AEJMC Southeast Colloquium (held this year at University of Alabama) will be held at the same time as our biennial Media and Civil Rights History Symposium (MCRHS), which focuses on the role of print and broadcast images in the African American freedom struggle and other civil rights struggles. The first MCRHS was held in 2011 and coincided with the AEJMC Southeast Colloquium, which the SJMC hosted that year. Because the SJMC building provides an ideal atmosphere for academic and professionally-oriented conferences, the school anticipates hosting more events in the near future.

Newsplex: The SJMC is home to the Newsplex initiative, which keeps the school in touch with journalism around the globe. Newsplex works in partnership with the World Association of Newspapers and News Publishers (WAN-IFRA) to provide consulting and training to media organizations worldwide. In the fall of 2016, Newsplex was in the final stages of its U.S. Department of State-funded project to develop investigative reporting in the former Soviet states in the Baltics. The reporting collaboratives in Lithuania, Latvia and Estonia completed and published their stories. In summer 2016, Newsplex received a grant to work with ETV+ in Narva, Estonia.

Scholastic Journalism: The school is affiliated with the South Carolina Scholastic Press Association (SCSPA) and the 15-state Southern Interscholastic Press Association (SIPA), which support and promote journalism programs in middle and high schools throughout the Southeast. Through conventions and conferences, evaluative services, scholarship opportunities and various individual competitions, SCSPA and SIPA strive to empower and educate scholastic journalists.

Special Lectures: The school hosts many speakers throughout the year that benefit not only SJMC students and faculty, but the community at large.

We have two ongoing lecture series. The 2018-2019 lectures/speakers are noted below:

Buchheit Lecture: Each school year, the SJMC hosts a prominent journalist to give a public lecture, made possible by a fund provided by the Buchheit family. In fall 2018, Pete Souza, White House photographer for President Barack Obama gave a lecture on having an eyewitness account of history.

Baldwin Lecture: Mr. Kenneth Baldwin, a significant donor to the school, provides funding for a lecture series, in addition to his other generous partnerships with the school. In fall of 2018, the speaker will be Karen Amanda Toulon, senior editor for Global Content and Talent Development at Bloomberg News.

Research Roundtables

The SJMC's Research Roundtable series is sponsored by the school's graduate program and is held monthly during the academic year. Speakers are from inside and outside of the school, and focus on research and professional scholarship of interest to our faculty and students.

Professional Organization Involvement and Judging: SJMC faculty members are involved in many local, state,

regional and national professional associations including the South Carolina Press Association, Society of Professional Journalists, South Carolina Broadcasters Association, the Columbia Ad Club, the National Press Photographers Association, International Association of Business Communicators, and Public Relations Society of America.

Academic Involvement and Judging: Faculty members are actively involved in academic organizations and publications, in many instances, holding leadership roles. For example, Dr. Carol Pardun is an elected member for ACEJMC; and Dr. Ran Wei is the editor of *Mass Communication and Society*. Research faculty routinely serve as reviewers for academic journals and conferences. Many are on the editorial boards of academic journals.

Student Media: Campus media are operated independently from the school, and are under the Office of Student Media. School faculty members and staff, however, do serve in advisory roles to each of the four media: The Daily Gamecock newspaper, Garnet & Black magazine; SGTV and WUSC-FM radio.

School of Library and Information Science Our most visible community engagement program within the state of South Carolina is Cockey's Reading Express managed by the South Carolina Center for Children's Books and Literacy. CRE has now distributed 108,000 new books to the children of South Carolina, and we have increasing evidence that we make a difference. This work is being expanded with the College of Education to link early literacy to workforce development.

In 2017, CRE provided a variety of in-school visits and family literacy events and supported many community activities - 32 events total. It led 2500+ students and librarians on a march on the state capital to promote reading. During Young Lawyers Community Law Week - it organized a week of reading events with young lawyers in SC. It partnered with SCE&G to provide in-school programming and family literacy events in counties in their service area. It served Richland, Allendale, Colleton and Aiken.

In 2017, we are continuing our work with SCE&G and have proposed a Summer Slide Bus Tour. We have requested \$31,600 to support this project. We are also partnering with the Boeing Company and USC alumni at Boeing to provide service opportunities for their team. Our first joint event is March 24.

Our students have also been active in community engagement. In the aftermath of flooding this year in Louisiana and North Carolina, students organized book and material drives for effected schools. These efforts started within the school, but eventually become campus wide efforts to rebuild education programs.

Community Perceptions

How unit assesses community perceptions of engagement, as well as impact of community engagement on students, faculty, community and the institution.

The SJMC maintains close contact with hundreds of alumni, professionals and professional organizations to keep the school current. Day-to-day involvement by alumni includes speaking in classes, mentoring current students, participating in school events, offering portfolio critiques and taking other steps to help assure that our soon-to-graduate students succeed.

SLIS is fortunate to have a strong connection with professionals connected to our graduate degree in library and

information science. Librarians are an active and well connected population. SLIS works closely with professionals in field in Columbia, the State of South Carolina, Nationally, and Internationally. This includes offering a series of workshops within the Columbia area.

