Blueprint for Academic Excellence at USC

College of Mass Communications & Information Studies

March 31, 2010

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I. Vision, Mission and Goals

A. Executive Summary and Mission Statement

The College of Mass Communications and Information Studies in 2010 is solid and stable. Weathering the fiscal storms of the past and current year has not been easy. The immediate future will be testing. But we are sufficiently confident that we have anticipated what lies ahead and been cautious in our current activity and planning. This Blueprint reflects our best approach to the continued success and growth of the college while addressing the challenges—not all fiscal—that face us.

The college was created in 2002 to include the School of Library and Information Science (SLIS) and the School of Journalism and Mass Communications (SJMC). The two schools operate collaboratively under their current directors, Dr. Samantha Hastings and Dr. Carol Pardun, yet with the independence that is essential for unique programs and separate accrediting bodies. The directors also serve as associate deans in the college, representing their schools internally and externally. The college is structured to provide administrative and logistical support to both schools. It is a highly collegial environment that serves us well.

Ours is a well-respected college among our peer institutions nationally. We have sufficient size and breadth of programs to attract the attention of recruitable students and faculty. Our challenge is to remain competitive with the resources available to us.

PEER INSTITUTIONS

The following responses to the inquiry about peer institutions in our disciplines have been provided by the directors.

Library and Information Science Schools (Dr. Hastings):

According to *U. S. News & World Report* ranking for 2009:

1. University of Illinois—Urbana-Champaign (tie for first)
1. University of North Carolina—Chapel Hill (tie for first)
3. Syracuse University
4. University of Washington
5. University of Michigan—Ann Arbor
6. Rutgers, the State University of New Jersey—New Brunswick
7. Indiana University—Bloomington
8. University of Texas—Austin
9. Drexel University
10. Simmons College

I agree for the most part that these are the top ten schools. It is important to consider that four are private and extremely well funded and the remaining six are from very large Carnegie

research I universities. Our overall ranking of 17 out of 62 schools is very good, and now that we have a doctoral program, that ranking will improve. Also, the *U. S. News & World Report:* Library and Information Studies Specialty Rankings for School Library Media—our largest specialization-- ranks us #2 of 62 programs:

1. Rutgers, the State University of New Jersey--New Brunswick
2. University of South Carolina--Columbia
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: public, BA, MA, PhD, with full-range of programs, these are the strongest.)

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

ACCOMPLISHMENTS

Our rankings are, of course, built on a continuum of effort over a protracted period of time. The journalism program dates to 1923; library and information science to 1972. But recent accomplishments have strengthened the programs. A number of these have occurred in the past five years.

To enumerate our accomplishments, we must start with the recruitment of sound and inspiring leadership, starting with the current directors, each well recognized in her field. Dr. Hastings has led SLIS through a successful ALA reaccreditation during the past year. Dr. Pardun will have a similar opportunity with ACEJMC reaccreditation in 2011.

SLIS undertook a significant programmatic expansion by introducing a Ph.D. program in 2007 and an undergraduate B.S. degree in information science in 2008. This was akin to building wings on both sides of a solid house, framing the school's professional core with degree programs that would both serve as an entry point to the graduate level and an exit to the academic community. This expansion was undertaken because of the broad growth of information jobs throughout the economy that would appeal to undergraduate students and the

need to replace academic faculty through a new doctoral program. We expect to proudly grant our first Ph.D. degree within the coming year. We look to accelerate growth in the undergraduate program.

SLIS' literacy initiative has grown to national prominence through the highly visible outreach of Cocky's Reading Express™ and its grounding in the South Carolina Center for Children's Books and Literacy. The initiative has garnered national and state awards and grants, has increased its funding to near self-sufficiency. The literacy effort will be fully structured when we appoint a holder of the Augusta Baker Chair in Childhood Literacy. Although we had a failed search a year ago, we are prepared to move ahead with the hope of appointing a chair for the 2011 academic year.

Each school has developed its own diversity effort to meet its needs. SLIS, through its African American Advisory Group, has disseminated a *Diversity Plan* for recruitment and retention of students, faculty and staff. SJMC, through the funding gift of an African American alumnus, has conducted annual recruitment events for students from underserved populations interested in communications studies.

Our two schools, together with the Arnold School of Public Health, have developed and launched a graduate certificate program in Health Communications. This is a timely addition to the university's combination of resources in the health sciences. With the arrival of federal legislation for health care reform, we believe that information and communication efforts need to precede delivery of better health care, particularly in rural and at risk communities of South Carolina.

Collectively, our faculty are stronger than we have had in some time. While the faculty members have a tradition of earning teaching awards, we have recruited a cadre of younger tenure and tenure track faculty with defined or nascent research agendas that are now showing fruit. Among those recently added are Dr. Paul Solomon, Dr. Kendra Albright and Dr. Ron Brown in SLIS and Dr. John Besley, Dr. Kathy Forde and Dr. Seihill Kim in SJMC. At the same time, the imbalance of junior to senior faculty has started to right itself with the promotion of new full professors.

The relocation of the School of Journalism and Mass Communications from the Coliseum to a renovated –and renamed—Health Sciences building by 2013 will rank as a major accomplishment for the college, which will also see its administrative offices relocated. We are nearing the completion of Phase I design for the building renovation and addition, an accomplishment in itself.

DIFFICULTIES AND WEAKNESSES

For the moment, though, facilities are at least a difficulty. The importance of relocating SJMC is well documented and supported by the university administration. Our ACEJMC accreditors have criticized the SJMC facility in the past. We trust they will be pleased with the design and a firm timeline for construction when they visit in early 2011. The Coliseum facilities are both inflexible and crowded for the number of students and faculty using them. The design for the

renovated SJMC home emphasizes flexibility for the future, as demanded by the rapid evolution of communications. In this context, it is extremely important that the timeline for the Health Sciences renovation not be impeded and that the university endeavor to assure an efficient approval and design process so that ASPH's relocation move forward. At this writing, the building's current ASPH occupants await approval for their relocation to Discovery I in the Innovista district. Our plan is farther advanced than is ASPH's, though the existence of Discovery I as a ready for upfitting and occupancy could facilitate a relatively swift movement. While not a weakness, our fund-raising for the building has been slowed by the lack of a firm timeline. The lengthy uncertainty over a home for SJMC has created a wait-and-see attitude among many gift prospects.

The turmoil in the communications industry, particularly in the journalistic realms of newspapers and broadcasting, creates a measure of uncertainty for our prospective students. In reality, there is a demand for effective communicators. But the jobs our graduates seek may not be the jobs that exist when they enter the university. The transformation in the industry through the advent of the Internet, multimedia enterprises and extremely portable devices is as great as any previous change brought about by new technology.

Our challenge rests both on the information and communication ends of the spectrum. As an educational institution, we need to be both conversant with the change and cutting edge in examining its implications. Curriculum assessment is an ongoing process. It cannot be precipitous; neither can it be glacial. Nor can it shove aside core competencies—critical thinking, investigative analysis, persuasiveness in communication—that are technology agnostic.

Both schools are engaged in revision of their tenure and promotion guidelines. Each set is unique to the needs of the school. SLIS has just embarked on this process. SJMC has been in a years-long engagement with the University Committee on Tenure and Promotion. While the deliberative process should be seen as a strength of the academic community, the difficulty of reaching suitable accommodation has been a struggle and could, absent resolution, become a weakness for SJMC as it seeks to recruit or promote faculty.

Competition for graduate students is a challenge. Our doctoral programs are purposefully small, but also underfunded. The well-known issues of tuition remission and health care provision work against us. While these are systemic weaknesses, they cannot go unmentioned in regard to small, but vital programs with limited resources to fund themselves. Fortunately, SLIS has so far been successful in obtaining federal IMLS grants to inaugurate its doctoral program. These must be sustained. However, we believe the university must assess its overall provisions for graduate students.

SLIS has been a leader within the university in distance education, particularly as delivered to student cohorts in Maine, West Virginia and Virginia. Ours has been a blended, high-touch program that includes on-site visits by faculty. Competition is rapidly growing from online only programs. We seek to maintain our competitive edge through the uniqueness of our offering. SJMC, on the other hand, needs to evaluate its opportunities to deliver a wider variety of offerings through distance education. We hope to explore collaborative possibilities to deliver courses to USC regional campuses that would otherwise not be available to students there. To

this end, we welcome assistance in the form, perhaps, of an academic summit to determine what programs would be most beneficial to the regional—or four-year—campuses. While this is being done on an ad hoc basis by individual schools, there may be merit in a more concerted effort in the context of Advance Carolina and the essential fiscal assessment of program delivery.

The data provided in this report is, to our knowledge, an up-to-date assessment of the college and its schools.

Charles Bierbauer
Dean
March 31, 2010

Vision Statement

In a world of mega-information and instant communication, we prepare professionals to better inform and educate a citizenry that is equipped with the level of literacy needed to process communication at all levels effectively.

Our vision, mission and goals remain constant. Information and communication literacy is a keystone of a capable society, all the more so as technology increases the information at our fingertips.

Mission Statement

The primary mission of the College of Mass Communications and Information Studies, comprising the School of Journalism and Mass Communications and the School of Library and Information Science, is to educate the state' s diverse citizens and to position South Carolina as a leader among states in an information-oriented society through teaching, research and creative activity, and service.

Teaching:

The College is committed to the integration of information literacy skills into the education of the University's diverse student population and to the preparation of leaders and professionals in the fields of journalism and mass communications and library and information science through excellence in teaching and curricular development.

Research:

The College seeks to create unique centers of inquiry and research that will broaden society's knowledge of our disciplines, raise our profile, and attract the finest teachers, the keenest researchers, and the brightest students to the College, thus improving the quality of life for all South Carolinians.

Service:

The College is committed to using its expertise to aid in the development of the state and its citizens by increasing the ability to find, transmit, analyze, and create the information services and products that will encourage economic growth and improve the quality of life.

We are encouraged through the placement of our graduates, the enthusiasm of community and professional organizations as our partners, and the breadth of interest in our academic programs that our mission and vision are on target. We are active in teaching and research collaboration across campus. We are attracting faculty from leading programs who are eager to participate in our growth.

Enumeration of Current Goals:

Goal 1: Create a more effective learning environment in appropriate facilities for the college.
Goal 2: Recover, stabilize and grow enrollment.
Goal 3: Raise the minority participation in all aspects of the college.
Goal 4: Expand collaborative efforts internally at USC and externally.

