

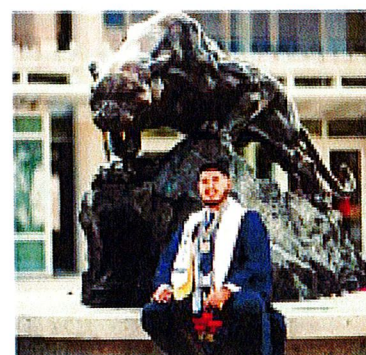
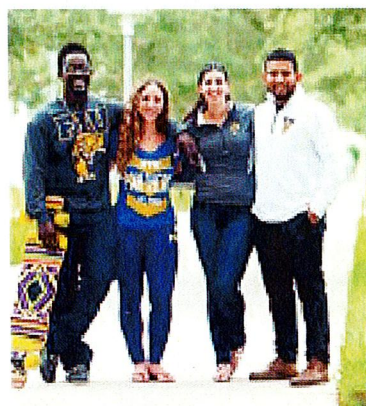
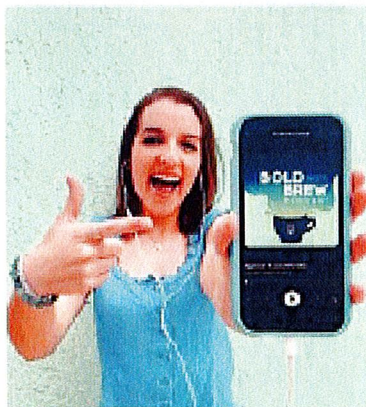
Florida International University
College of Communication, Architecture + The Arts
School of Communication + Journalism

SELF-STUDY REPORT FOR ACCREDITING
COUNCIL ON EDUCATION IN JOURNALISM AND
MASS COMMUNICATIONS
2020-2021



FLORIDA INTERNATIONAL UNIVERSITY





Florida International University
College of Communication, Architecture + the Arts
School of Communication + Journalism

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

For undergraduate/professional master's programs site visit in 2021-2022

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

Name of Institution: Florida International University

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

Address: 3000 NE 151 St., Academic Two, Room 320, North Miami, FL 33181

Date of Scheduled Accrediting Visit: January 18-21, 2022

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

Journalism/mass communications administrator:

Name: Brian Schriener

Title: Dean

Signature:

Signed, original copy on file with ACEJMC

Administrator to whom journalism/mass communications administrator reports:

Name: Kenneth G. Furton

Title: Provost, Executive Vice President and Chief Operating Officer

Signature:

PART I: General Information

This general information section will be included in its entirety in the site team's report, and it must present the most current information available. Before the site visit, the unit should review its responses to the questions below and update them as necessary. The unit then should provide a copy of this updated section for each team member when they arrive on campus. A digital copy in **Word document format** of the updated responses also must be provided to the team chair to be included in the digital team report sent to the ACEJMC office.

In addition, if any significant changes not covered in this section have occurred since the original self-study report was submitted, the unit should describe and document those changes and present this new material to the team when members arrive.

Name of Institution: Florida International University (FIU)

Name of Unit: School of Communication + Journalism (SCJ)

Year of Visit: 2022

1. Check regional association by which the institution now is accredited.

- ☐ Higher Learning Commission
- ☐ Middle States Association of Colleges and Schools
- ☐ New England Association of Schools and Colleges
- ☐ Northwest Association of Schools and Colleges
- ☒ Southern Association of Colleges and Schools
- ☐ Western Association of Schools and Colleges

If the unit seeking accreditation is located outside the United States, provide the name(s) of the appropriate recognition or accreditation entities:

2. Indicate the institution's type of control; check more than one if necessary.

- ☐ Private
- ☒ Public
- ☐ Other (specify)

3. Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state. It is not necessary to include entire authorizing documents. Public institutions may cite legislative acts; private institutions may cite charters or other authorizing documents.

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

- (1) It shall be the business of Florida International University to provide for:
 - (a) Education of Students -- to provide a university education for qualified students which prepares them for useful careers in education, social service, business, industry, and the professions, furnishes them with the opportunity to become effective members of society, and offers them an appreciation of their relations to their cultural, aesthetic and technological environments.
 - (b) Service to the Community -- to serve the greater community, with a primary emphasis on serving the Greater Miami and South Florida area, in a manner which enhances the area's capability to meet the ecological, cultural, social and urban challenges which it faces.
 - (c) Greater International Understanding -- to become a major international education center with a primary emphasis on creating greater mutual understanding among the Americas and throughout the world.