Incentivizing Faculty Engagement

Policies and practices for incentivizing and recognizing community engagement in teaching and learning, research, and creative activity.

School of Journalism and Mass CommunicationsThe SJMC has a service award and the Caldwell Teaching Excellence Award that are given annually to faculty who have excelled in these areas. Because of the unique mission of the school, we have dual track tenure system, a more traditional research track and a professional track. Professional track faculty are more heavily involved in service to the community and professional practice.

Direct support is given to faculty (i.e., graduate assistants, travel funding for research, other monetary support) for community engagement activities. Some of the school's largest initiatives include CreateAthon@USC, Pre-collegiate Workshop for Business and Investigative Journalism, the Media and Civil Rights History Symposium and The Carolina Agency.

School of Library and Information ScienceSocietal impact is the cornerstone of SLIS' Knowledge School Initiative. This initiative, involving speakers, faculty development efforts, presentations and the like, focuses on the role of academic programs in information science to go beyond studying the world to improve it. This engagement approach can be seen in scholars studying and promoting literacy, then going out to the poorest communities to give books and, more importantly, to show that athletes and undergraduates from all walks of life value learning. Direct support is given to these activities in social media coverage, travel funding, and in some cases, course releases.

Collaborations

Internal Collaborations

School of Journalism and Mass Communications

Graduate Certificate in Health Communication with the Arnold School of Public Health and the School of Library and Information Science

Science and Health Communication Research Group at USC

Joint graduate program with the University of South Carolina School of Law

Concentration in Sports Communication with the university's athletic department

School of Library and Information Science

Literacy and the Workforce with the College of Education

Fake news with the School of Journalism and Mass Communications

Health Communications with the School of Journalism and Mass Communications and the Arnold School of Public Health

SLIS 202 Information Technology and Literacy course as part of the INF Carolina Core Requirements

Developing Data Science and Knowledge Management Courses for the Honors College

Global Carolina @ CIC with School of Journalism and Mass Communication

Coordination of internships for school librarians with the College of Education

Managing contract courses with the College of Education

Working with UTS on issues related to data quality and integrity across the campus

External Collaborations

School of Journalism and Mass Communications

Numerous research collaborations across USC units (i.e., Arnold School of Public Health, History Department,

School of Library and Information Science) and with researchers both across the country and globally in places like Washington, D.C., Michigan and South Korea.

School of Library and Information Science

Karen Gavigan Fulbright Placement at Charles Stuart University, Australia

Vanessa Kitzie Exploration of *Academic library impact* with Rutgers University

Campus Climate and Inclusion

Campus Climate & Inclusion

Activities unit conducted that were designed to improve campus climate and inclusion.

School of Journalism and Mass Communications

The SJMC is one of the nation's leading contributors to the American Advertising Federation's (AAF) Most Promising Multicultural Student competition. We had two students named as 2018 Most Promising Multicultural Students in the current academic cycle and the school has had students selected annually since the inception of the program.

The school is hosting its biennial Media and Civil Rights History Symposium in March 2019. This symposium, one of the first of its kind in the nation to focus on media, civil rights and social justice issues, is co-sponsored by UofSC history department.

The school is a campus leader in study abroad education, with international programs to destinations including Germany, Africa, France and Cuba. The SJMC's international focus also includes the Newsplex Initiative, which provides media training and consulting services to a worldwide client base.

Diversity and inclusiveness are clearly emphasized in the unit's learning outcomes. The "diversity" outcome states that "Every graduate of the SJMC will understand the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society."

School of Library and Information Science

SLIS continues to take diversity and inclusion very seriously. This can be seen in our recruiting efforts, including participation at HBCU open houses, and in a number of scholarships we provide to minority candidates. Recent immigration issues have allowed us to reach out to and demonstrate our commitment to inclusion of all nationalities.

SLIS has a standing Diversity Leadership Group. The Diversity Leadership Group is a volunteer group composed of practicing library professionals and students at the School of Library and Information Science. The group has sponsored a program on recruitment, retention, and advancement of African-Americans in libraries, set up a mentoring network for students and practicing professionals from under-represented populations, and written and presented faculty/staff and student diversity plans for the school which were adopted by the faculty. The group is also designated as a part of ongoing accreditation preparation.

Concluding Remarks

Quantitative Outcomes

Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.

As noted earlier, our faculty numbers do not wholly agree with numbers provided us in data package. This may be a matter of when snapshots were taken. Minor discrepancies occur in full time faculty, but we count a larger number of adjunct faculty, a number which varies from semester to semester but does have an impact on our student:faculty ratios.

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

College of Information and Communications

We are excited to launch the new Social Media Insights Lab. Thanks to our alumni, faculty, students, and friends, we raised \$234,000 on Give 4 Garnett day. Nine months later the lab was operational to host the university's Carolina Day. We appreciate the support of the Provost among many others who made that possible. We are excited to finalize plans for a new research lab, and to initiate plans for new degrees. We are working with an outside firm to assist us with College-level strategic planning this year.

School of Journalism and Mass Communications

The school continues to make key hires, of both staff and faculty. Strengths of the school included a spectacular renovated building, strong scholarly output, excellent student services, up-to-date curriculum (undergraduate and graduate programs), strong leadership, outstanding faculty, a full-service, student-run public relations agency and a converged newsroom.