B. Goals, Initiatives and Action Plans

We have positioned the college to address the breadth of challenges and opportunities that lie on the information-communication continuum. We feel we now have the programs in place or ready to launch to accomplish that, though we remain constrained by physical limits.

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

Despite the unprecedented budget cuts we now face, the university administration and Board of Trustees remain committed to their April 2008 decision to relocate the School of Journalism and Mass Communications to a renovated Health Sciences building. The Boudreaux Group, the architectural firm for this project, has to date produced and fine-tuned designs that will allow us to continue to grow programmatically, numerically and intellectually. The college is eager to proceed with this project. The new location in the center of campus and within a block of the School of Library and Information Science will facilitate synergies between the college's two schools and economies of scale in administrative and support functions now difficult to achieve.

Concrete movement toward relocation of SJMC promises to enhance our ability to raise additional funds for the renovation. Our director of development continues to focus on major gifts and has had a positive impact in terms of donor relations and attracting major gifts. One example is a half-million dollar donation from a journalism alumnus to endow program support focused on business journalism. The gift is especially timely, given the current global fiscal crisis and the demand for more and better information. Publications for the college and schools have been more effectively coordinated and are reaching alumni and other constituents in a more regular and timely fashion in both print and online forms. Our involvement of students enrolled in the magazine writing course is beneficial both to the students and to the College.

Newsplex has gained traction in creating projects and grants that make it desirable to continue its operation despite the fact that we now have to lease space at SCETV to do so. Ideally Newsplex will be incorporated into the Health Sciences renovation, but budgetary considerations require us to keep a close watch on Newsplex's ability to cover the specific costs of its operations.
SLIS is continuing negotiations with Arius3D for the acquisition of a color digitization center. Space has not yet been designated for this facility. In prior years, we have suggested housing the Arius3D project, Newsplex and the college administration in Petigru College.

The timetable for the renovation of the Health Sciences building complements the university-wide assessment of space needs. An important consideration in this time frame is the 2011 ACEJMC reaccreditation for the School of Journalism and Mass Communications. The school's facilities have been assessed as marginal, at best, in the past two accreditation cycles, largely on

the promise that the university would relocate the journalism school. We are in a position now, assuming all remains on track, to demonstrate that the needs of the college and its schools are being addressed by an administration that recognizes and is committed to the value created by the college.

Initiative 1(a): Relocate the college and its School of Journalism and Mass Communications to a facility central to the campus and nearer to its sister School of Library and Information Science.

2009-2010 Progress:
- Architect selected
- Design concepts approved by Board of Trustees
- Final design underway

2010-2011 Action Plan:
- Complete architectural plans for Health Sciences renovation [Indicator: Approved final blueprints]
- Continue fund-raising efforts for Health Sciences renovation [Indicator: Reports from Educational Foundation and USC Development Office]
- Keep up to date on the University's budget commitment to Gibbes Green renovation project [Indicator: Communication from Dean to Directors]

Initiative 1(b): Designate space for unique projects within the college for maximal integration into the academic program.

2009-2010 Progress:
- Reasonable lease negotiated to keep Newsplex at SCETV until Health Sciences renovation completed
- Continued discussion of Arius 3D digitization opportunities with other USC departments

2010-2011 Action Plan:
- Carefully monitor cost of Newsplex operations [Indicator: DataWarehouse reports on revenue and expenses]
- Continue exploration of best way to integrate Newsplex functions into Health Sciences renovation plans [Indicator: Faculty meeting minutes and notes from meetings with architects]
- Arius 3D [Indicator: Director's membership on the Advisory Board for the Center of Digital Humanities and number of grant proposals submitted for external funding]
- Continue to work closely with USC administration regarding Health Sciences renovation [Indicator: Communication from Dean to Directors]

Initiative 1(c): Work towards a timetable that would facilitate SJMC move as incorporated into university-wide assessment of space needs, bearing in mind the importance of facilities to 2011 accreditation visit from ACEJMC.

2009-2010 Progress:
- Tentative calendar established for SJMC move

- Commitment from University to move Public Health from Health Sciences building to Discovery building evident in Public Health's work on design for up fitting Discovery.

2010-2011 Action Plan:
- Continue to press for firm benchmark dates in renovation and moving timeline [Indicator: Internal calendar]

Goal 1 will remain in place for 2010-2011 as follows:

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

Initiative 1(a): Relocate the college and its School of Journalism and Mass Communications to a facility central to the campus and nearer to its sister School of Library and Information Science.

Initiative 1(a) 2010-2011 Action Plan:
- Complete architectural plans for Health Sciences renovation [Indicator: Approved final blueprints]
- Continue fund-raising efforts for Health Sciences renovation [Indicator: Reports from Educational Foundation and USC Development Office]
- Keep up to date on the University's budget commitment to Gibbes Green renovation project [Indicator: Communication from Dean to Directors]

Initiative 1(b): Designate space for unique projects within the college for maximal integration into the academic program.

Initiative 1(b) 2010-2011 Action Plan:
- Carefully monitor cost of Newsplex operations [Indicator: DataWarehouse reports on revenue and expenses]
- Continue exploration of best way to integrate Newsplex functions into Health Sciences renovation plans [Indicator: Faculty meeting minutes and notes from meetings with architects]
- Arius 3D [Indicator: Director's membership on the Advisory Board for the Center of Digital Humanities and number of grant proposals submitted for external funding]
- Continue to work closely with USC administration regarding Health Sciences renovation [Indicator: Communication from Dean to Directors]

Initiative 1(c): Work towards a timetable that would facilitate SJMC move as incorporated into university-wide assessment of space needs, bearing in mind the importance of facilities to 2011 accreditation visit from ACEJMC.

Initiative 1(c) 2010-2011 Action Plan:
- Continue to press for firm benchmark dates in renovation and moving timeline [Indicator: Internal calendar]

Goal 2: Recover, stabilize and grow enrollment.

We have determined that enrollment in the School of Journalism and Mass Communications is maximal at about 1500 undergraduate students and acceptable at 1400. Data provided by the Registrar and the University's Office of Institutional Planning and Assessment were examined to help us understand recent fluctuations in both head count and FTE. We found differing results for the undergraduate and graduate programs in the College.

Enrollment in the undergraduate program in Journalism and Mass Communications dropped by approximately 100 students in Fall 2007. We determined the headcount drop was caused by the School's raising its GPA threshold for retention, together with a larger than usual graduating class and smaller freshman enrollment. The further decline in Fall 2008 may be attributed, in part, to the uncertainty of the communications industry, especially in print journalism. Other mass communications programs around the country are also experiencing this change.

Our recruitment and enrollment efforts also were under performing. A more aggressive recruitment effort targeting Fall 2009 enrollment growth proved highly successful. Both Head count and FTE enrollments at the undergraduate level are at the highest level in three years. Enrollment in the graduate programs of the College of Mass Communications and Information Studies fluctuated only slightly in Fall 2009, with FTE's down by four and headcount up by seven. The historically cyclical nature of enrollment patterns in SLIS may be attributed to the staggered matriculation dates of new master's cohorts in West Virginia, Virginia, and, beginning in Fall 2009, New England.

The freshman retention rate for the 2008 cohort is at an all-time high of 89.9%. This figure reflects fewer students changing majors and is higher than the overall USC retention rate for the same cohort. Undergraduate advising remains a cohesive and effective function of the College despite the loss of funding that allowed a faculty member to serve as a half time advisor.

Initiative 2(a): Identify and interpret the causes of the 2006-2007 drop in enrollment and the relatively flat subsequent enrollment. We cannot correct a problem until we understand the root causes of the problem.

2009-2010 Progress:

- Examination of USC enrollment data
- Initiation of personal notes by Dean and Director to every undergraduate student admitted to the School of Journalism and Mass Communications.
- Recruitment trips to New England

2010-2011 Action Plan: This initiative is complete and will be removed from Goal 2.

Initiative 2(b): Develop strategies to increase retention of current students. What will we do to stabilize enrollment by keeping the students we have?

2009-2010 Progress:

- Increase in retention of freshmen
- Increase in percentage of freshmen remaining within the College's majors
- Loss of funding for a faculty member to serve as a half time advisor.

2010-2011 Action Plan:

- Continue to observe enrollment fluctuations [Indicator: USC enrollment data]
- Continue personal contact with all students admitted to undergraduate programs [Indicator: Calendar of events that will attract students and allow personal interaction]
- Continue outreach to MLIS students in cohort states by attending state library association conferences and hosting student and alumni teas [Indicator: Travel records]

Initiative 2(c): Develop and implement strategies to recruit additional students. We have an opportunity to increase enrollment by recruiting at an earlier stage in high school students' experiences, by recruiting with updated materials, and by taking advantage of bridge programs and articulation agreements with technical schools and other USC campuses in South Carolina.

2009-2010 Progress:

- The SJMC Student Services Manager continued the practice of contacting "undeclared" students at the University, encouraging them to consider majoring in journalism and mass communications.
- SJMC Student Services staff and Scholastic Journalism Staff attended Journalism Education Association's fall event in Washington, DC to recruit from the thousands of students in attendance. SJMC sponsored a booth to attract potential students.
- Director continued hand-written notes on postcards to all admitted students.
- Dean continued to be first contact with "walk in" parents and students interested in SJMC.
- Director hosted dinner for first "Live and Learn" community and continued to work with Student Services office to promote the community to potential students.
- SLIS attended the 21st Annual National Black Graduate Student Conference being held in Houston, Texas, presented a workshop and showed video clips of diverse students and professionals in the field.
- SLIS presentation to the Virginia Beach Library College Day event in June. The director has begun a major marketing blitz across the entire state, targeting schools and events where diverse populations may be in attendance.
- The New England Cohort (master's) is now has 20 students and recruiting efforts continue.
- Ph.D. Program (Current enrollment = 8, supported by federal IMLS funds. Recruiting 5 additional new students for fall 2010 if federal funds are granted.)
- SLIS undergraduate student adviser attended several Technical College's Bridge Student Receptions.
- SLIS adviser attended USC Campus Majors Information Fair.
- Established an Orangeburg-Calhoun Technical College articulation agreement for the BS degree between SLIS and O-C Tech and the other technical colleges.

- Ph.D. Program (Current enrollment = 8, supported by federal IMLS funds. Recruiting 5 additional new students for fall 2010 if federal funds are granted.)

