

ACEJMC

ACCREDITING COUNCIL FOR EDUCATION IN JOURNALISM & MASS COMMUNICATIONS

Prepared January 2007 by Ron Smith

ACEJMC

The Accrediting Council was established in 1945 and is recognized by the Council for Higher Education Accreditation for accrediting programs for professional education in this discipline. ACEJMC includes membership associations of educators or professionals involved in journalism, mass communication, telecommunication and other media. The Council currently includes 36 members: 16 communication educators or representatives of educational organizations, 16 representatives of media and professional organizations, and three public members.

Participating educational organizations include the American Academy of Advertising, Association for Education in Journalism and Mass Communication, Association of Schools of Journalism and Mass Communication, Black College Communication Association, and Broadcast Education Association.

Participating industry organizations include the American Advertising Federation, American Society of Newspaper Editors, Arthur W. Page Society, Asian American Journalists Association, Associated Press Managing Editors Association, Association for Women in Communication, Inland Press Association, National Association of Black Journalists, National Association of Broadcasters, National Association of Hispanic Journalists, National Lesbian & Gay Journalists Associations, Newspaper Association of America Foundation, Public Relations Society of America, Radio-Television News Directors Association, Society of Professional Journalists, and Southern Newspaper Publishers Association.

ACCREDITATION

ACEJMC adheres to the definition of “accreditation” by the Council for Higher Education Accreditation as “a collegial process based on self- and peer assessment for public accountability and improvement of academic quality.” It sees accreditation as an integral part of higher education, offering a flexible and adaptive approach for a national standard of excellence for professional programs.

Principles of accreditation include a mission to educate students with a body of knowledge and a system of inquiry, scholarship and training for careers in journalism and mass communication. The Council is committed to diversity and inclusiveness appropriate for multicultural communities in a global society, to ethics and public service, and to high academic and professional standards.

The Council does not define specific curricula but instead recognizes that each institution has a unique situation, mission and resources. Thus it reviews programs against the objectives set by each department and institution and against the standards, professional values and competencies articulated by the Council. Specifically those competencies (adopted by Buffalo State’s Communication Department) involve law, history, diversity, visual communication, ethics, critical thinking, research, written communication, editing, statistical competency, and technology, to which department adds a 12th competency for oral communication.

The Council expects accredited programs to have a formal program for curricular review based on assessment of student learning. It also looks to engaged alumni, a limited acceptance of transfer credits from junior colleges, and a role for media professionals in both instruction and program assessment.

Benefits of accreditation include the general strengthening of professional education through continuing improvement and accountability via on-going assessment and both internal and external evaluation. Accreditation also offers Buffalo State College, the School of Arts and Humanities, and the Communication Department ...

- Structure and stimulus for continuing academic improvement
- Enhanced public reputation for academic and professional excellence
- Increased ability to recruit quality students because of higher standards and greater prestige and visibility
- Increased ability to recruit a broader range of quality applicants for faculty openings
- Structure and stimulus for developing resources, involving media professionals, engaging alumni, soliciting for student awards, enhancing faculty scholarship, and engaging the community and media professions.

<p>SITE REVIEW BUFFALO STATE COLLEGE OCT 21-24, 2007 Meeting with representatives of campus units outside the Communication Department Monday, Oct. 22 11 a.m. – noon Butler Library 210</p>

PROTOCOLS OF ACCREDITATION PROCESS

The Review Team includes four persons:

- Dr. **Beth Barnes**, Director, School of Journalism & Telecommunications, Univ Kentucky (team chair)
- Dr. **Barbara Hines**, Professor & Graduate Director, Mass Communication & media Studies, Howard Univ
- **Jackie Jones**, Newsroom Consultant, Jones Coaching LLC, Washington DC
- Dr. **Dana Rosengard**, Gaylord College of Journalism & Mass Communication, Univ Oklahoma.

The Accrediting Committee includes 15 members (eight educators and seven media professionals). The committee meets each Spring to review site-team reports. Representatives of the programs under review participate in discussions. The committee forwards its recommendations to the Accrediting Council.

The Accrediting Council meets in May to make a final decision on accreditation. The council may recommend one of three decisions: accreditation, two-year provisional accreditation (with time for the school to correct deficiencies), or denial of accreditation. If accreditation is denied, the school may apply for a re-visit after two years.

ACEJMC & BUFFALO STATE

Currently, 109 schools are accredited by ACEJMC. Five are in New York State: Columbia University, Hofstra University, New York University, Iona College, and Syracuse University.

Buffalo State would be the first SUNY school to achieve this status.

Additional information is available at the ACEJMC website: www2.ku.edu/~acejmc

STANDARDS FOR ACCREDITATION

The following are the 9 ACEJMC standards.

1. Mission, Governance & Administration. The policies and practices of the unit ensure that it has an effectively and fairly administered working and learning environment.

2. Curriculum & Instruction. The unit provides a curriculum and instruction that enable students to learn the knowledge, competencies and values the Council defines for preparing students to work in a diverse global and domestic society.

3. Diversity & Inclusiveness. The unit has a diverse and inclusive program that serves and reflects society.

4. Full-Time & Part-Time Faculty. The unit hires, supports and evaluates a capable faculty with a balance of academic and professional credentials appropriate for the unit's mission.

5. Scholarship: Research, Creative & Professional Activity. With unit support, faculty members contribute to the advancement of scholarly and professional knowledge and engage in scholarship (research, creative and professional activity) that contributes to their development.

6. Student Services. The unit provides students with the support and services that promote learning and ensure timely completion of their program of study.

7. Resources, Facilities & Equipment. The unit plans for, seeks and receives adequate resources to fulfill and sustain its mission.

8. Professional & Public Service. The unit advances journalism and mass communication professions and fulfills its obligations to its community, alumni and the greater public.

9. Assessment of Learning Outcomes. The unit regularly assesses student learning and uses results to improve curriculum and instruction.