School of Library and Information Science

SCCCL and the revamped curricula for the MLIS and BSIS programs represent unique opportunities for SLIS to push the frontiers of library and information science education in the nation and beyond. Interest in the MLIS as evidenced in admission numbers remains strong. The Augusta Baker hire will only grow our reputation amongst LIS programs across the national. In conclusion, we are on path to becoming one of the leading LIS programs in the nation.

Appendix 3. Research & Scholarly Activity

Office of Research
Information Technology
& Data Management

**College of Information
& Communications**

Fiscal Year 2018



UNIVERSITY OF
SOUTH CAROLINA

Summary of Extramural Proposal Submissions by Source - FY2018

Appendix 1

PI Home Department	Total Requested First Year	Federal	Other	Private/Non-Profit
Information & Comm. - Dean	236,505	2	1	1
Journalism & Mass Comm.	2,587,860	4	1	2
Library & Information Sciences	1,426,700	17		1
Total Count	29	23	2	4
Total Requested First Year	4,251,065	3,987,632	69,734	193,699

Extramural Funding by Source, Department, Faculty & Rank - FY2018
Appendix 2

PI_HM_DEPT_DESC	Total Department	PI Name	Primary Job Desc/Rank	Tenure Status	Total Funding	Federal	Private/Non-Profit
Journalism & Mass Comm.		Covington, Randy	INSTRUCTOR		55,442	55,442	
Journalism & Mass Comm.		Wu, Linwan	ASST PROFESSOR	TENURE-TRACK	5,000		5,000
Total JMC	60,442						
Library & Information Sciences	87,446	Gavigan, Karen	ASSOC. PROFESSOR	TENURED	87,446	87,446	
Total Funding	147,888				147,888	142,888	5,000

Appendix 6. Alumni Engagement & Fundraising



Unit Performance

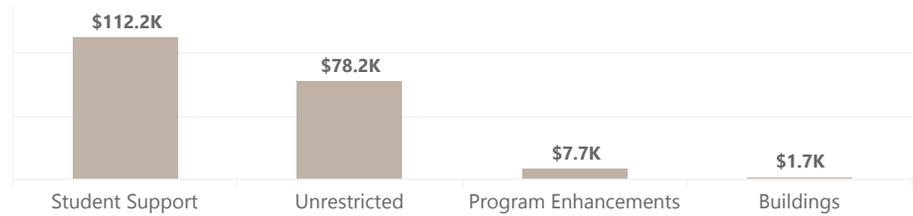
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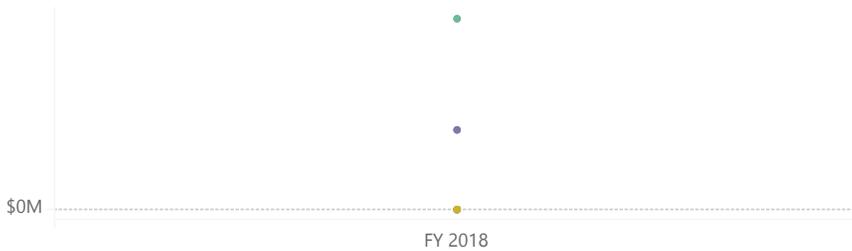
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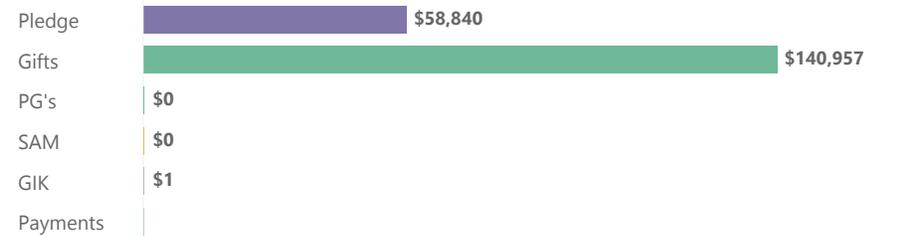
Total \$ by Purpose



Gift Type



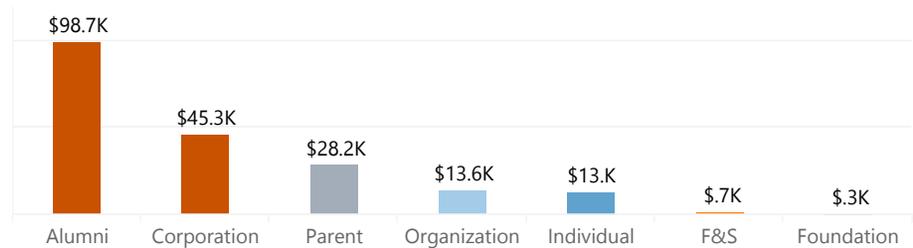
Total \$ by Gift Type



Donor # by Constituency



Total \$ & Donor # by Constituency



Designation

Spendable	\$116.3K
Endowment	\$81.8K
Capital	\$1.7K

07/01/2017

Total \$ by Designation