2010-2011 Action Plan:
- Continue current recruitment strategies [Indicator: USC enrollment data]
- Continue personal contact with all students admitted to undergraduate programs [Indicator: Calendar of events that will attract students and allow personal interaction]
- Continue outreach to MLIS students in cohort states by attending state library association conferences and hosting student and alumni teas [Indicator: Travel records]
- Increase the amount of student support available in both scholarships and assistantships [Indicators: Increased number of out of state students; increased amount of external funding; increased number of paid internships available]
- Set firm goals for enrollment in SLIS programs: Masters Degree Program (Current enrollment = 480. Fall 2010 Goal = 520); Undergraduate Program (Current enrollment = 11. Goal for fall 2010 = 20+); PhD program (Current enrollment = 8. Goal for fall 2010 = 5 more students if federal funds are available). [Indicator: USC enrollment data]

Goal 2 will be slightly revised for 2010-2011 as follows:

Goal 2: Stabilize and grow enrollment.

Initiative 2(a): Develop strategies to increase retention of current students. What will we do to stabilize enrollment by keeping the students we have?

2010-2011 Action Plan:
- Continue to observe enrollment fluctuations [Indicator: USC enrollment data]
- Continue personal contact with all students admitted to undergraduate programs [Indicator: Calendar of events that will attract students and allow personal interaction]
- Continue outreach to MLIS students in cohort states by attending state library association conferences and hosting student and alumni teas [Indicator: Travel records]

Initiative 2(b): Develop and implement strategies to recruit additional students.

Initiative 2(c) 2010-2011 Action Plan:
- Continue current recruitment strategies [Indicator: USC enrollment data]
- Continue personal contact with all students admitted to undergraduate programs [Indicator: Calendar of events that will attract students and allow personal interaction]
- Continue outreach to MLIS students in cohort states by attending state library association conferences and hosting student and alumni teas [Indicator: Travel records]
- Increase the amount of student support available in both scholarships and assistantships [Indicators: Increased number of out of state students; increased amount of external funding; increased number of paid internships available]

- Set firm goals for enrollment in SLIS programs: Masters Degree Program (Current enrollment = 480. Fall 2010 Goal = 520); Undergraduate Program (Current enrollment = 11. Goal for fall 2010 = 20+); PhD program (Current enrollment = 8. Goal for fall 2010 = 5 more students if federal funds are available). [Indicator: USC enrollment data]

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

Ours is a complex society; our state has a sizeable minority population of African Americans and a growing minority Hispanic population. Our goal is to have the college reflect the society in which it is located. Our challenge is also the university's challenge, as African American enrollment has declined. African American males are especially conspicuous for their limited numbers. Some specifics are noted in the directors' action items listed in the previous section.

Initiative 3(a): Develop strategies to increase minority student recruitment.

The director of the School of Journalism and Mass Communications in 2007 began targeted recruiting of minority students who demonstrated an interest in the college through the university's admissions process. Identification takes place in coordination with the admissions office. Individuals and groups are invited to tour the school and meet with faculty and administrators.

SJMC hosted the "Multi-Cultural" forum in October 2009 for a second year to target under-represented students for admission to USC. Over 60 students attended this year's event. The career services director continued to let minority students interested in the SJMC know about special internship and scholarship opportunities by sending a personal letter highlighting these unique prospects.

The director of the School of Library and Information Science, working through an African American advisory group, primarily librarians from across the state, is developing outreach plans to inform minority students of the potential of the school's new undergraduate degree program.

Both schools are looking for ways to exploit the university's new bridge program with the technical colleges and to reach out to the HBCUs in the state to make students aware of unique programs that may not exist on their campuses. The economic recession could have an adverse impact on minority recruiting, but is likely to be a trend that will only be recognizable at the larger university level.

2009-2010 Progress:

- Continued targeting of and personal interaction with minority students who indicate an interest in our majors
- Second Multi-Cultural forum in SJMC held in October 2009
- Continued involvement of SLIS African American Advisory Group.

2010-2011 Action Plan:

- Host third Multi-Cultural forum in SJMC [Indicator: Program from forum and record of number attending]
- Draft of outreach plan from SLIS African American Advisory Group [Indicator: Completion of draft document]
- Continue targeting of and personal interaction with minority students who indicate an interest in our majors. Expand efforts to bridge programs with technical colleges and HBCUs. [Indicator: Admissions data, travel records]
- Continue to recruit and retain multicultural, multiethnic, and multilingual students, staff and faculty from a variety of backgrounds [Indicators: Increased numbers of minority students, faculty and staff]

Initiative 3(b): Recruit new faculty with greater diversity.

An associate professor of Korean descent was hired in the School of Journalism and Mass Communications effective August 16, 2009. Search pools for other faculty positions in both schools have included African Americans, Hispanics and Asians.

The search for the Augusta Baker Chair in Childhood Literacy, while not confined to African American academics, will be the first at the university and one of only a few in the country to honor an African American woman. This search was not successful in spring of 2008. We hope to renew it in Fall of 2010.

2009-2010 Progress:
- Hiring of one additional Asian faculty member

2010-2011 Action Plan:
- Continue to seek qualified faculty from underrepresented minority groups [Indicator: Results of SJMC faculty search and SLIS search for Baker Chair in Fall 2010]

Goal 3 will remain in place in 2010-2011 as follows:

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

Initiative 3(a): Develop strategies to increase minority student recruitment.

Initiative 3(a) 2010-2011 Action Plan:
- Host third Multi-Cultural forum in SJMC [Indicator: Program from forum and record of number attending]
- Draft of outreach plan from SLIS African American Advisory Group [Indicator: Completion of draft document]
- Continue targeting of and personal interaction with minority students who indicate an interest in our majors. Expand efforts to bridge programs with technical colleges and HBCUs. [Indicator: Admissions data, travel records]
- Continue to recruit and retain multicultural, multiethnic, and multilingual students, staff and faculty from a variety of backgrounds [Indicators: Increased numbers of minority students, faculty and staff]

Initiative 3(b): Recruit new faculty with greater diversity.

Initiative 3(b) 2010-2011 Action Plan:

- Continue to seek qualified faculty from underrepresented minority groups [Indicator: Results of SJMC faculty search and SLIS search for Baker Chair in Fall 2010]

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

Our schools—SJMC and SLIS—and the Arnold School of Public Health have established a certificate program in Health Communications. The program's first student enrolled in the Spring '09 semester, ahead of our planned Fall '09 inaugural.

The college's Newsplex multimedia laboratory is among recipients of a Knight Foundation grant to bridge generations by having students work with senior citizens to develop citizen journalism materials for the broader community. The collaboration involves USC, our college, Benedict College, The State Media Group, SCETV and the Central Carolina Community Foundation.

The college and its schools are open to collaborative ideas across campus and beyond. In addition to formal coursework, we will utilize the Ifra Newsplex facility and scholastic journalism programs that are part of the college to encourage further collaborative and entrepreneurial endeavors. As noted earlier, such non-core elements within the college are expected to become self-sustaining or through their initiatives to substantially reduce the degree of subsidization. We do recognize that these units contribute to our recruitment and reputation.

Initiative 4(a): Health Communications Certificate Program

2009-2010 Progress:

- Successful implementation of interdisciplinary Health Communications certificate program.

2010-2011 Action Plan:

- Intense recruitment for both Health Communications certificate program and MMC/JD joint degree program [Indicator: Enrollment data]

Initiative 4(b): Citizen Journalism/Bridging Generations Project

2009-2010 Progress:

- Continued funding by Knight Foundation of project to bridge generations by having students work with senior citizens to develop citizen journalism materials for the broader community

2010-2011 Action Plan:

- Development of citizen journalism materials as funded by Knight Foundation grant [Indicator: Pamphlets, brochures and other materials]

Initiative 4(c): Joint literacy initiative.

2009-2010 Progress:

- The School of Library and Information Science had partnered with the College of Education to create a literacy and learning research center at the university's Child Development and Research Center. Budget cuts necessitated closing the SLIS portion of the facility and consolidating it with our Center for Children's Books and Literacy at the State Library.

2010-2011 Action Plan: None

Initiative 4(d): Create a Sports Journalism minor.

2009-2010 Progress:

- This initiative has been eliminated because of budget situation.

2010-2011 Action Plan: None

Initiative 4(e): Joint Master's Degree in Law and Mass Communications.

2009-2010 Progress:

- The joint SJMC and School of Law MMC/JD program has been approved at all school and college levels and is awaiting final approval at the CHE.

2010-2011 Action Plan:

- Begin recruitment for MMC/JD program as soon as CHE approval is complete. [Indicator: Recruitment materials, enrollment data]

Initiative 4(f): Create a National MLIS Cohort.

2009-2010 Progress:

- The School of Library and Information Science has long been the de facto library school for the states of Maine, West Virginia and parts of Virginia which do not have accredited in-state schools of library and information science. Negotiations have advanced to offer the program to students in Vermont and New Hampshire.

2010-2011 Action Plan:

- Recruiting plans to include students from anywhere to join our school have begun [Indicator: USC enrollment data]

Initiative 4(g): Create a Business of Journalism focus in the SJMC

2009-2010 Progress:

- Armed with an alumnus gift of $500,000, a committee of faculty, professionals and students are working together to create a business of journalism initiative.

2010-2011 Action Plan:

- The committee expects to begin the first phase of the focus in fall 2010 [Indicator: Committee minutes]

Initiative 4(h): Showcase the improved Scholarship Activities in SJMC

2009-2010 Progress:
- Kathy Forde's book, *Literary Journalism on Trial: Masson v. New Yorker and the First Amendment*, was winner of the 2009 Frank Luther Mott-Kappa Tau Alpha Book Award and the 2009 AEJMC History Division Book Award.

2010-2011 Action Plan:
- Fall 2010, SJMC will host again the Convergence Conference, this year highlighting convergence and health communications with the conference on "Convergence and Society: Science, Health and New Dimensions of Communication." [Indicator: Conference attendance]
- During spring 2011, SJMC will present its inaugural Farrar Award in History during the school's Civil Rights and the Media Symposium occurring alongside the 36th Annual Southeast Colloquium, an annual research event hosted by Schools of Journalism throughout the South [Indicators: Number of entries; attendance at symposium]

Goal 4 will be revised in 2010-2011 as follows:

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

Initiative 4(a): Health Communications Certificate Program

2010-2011 Action Plan:
- Intense recruitment for Health Communications certificate program [Indicator: Enrollment data]

Initiative 4(b): Citizen Journalism/Bridging Generations Project

2010-2011 Action Plan:
- Development of citizen journalism materials as funded by Knight Foundation grant [Indicator: Pamphlets, brochures and other materials]

Initiative 4(c): Joint Master's Degree in Law and Mass Communications.

2010-2011 Action Plan:
- Begin recruitment for MMC/JD program as soon as CHE approval is complete. [Indicator: Recruitment materials, enrollment data]

Initiative 4(d): Create a National MLIS Cohort.

2010-2011 Action Plan:

- Recruiting plans to include students from anywhere to join our school have begun [Indicator: USC enrollment data]

Initiative 4(e): Create a Business of Journalism focus in the SJMC

2010-2011 Action Plan:

- The committee expects to begin the first phase of the focus in fall 2010 [Indicator: Committee minutes]

Initiative 4(f): Showcase the improved Scholarship Activities in SJMC

2010-2011 Action Plan:

- Fall 2010, SJMC will host again the Convergence Conference, this year highlighting convergence and health communications with the conference on "Convergence and Society: Science, Health and New Dimensions of Communication." [Indicator: Conference attendance]
- During spring 2011, SJMC will present its inaugural Farrar Award in History during the school's Civil Rights and the Media Symposium occurring alongside the 36th Annual Southeast Colloquium, an annual research event hosted by Schools of Journalism throughout the South [Indicators: Number of entries; attendance at symposium]

II. Funding

In confronting the budgetary crisis that continues into its third year, we have concentrated our effort and made our adjustments in the interest of ensuring that the educational experience of our students is not compromised. We will feel that we have succeeded if the changes that we have made are imperceptible to students and their families.

We have taken inventory of our course schedule to ensure that essential courses are offered and available to students so that they meet course progression requirements and arrive at graduation in a timely fashion. We are making every effort to maximize full classes and minimize inefficiently small classes. This allows us to reduce the number of adjunct faculty used. As best possible, classes are kept at maximum allowable numbers but do not exceed accreditation guidelines. Elective courses with typically low enrollment are being scheduled less frequently. Minimum enrollments have been set for such courses. These measures allow the schools to derive maximum impact from tuition revenues.

There is no dispute that budget cuts have had an impact on the college. They have forced us to curtail a number of support activities. Enrollment continues to be the primary factor in ensuring that our revenue stream is sufficient to cover expenditures and maintain a comfortable carry forward balance. Enrollment in the School of Library and Information Science was up slightly in the Fall 2009 and Spring 2010 semesters. In the School of Journalism and Mass Communications, total enrollment in Summer II 2009, Fall 2009, and Spring 2010 already exceeds full fiscal year enrollments since FY03. With Summer I 2010, this should be a record year.

Emphasis has also been increased on the value of aggressive pursuit of research funding. The cohesion of the health/risk communications faculty cohort and its interdisciplinary collaboration continue to show promise.

Fees were increased in Fall 2009 to match the level of unique technology or special needs of individual courses and programs.

Development revenues have increased. Cocky's Reading Express generated significant community interest and philanthropic support from individuals, corporations and foundations, locally and nationally. Columbia's Central Carolina Community Foundation awarded CRE a $10,000 community impact grant to launch CRE's first outcomes assessment in Fairfield and Lee counties. The project began in September 2009. In October 2009, Verizon Communications awarded a $24,500 gift supporting CRE's statewide outreach. BP America's $25,000 gift, awarded in December 2009, will also expand statewide outreach. We learned unofficially in March that the Barbara Bush Foundation for Family Literacy has selected CRE as one of it's ten national grant recipients. The Bush Foundation has agreed to fund a $63,000 grant to add a family literacy component to CRE. The project will launch in July. CRE also has received a smaller grant from Bilo Corporation to fund a campus awareness-building event for $5,000. Support from individuals continues to build momentum.

Substantial design and design-approval progress toward the renovation of the Health Sciences building for the School of Journalism and Mass Communications continues to revive fund raising for that project. We continue our pursuit of one pending half-million dollar grant that remains contingent on the final architectural design work for the renovation.

The funding picture for the College continues to rely on the effective implementation of enrollment and retention efforts already in place, spending efficiencies that are active and development prospects that have increased.

III. RESOURCE REQUIREMENTS

While funding for the Health Sciences renovation to house SJMC is secured, we continue to seek funding for the outfitting of the building. Through fund-raising, we expect to provide much of what would benefit the school and college.

However, there is potential mutual benefit to the school and the university's Office of Communications to develop the school's facilities as the university's central link to the world. We envision a live broadcast capability from several sectors of the renovated building—the primary broadcast studio, an interview studio, the atrium, and the auditorium. These would be linked by upgraded fiber to the outgoing feed capability of UTS' media services facility in the law school building.

Currently, a dated set in the media services studio or the law school auditorium serve as the only venues for uplinking university officials or activities to other campuses or national networks.

We recommend an assessment of capabilities and costs for creating a broadcast-ready facility in the school to serve the university. An alumnus of the School of Journalism and Mass Communications now responsible for CBS West Coast operations in Los Angeles has expressed an interest in consulting with us to determine the appropriate outfitting for such a facility. We believe that at least his consulting services would be a gift to the university with perhaps additional support for the technology. Since we are looking at costs about two years out, a firm figure is difficult to state. New technology costs can go up when first introduced, but typically come down as the market adapts to the new technology. An investment in the $1-2 million range should provide the university with first-class capabilities.

IV. STATISTICAL PROFILE

A. Instructional:

1. Number of applications for Fall 2007, Fall 2008 and Fall 2009 admission by level (certificate, first professional, masters, doctoral)

	Fall 2007	Fall 2008	Fall 2009
Applications			
Undergraduate	1,176	1,293	1,232
Masters	370	323	308
Certificate	11	13	11
First Professional	0	0	0
Doctoral	43	33	33
Total	**1,600**	**1,662**	**1,584**

Comment: Total Fall 2009 applications decreased by 4.9% from Fall 2008 and 1.0% from Fall 2007. Although the numbers of applications for undergraduate, master's degree and certificate programs dropped slightly in Fall 2009, the yield as shown by both FTE and actual headcount increased at the undergraduate level. We attribute this yield increase to our aggressive efforts to make personal contact with all students admitted to the College. PhD applications remained constant as compared to the previous year.

2. Number of admissions for Fall 2007, Fall 2008 and Fall 2009 by level (certificate, first professional, masters, doctoral)

	Fall 2007	Fall 2008	Fall 2009
Admissions			
Undergraduate	710	796	763
Masters	259	218	211
Certificate	9	10	8
First Professional	0	0	0
Doctoral	20	9	13
Total	**998**	**1,033**	**995**

Comment: Fall 2009 admissions decreased by 3.8% from Fall 2008 but were less than 1% lower than our Fall 2007 total. The increase of 44.4% increase in Ph.D. admissions over the last year reflects admission of the second class in the SLIS PhD program, which admits candidates only every other year. We expect to see MLIS admissions increase in 2010 with the expansion of the New England cohort.

3. Freshman retention rate for classes entering Fall 2006, Fall 2007 and 2008.

CMCIS Freshman Retention	2006 Cohort	2007 Cohort	2006 Cohort
	Returned 07	Returned 08	Returned 09
Same School	75.1%	75.5%	78.2%
Other School	13.6%	13.2%	11.7%
TOTAL	88.7%	88.7%	89.9%

Comment: Freshman retention rates for the College of Mass Communications and Information Studies have increased slightly and remain higher than the USC overall average. We have observed an increase in retention within our own College.

4. Number of majors enrolled in Fall 2007, and Fall 2008 by level (headcount and FTE; undergraduate, certificate, first professional, masters, doctoral).

	Fall 2007	**Fall 2008**	**Fall 2009**
Student Headcount			
Undergraduate	1,400	1,356	1,388
Masters	508	465	470
Specialist	9	11	9
Certificate	5	11	8
First Professional	0	0	0
Doctoral	28	24	31
Total	**1,950**	**1,867**	**1,906**

	Fall 2007	**Fall 2008**	**Fall 2009**
FTE Students			
Undergraduate	579	555	612
Masters	251	247	243
First Professional	0	0	0
Doctoral	16	17	17
Total	**846**	**819**	**872**

Comment: While total Fall 2009 enrollment by headcount is 2.3% lower than the Fall 2007 total of 1,950, FTE enrollment is at its highest level in the past three years. This would suggest that students are attempting heavier course loads in order to get the most for their tuition dollars.

5. Number of graduates in Fall 2008, Spring 2009, and Summer 2009 by level (undergraduate, certificate, first professional, masters, doctoral)

Degrees Awarded	**Fall 2008**	**Spring 2009**	**Summer 2009**
Undergraduate	71	183	22
Masters	58	85	19
Specialist	0	0	0
Certificate	0	1	2
First Professional	0	0	0
Doctoral	3	0	0
Total	**132**	**269**	**43**

Comment: We continue to observe fluctuations in headcount and graduations. As one increases, the other decreases.

6. Four, five and six-year graduation rates for three most recent applicable classes (undergraduate only).

		4-Year Grad	**5-Year Grad**	**6-Year Grad**
2001 Cohort	Same School	38.3%	53.3%	53.7%
	Other School	11.5%	16.7%	17.6%
	TOTAL	49.8%	70.0%	71.4%
2002 Cohort	Same School	39.6%	52.5%	54.6%
	Other School	11.8%	15.4%	16.4%
	TOTAL	51.4%	67.9%	71.1%
2003 Cohort	Same School	37.3%	57.4%	58.8%
	Other School	10.0%	16.1%	16.5%
	TOTAL	47.3%	73.5%	75.3%

Comment: Although four-year graduation rates have decreased by 5.2% in the past three cohorts, 5 and 6-year graduation rates have increased by 5% and 5.5% respectively. CMCIS graduation rates continue to be higher than those of the University as a whole.

7. Total credit hours generated (regardless of major) for Fall 2008, Spring 2009 and Summer 2009

Student Credit Hours	**Fall 2008**	**Spring 2009**	**Summer 2009**
Undergraduate	8,325	8,533	914
Masters	2,959	2,977	1,473
First Professional	0	0	0
Doctoral	154	92	23
Total	**11,438**	**11,602**	**2,410**

Comment: The total of 25,450 credit hours generated in 2008-2009 was 4.0% lower than the 26,465 credit hours generated in 2007-2008.

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

Credit Hours by Faculty Division	**Fall 2008**	**Spring 2009**	**Summer 2009**
Tenured and tenure-track faculty	6,211	5,542	1,229
Instructors	2,940	3,174	748
Non tenure-track faculty (clinical and research)	310	453	3
Adjuncts	1,660	2,020	421
Totals	**11,121**	**11,189**	**2,400**

Comment: We are examining various reasons (sabbaticals, course release for other assignments, etc.) that would explain the drop in credit hours taught by tenured and tenure-track faculty in Spring 2009.

NOTE: The total credit hours in tables 7 and 8 are slightly disparate. Table 7 data was provided by the Office of Institutional Assessment according to its standard "snapshot" date. Table 8 data was taken from DataWarehouse, which contains information that is updated daily.

9. Number of faculty by title (tenure-track by rank, research by rank, etc.), as of Fall 2007, Fall 2008 and Fall 2009

	Fall 2007	Fall 2008	Fall 2009
Tenure Track Faculty			
Professor	3	5	7
Associate Professor	16	17	18
Assistant Professor	17	11	9
Research Faculty			
Professor	0	0	0
Associate Professor	0	0	0
Assistant Professor	0	0	0
Instructors	14	15	15
Lecturers	0	0	0
Visiting Faculty			
Professor	2	2	2
Associate Professor	0	0	0
Assistant Professor	0	0	1
Clinical Faculty			
Professor	0	0	0
Associate Professor	0	0	0
Assistant Professor	0	0	0
Instructor	0	0	0
Adjunct Faculty	24	24	20

Comment: We made two important replacement hires this year in Journalism and Mass Communications. We continue to have critical needs in Library and Information Science following two unexpected resignations. Offers have been extended to the top two candidates for the approved positions in that school.

10. Total continuing education units (standard University CEUs or Institutional CEUs) generated for Fall 2008, Spring 2009 and Summer 2009.

Comment: The College of Mass Communications and Information Studies does not award CEUs of any kind.

B. Research and Creative Accomplishments:

1. Number of publications in calendar year 2009 by category:

Publications	Number
Books	6
Book Chapters	7
Refereed Articles	18
Research Presentations	38

2. Number of research paper presentations at national or international conferences in calendar year 2009:
   Regional: 7
   National: 25
   International: 6

3. Number of performances and/or juried exhibitions at national or international venues in calendar year 2009: None

4. Summary of sponsored research activity to include grant applications submitted and awarded, arranged by sponsoring agency in FY 2009 and to date in FY 2010.

Sponsoring Agency	Title	Amount First Yr	Status
National Science Foundation	Proposal for Pathways Project Informal scientific inquiry using the work of Roman Vishniac	$248,058	SAM Approved
Fox Valley Technical College/DOJ	AMBER Alert Workshop for the Media	$90,701	Sponsor Awarded
NEH-National Endowment for the Humanities	NEH Grant: Reading the Journalism of Protest: James Baldwin and the Long Civil Rights Movement	$50,400	SAM Approved
Fox Valley Technical College/DOJ	Children in Jeopardy: Crisis Communication Strategies for LE and PI	$53,990	Sponsor Awarded
Fox Valley Technical College/DOJ	Create a Written Guide for the 1 1/2 day Children in Jeopardy Workshops	$9,579	Sponsor Awarded
University of North Florida	University of North Florida	$15,000	Sponsor Awarded

Sponsoring Agency	Title	Amount First Yr	Status
National Institutes of Health	Challenge Grant: Religious Reactions to Nanomedicine	$499,105	SAM Approved
Carnegie Corp of New York	Institute for Change	$149,921	Sponsor Awarded
NEH	Building the 3D Learning Experience	$40,123	SAM Approved
Central Carolina Community Foundation/The Knight Foundation	BGTime	$59,735	Sponsor Awarded
USC	ROP: Parental conceptualization of beverages for children: Meanings, confusion, and responsibility	$19,732	Awaiting VPR or Provost Approval
Supreme Headquarters Allied Powers Europe/NATO	Cross Media Training for NATO	$20,000	Sponsor Awarded
Institute of Museum and Library Services	Domestic Violence: Multidisciplinary Research Workshop	$98,280	Sponsor Declined
NSF	COLLABORATIVE RESEARCH: UNDERSTANDING THE NATURE AND ORIGINS OF PUBLIC PERCEPTIONS ABOUT CITIZEN ENGAGEMENT INVOLVING PERCEIVED PUBLIC HEALTH RISKS	$95,682	Sponsor Declined
SC Press Association	GA: Jenna Powers-Dingus	$5,033	Sponsor Awarded
Institute of Museum and Library Services	Creating the Next Generation of Leaders, Researchers and Administrators in Library and Information Science Programs Serving Children and Families in Underserved Populations and Communities	$139,155	Sponsor Declined
Environmental Protection Agency (EPA)	Communicating Environmental Norms to Increase the Effectiveness of Environmental Education Initiatives	$33,192	Sponsor Declined
Municipal Assocation of SC	Municipal Association of SC	$1,500	Sponsor Awarded
Connect & Join Inc./ SERCO, Inc.	Texas National Guard Youth Training	$8,000	Sponsor Awarded

Sponsoring Agency	Title	Amount First Yr	Status
USC Research Foundation	MGS: Healing Systems and Herbal Treatments in Santiago, Dominican Republic	$2,873	Sponsor Awarded
National Science Foundation (NSF)	SGER Proposal: Testing the Role of Morality Judgments on the Impact of Procedural and Outcome Fairness Perceptions in the Context of Public Hearings About Nuclear Energy	$30,597	Sponsor Awarded
FOX Valley Technical College/DOJ	USC Media Tracks for AMBER National Conference	$8,960	Sponsor Awarded
SC Confederate Relic Room and Military Museum	GA: Brad Whitehead	$7,034	Sponsor Awarded
National Science Foundation	Collaborative Research: Pelagic Food Web Structure and Function During Blooms of Harmful Algae: How Do Toxic Primary Producers Affect Pathways of Carbon Flow?	$388,412	Sponsor Declined
South Carolina Chamber of Commerce	South Carolina Chamber of Commerce Training in New Media and Converging Communications	$13,500	Sponsor Awarded
National Science Foundation	COLLABORATIVE RESEARCH: UNDERSTANDING THE NATURE AND ORIGINS OF PUBLIC PERCEPTIONS ABOUT CITIZEN ENGAGEMENT INVOLVING PUBLIC HEALTH RISKS	$102,549	Sponsor Declined
School of Communications Univ of Puerto Rico	University of Puerto Rico Academic Seminar	$12,000	Sponsor Awarded
South Carolina Hospital Association	South Carolina Hospital Association Media Training	$3,461	Sponsor Awarded
Kresge Foundation	Creating Healthy Environments through Community Engagement	$185,009	SAM Approved
USC Research Foundation	MGS: Searching For Justice: Massacre and Displacement in Colombia's Montes de Maria	$2,214	Awaiting VPR or Provost Approval
USC Research Foundation	MGS: Media's Role in the Demise of Communism	$3,000	Awaiting VPR or Provost Approval
USCRF	MGS Cultural Associations of the Bodleian Library	$3,000	Awaiting VPR or Provost Approval

Sponsoring Agency	Title	Amount First Yr	Status
USC Office of the Vice President for Academic Affairs and Provost	Creation of Eye-Track Lab in the School of Journalism and Mass Communications	$11,850	Awaiting VPR or Provost Approval
USC Office of the Vice President for Academic Affairs and Provost	Social Science Grant Proposal: Citizen Views about Nuclear Energy, Hydrogen and Fuel Cell Technology, and Public Engagement	$19,924	Awaiting VPR or Provost Approval
USC Office of the Vice President for Academic Affairs and Provost	Creation and Evaluation of the SLIS Virtual Organization as a Learning Organization	$13,315	Awaiting VPR or Provost Approval
USC Office of the Vice President for Academic Affairs and Provost	Mapping Neighborhoods for Crime and Ownership	$13,963	Awaiting VPR or Provost Approval
Developmental Disabilities Program	Equity of Access to Information	$23,873	SAM Approved
Municipal Association of SC	Municipal Association of SC	$3,000	Sponsor Awarded
USC Office of the Vice President for Academic Affairs and Provost	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	$15,667	Awaiting VPR or Provost Approval
Institute of Museum and Library Services	Business Information Literacy and Development Service (BuILDS)	$550,000	SAM Approved
USC Research Foundation or USCRF	MGS: Retracing the Grand Tour: Comparative European Travels of the Past and Present	$3,000	Awaiting VPR or Provost Approval
Central Carolina Community Foundation	BGTime Year 2 - Fixed Price	$76,878	Sponsor Awarded
Institute of Museum and Library Services	Cultural Heritage Informatics Leadership (CHIL): An Experiment in Responsive Doctoral Studies	$268,707	SAM Approved
Environmental Protection Agency	The Campus Ecovillage as a Catalyst for Environmental Stewardship: Extending, Assessing, and Documenting the "Green Quad" Model at the University of South Carolina	$36,874	SAM Approved
Office of the Provost/USC	Digital media and the creative process	$19,926	Provost Commitment
Economic & Social Research Council (U.K.) / Loughborough University	The potential for information literacy to facilitate empowerment, promote capabilities and improve livelihoods in West Africa	$5,870	SAM Approved
National Science Foundation	Religious Reactions to Nanotechnology	$266,544	SAM Approved

5. Total extramural funding processed through SAM in FY 2009 totaled $4,257,053. Federal extramural funding processed through SAM in FY 2009 totaled $3,734,315.

   Federal funding awarded the College in FY 2009 was $193,827. Extramural funding from other agencies was $449,016.

6. Total research expenditures per tenured/tenure track faculty for FY 2009, by rank and by department if applicable

   Total research expenditures in FY 2009 were $27,500 as follows:

School	Rank	Research Stipend
SJMC	Assistant Professor	$7,500
SJMC	Assistant Professor	$5,000
SJMC	Assistant Professor	$5,000
SLIS	Associate Professor	$10,000

7. 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). Please note that some faculty are secondary PIs in these awards.

Award Department	Faculty Name	Faculty Rank	Faculty Home Department	Total Award	Purpose of Project	Source of Funding
Anthropology	Jessica Lyn Silvaggio	n/a	Library & Information Sciences, School of	$2,873	Research	Private, Foundations, Non-Profit - (PHI)
Journalism & Mass Communications, School of	Dr. Erik L Collins	Assoc Prof	Journalism & Mass Communications, School of	$5,033	GA Work Experience	Private, Foundations, Non-Profit - (PHI)
Journalism & Mass Communications, School of	Dr. John Christopher Besley	Asst Prof	Journalism & Mass Communications, School of	$30,597	Research	Federal - (FED)

Award Department	Faculty Name	Faculty Rank	Faculty Home Department	Total Award	Purpose of Project	Source of Funding
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$8,000	Training	Commercial - (COM)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$90,701	Training	Federal - (FED)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$53,990	Training	Federal - (FED)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$9,579	Training	Federal - (FED)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$8,960	Service	Federal - (FED)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$15,000	Training	Other - (OTH)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$20,000	Training	Other - (OTH)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$59,735	Training	Private, Foundations, Non-Profit - (PHI)

Award Department	Faculty Name	Faculty Rank	Faculty Home Department	Total Award	Purpose of Project	Source of Funding
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$1,500	Training	Private, Foundations, Non-Profit - (PHI)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$13,500	Training	Private, Foundations, Non-Profit - (PHI)
Journalism & Mass Communications, School of	Randy Covington	Instructor	Journalism & Mass Communications, School of	$12,000	Training	Private, Foundations, Non-Profit - (PHI)
Library & Information Sciences, School of	Dr. Samantha Hastings	Professor	Library & Information Sciences, School of	$7,034	GA Work Experience	State - (STA)
Mass Communications & Information Studies, College of	Gayle Douglas	Assoc Dean	Mass Communications & Information Studies, College of	$4,500	Training	Private, Foundations, Non-Profit - (PHI)
President, Office of the	Charles Bierbauer	Dean	Mass Communications & Information Studies, College of	$299,841	Research	Private, Foundations, Non-Profit - (PHI)

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

There were a total of 52 tenure track faculty and non-tenure track faculty members in the College in FY10. Twelve faculty members (23%) were involved in sponsored research activity as shown in the table below. The table includes both funded and unfunded applications.

PI Name	Rank	Project Purpose
Andrea Tanner	Associate Professor	Research
Charles Bierbauer	Dean and Professor	Research
Erik L Collins	Associate Professor	GA Work Experience
Gayle Douglas	Associate Dean	Training
John Christopher Besley	Assistant Professor	Research
John Christopher Besley	Assistant Professor	Research
John Christopher Besley	Assistant Professor	Research
John Christopher Besley	Assistant Professor	Research
John Christopher Besley	Assistant Professor	Research
Kathy Roberts Forde	Assistant Professor	Research
Kendra Albright	Associate Professor	Service
Randy Covington	Instructor	Service
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Randy Covington	Instructor	Training
Ron T. Brown	Assistant Professor	Research
Samantha Hastings	Professor	GA Work Experience
Samantha Hastings	Professor	Research
Samantha Hastings	Professor	Training
Sonya Forte Duhe	Associate Professor	Research

9. Number of faculty serving as co-investigators in cross-unit activities. Two

10. Number of faculty cross-appointed in Centers and/or Institutes. None

11. Number of patents, disclosures and licensing agreements in calendar year 2009. None

12. Number of proposals submitted to external funding agencies during calendar year 2009 (by type and by department if applicable).

Twenty-six proposals were submitted to external funding agencies during 2009. The table below shows these proposals by type and department.

Type	Department	Number
GA	SJMC	1
	SLIS	1
Research	CMCIS	2
	SJMC	6
	SLIS	2
Service	SJMC	1
	SLIS	1
Training	CMCIS	1
	SJMC	10
	SLIS	1

C. Faculty Hiring:

0. Number of full-time faculty hired in AY 2009-2010 (by department if applicable), and by rank:

2009-10 Hirings	SJMC	SLIS
Professor		
Associate Professor	Kim	
Assistant Professor	Forde	
TOTAL	2	0

2. Number of post-doctoral scholars (Ph.D., non-faculty hires) in FY 2009. One, Dr. Miron Varouhakis.

3. 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		Baker Chair FY11
Assoc Professor	1 Fall 2011	
Asst Professor	1 Fall 2011 2 Fall 2014	2 Fall 2010 2 Fall 2013

4. List Center of Economic Excellence chair hires and Faculty Excellence Initiative hires in AY 2008-2009; number approved. None.

D. Funding Sources:

1. All-fund budget (total, A-funds, E-funds, etc) as of October 31, 2009.

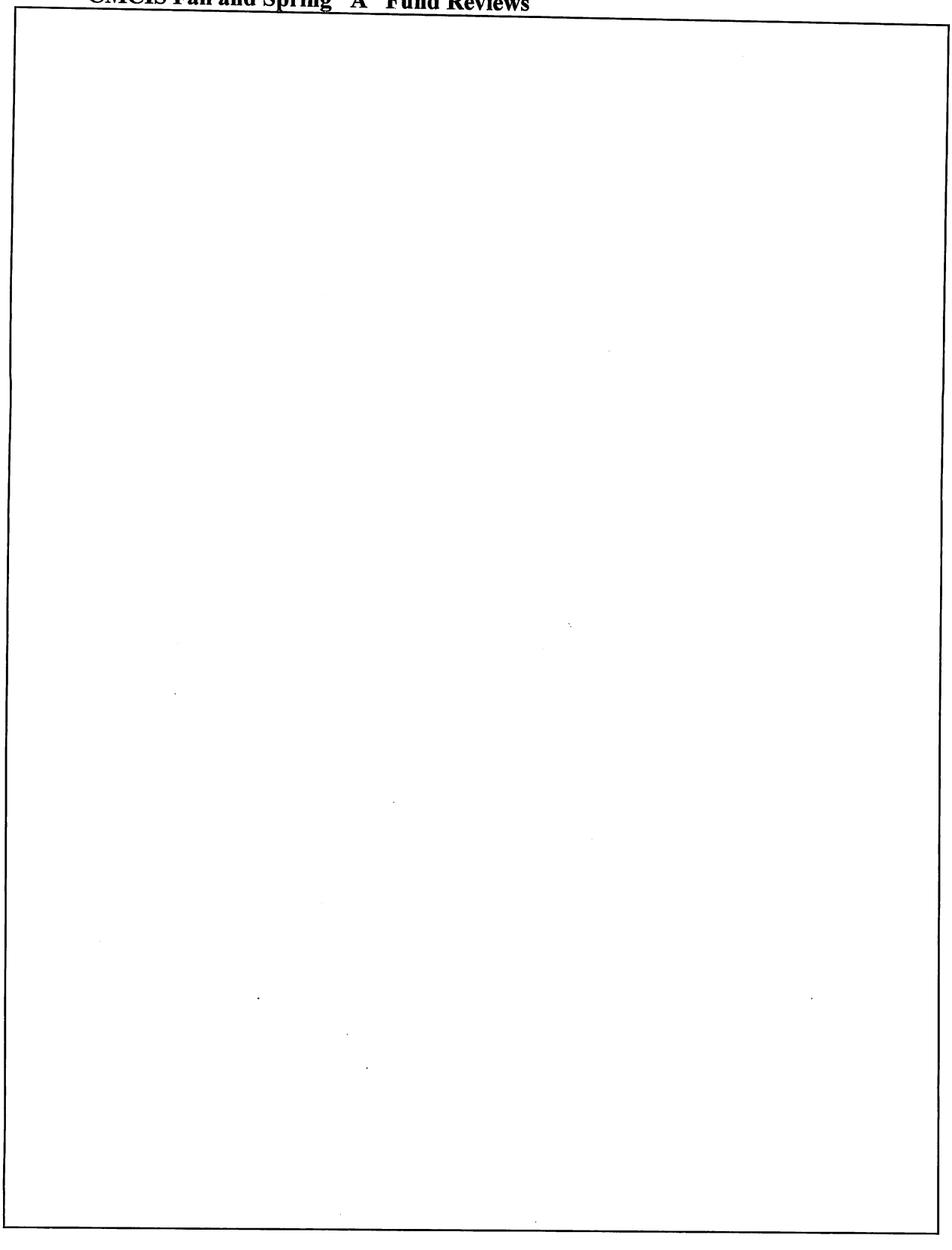
A-fund budget	$8,284,041
E-fund budget	$205,354
TOTAL	$8,489,395

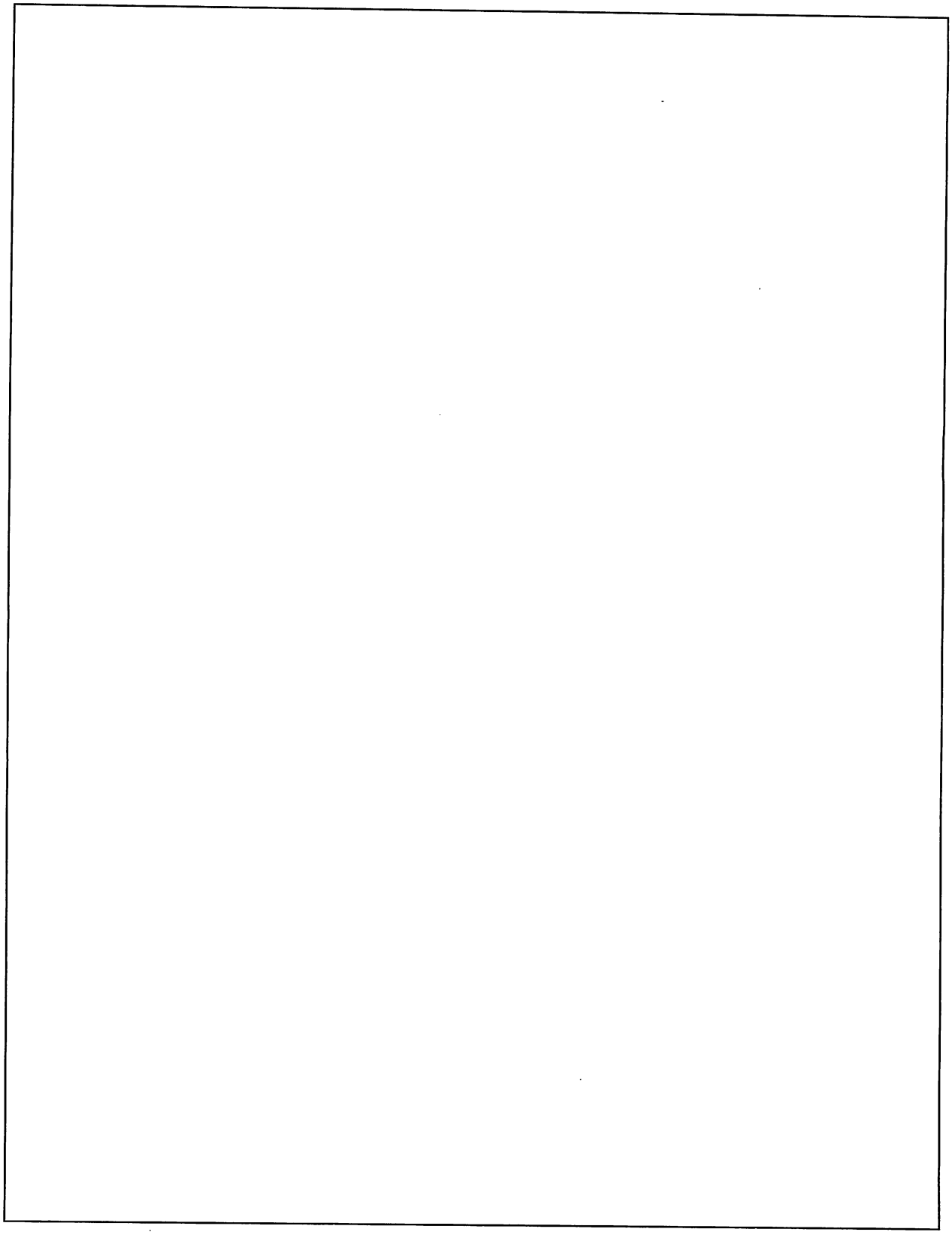
Fall and Spring budget reviews, five year budget projections, and December 31, 2009 E fund review are attached as Appendices One, Two and Three respectively

2. Gifts and pledges received in 2009. The College received a total of $1,379,442 in new gifts and pledges in 2009. An additional $271,568 was received as pledge payments from prior activity. The College had a total of 644 donors in 2009.

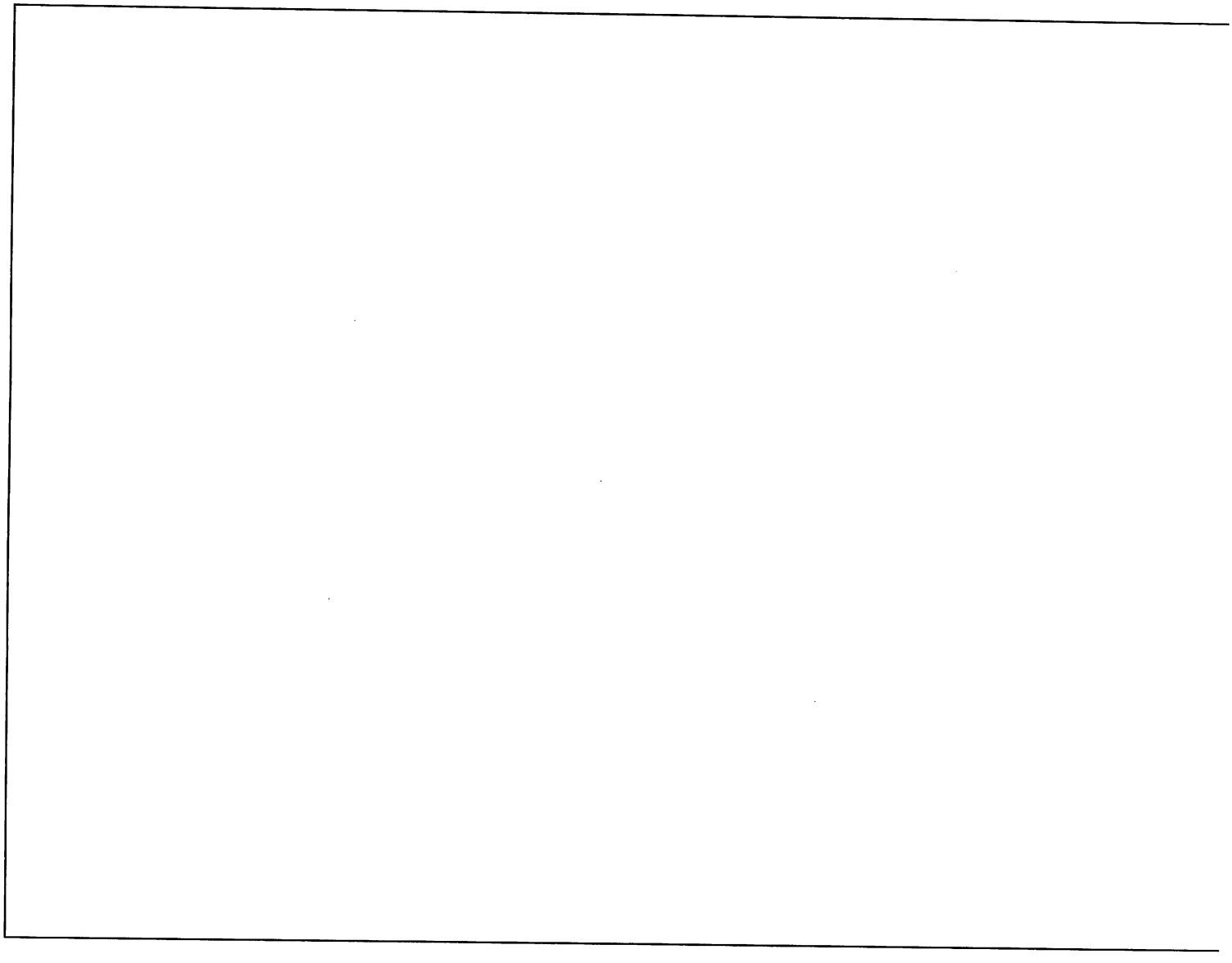
Appendix One

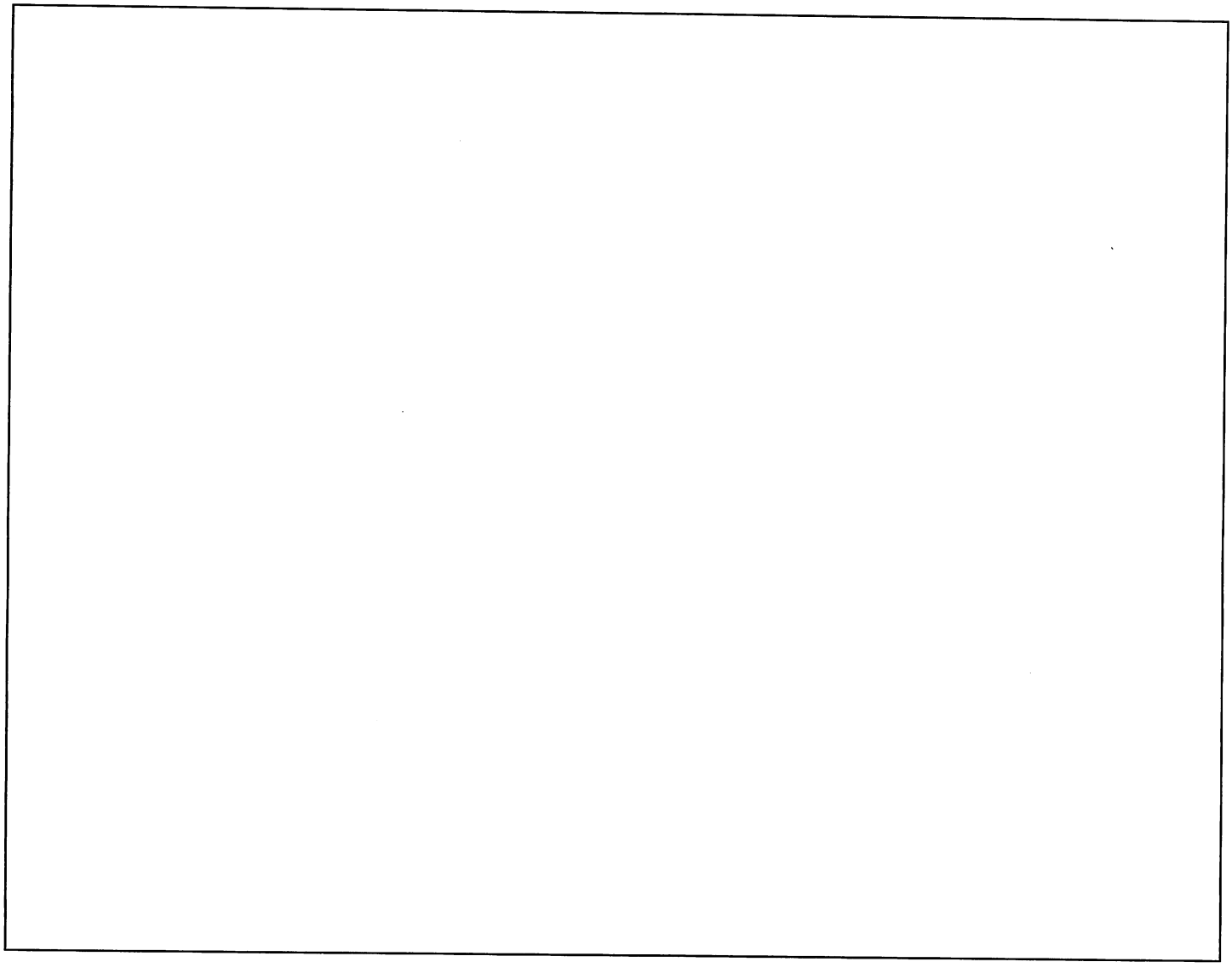
CMCIS Fall and Spring "A" Fund Reviews

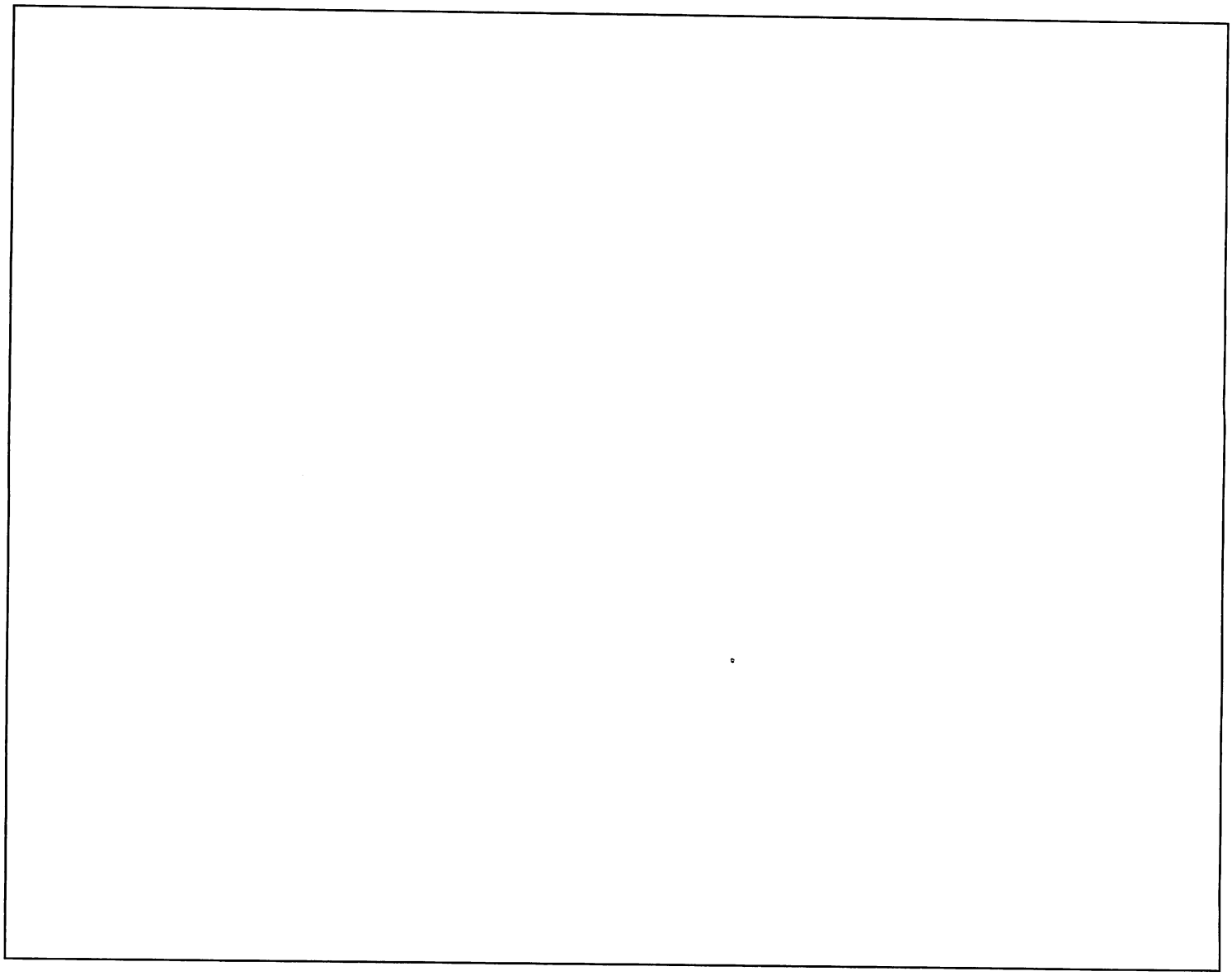


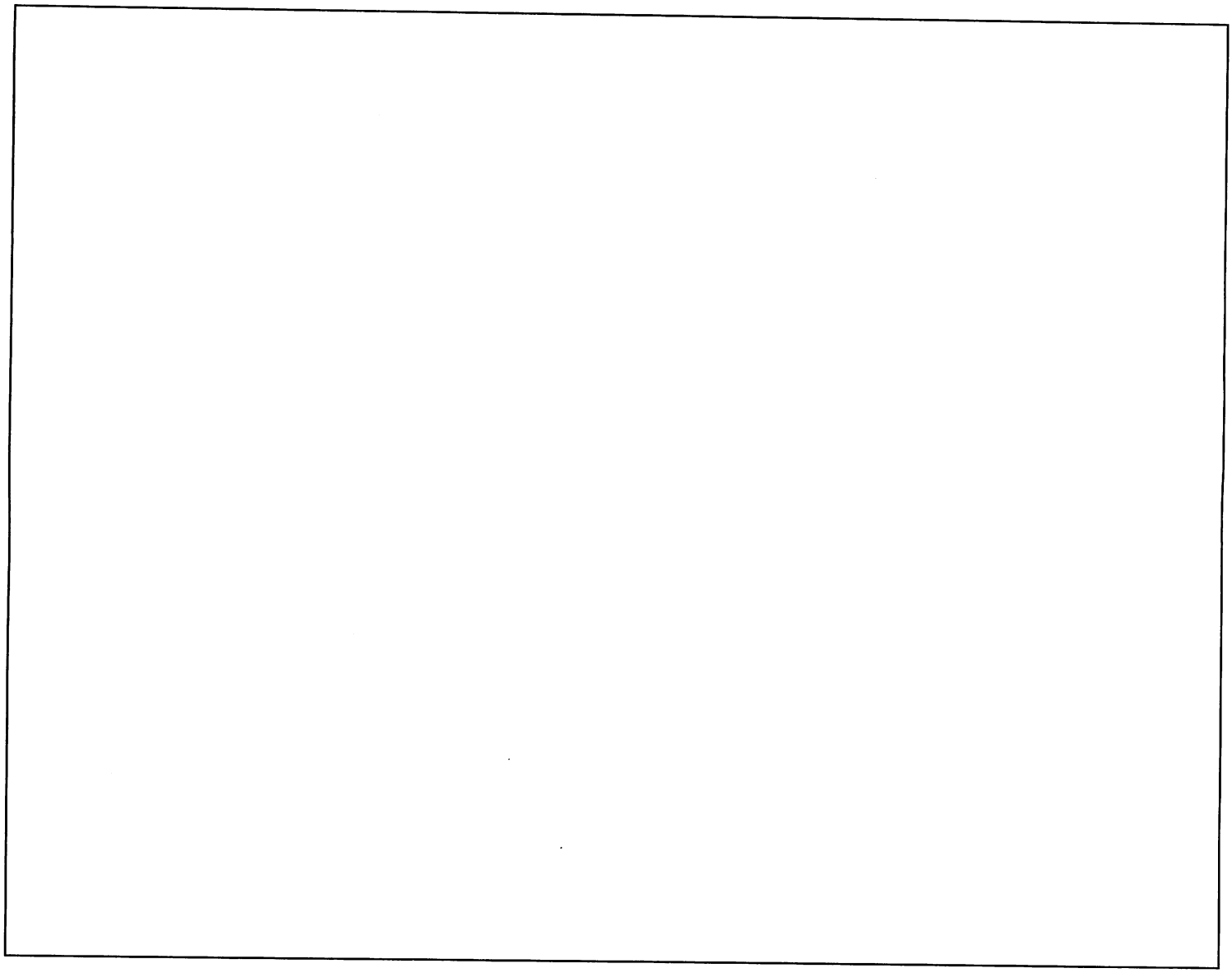


Appendix Two
CMCIS Five Year Plan Scenarios
No Cut, 3% Cut, 5% Cut, and 8% Cut



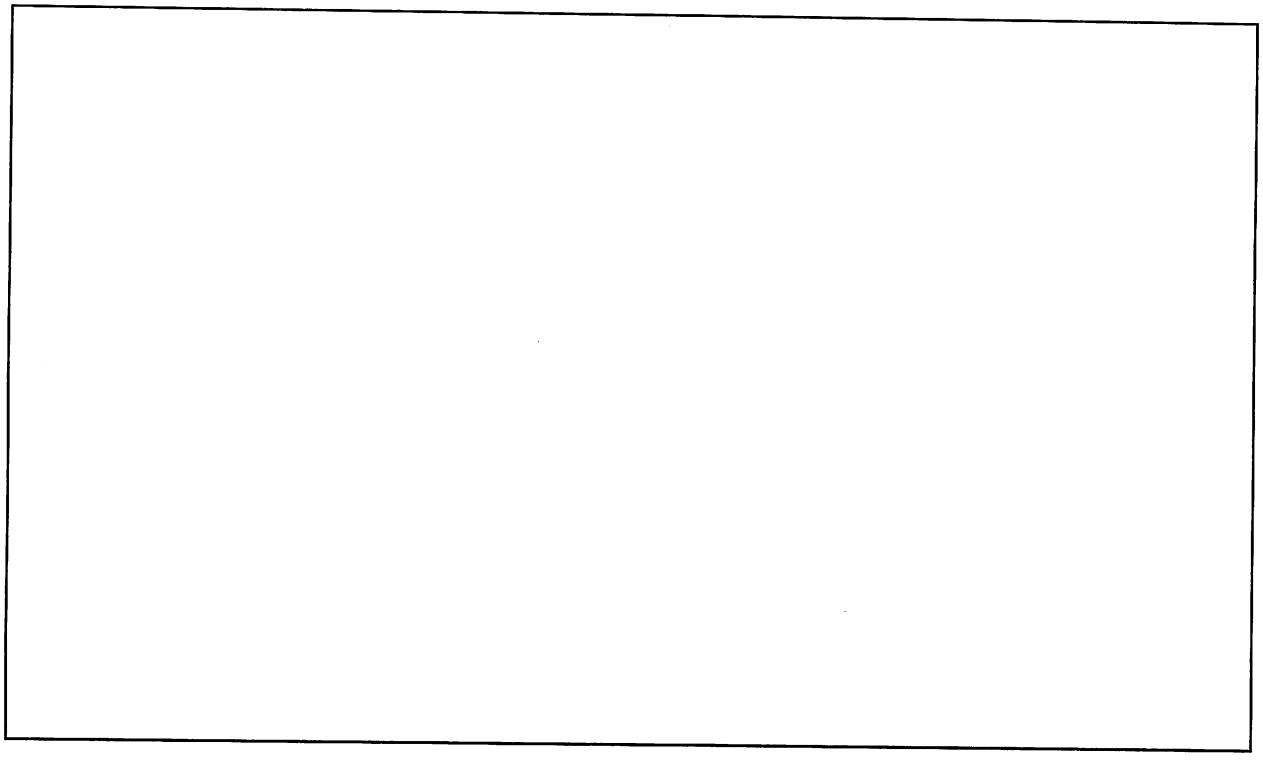






Appendix Three

CMCIS "E" Fund Review
January 2009



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