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

☒ Yes
☐ No

If yes, give the date of the last accrediting visit: February 2015

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

1991

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

The mission of the unit has evolved since the last accreditation. At that point, the-then School of Journalism and Mass Communication (SJMC) mission was:

To be a high-quality, professionally oriented program; to attract minority students to the School and to launch them into successful communication careers and to distinguish our program through hands-on international involvement, especially in Latin America.

In April 2016, and in the years since then through the integration of the then-SJMC with the College of Architecture + the Arts (CARTA), the mission shifted to more closely align with CARTA's strategic priorities and vision for the future. Today, the mission statements for the School's programs are:

School of Communication + Journalism Undergraduate Programs

To be the nation's top program for training 21st Century media and communication professionals in English and Spanish, committed to inclusivity, experiential learning, and signature media and industry partnerships.

School of Communication + Journalism Graduate Programs

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

7. What are the type and length of terms?

Semesters of 16 weeks for the undergraduate programs and the master's program in Spanish-language Journalism

Semesters of 8 weeks for the fully online master's degree program in Global Strategic Communications

Quarters of _____ weeks

Summer sessions of 6 or 12 weeks

Intersessions of _____ weeks

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

- ☒ Bachelor's degree
☒ Master's degree
☐ Ph.D. degree

9. List the specific undergraduate and professional master's degrees as well as the majors or sequences being reviewed by ACEJMC.

Undergraduate: Bachelor of Science in Mass Communication

(this degree is being phased out and no new students were accepted after 2021)

- Advertising (no new admits after 2017) (120 semester hours)
- Public Relations (no new admits after 2017) (120 semester hours)
- Journalism (no new admits after 2021) (120 semester hours)
- Broadcast Media (no new admits after 2021) (120 semester hours)

Undergraduate: Bachelor of Science in Public Relations, Advertising and Applied Communication

- Public Relations, Advertising and Applied Communication (120 semester hours)
(offered in both online and on-campus modalities)

Undergraduate: Bachelor of Science in Digital Communication and Media

- Digital Media Studies (no new admits after 2017) (120 semester hours)
- Digital Media and Communication
(no new admits after 2021) (120 semester hours)
- Digital Journalism (120 semester hours)
- Digital Broadcasting (120 semester hours)
- Digital TV & Multimedia Production (120 semester hours)
- Digital and Interactive Media (120 semester hours)

Graduate: Master of Science in Mass Communication

- Global Strategic Communications
(offered in both online and on-campus modalities) (30 semester hours)
- Spanish-language Journalism (36 semester hours)

10. Credit hours required by the university for an undergraduate degree: (Specify semester-hour or quarter-hour credit.)

Students are required to complete a minimum of 120 semester hours to graduate from FIU with an undergraduate degree. Specific majors requirements within the SCJ are as follows:

- Advertising (no new admits after 2017) (120 semester hours)
- Public Relations (no new admits after 2017) (120 semester hours)
- Public Relations, Advertising & Applied Communication (PRAAC) (120 semester hours)
- Journalism (no new admits after 2021) (120 semester hours)
- Broadcast Media (no new admits after 2021) (120 semester hours)
- Digital Media Studies (no new admits after 2017) (120 semester hours)
- Digital Media and Communication (no new admits after 2021) (120 semester hours)
- Digital Journalism (120 semester hours)
- Digital Broadcasting (120 semester hours)
- Digital TV & Multimedia Production (120 semester hours)
- Digital and Interactive Media (120 semester hours)

Students are required to complete a minimum of 30 semester hours to graduate from FIU with a professional master's degree. Specific major requirements within SCJ are as follows:

- Global Strategic Communications (30 semester hours)
- Spanish-language Journalism (36 semester hours)

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

Undergraduate students enrolled in programs offered by the Department of Communication and the Department of Journalism + Media may earn a maximum of 6 semester hours (over two semesters) toward their degree requirements with an internship experience course. Students enrolled in the graduate Spanish-language Journalism program may earn a maximum of 3. Internship courses are offered in all majors as electives, not as required courses within the major. Internships are available to all majors who want to gain experience in the communication or journalism fields. Students must have met all undergraduate requirements and must have completed MMC 3123, Writing Fundamentals for Communicators, or COM 3714, Fundamentals of Written and Visual Communication. The internship requires a minimum of 100 hours of work per 1 academic semester credit.

In the Department of Journalism + Media, in order to earn academic credit, students may participate in an in-house experiential learning program such as [Univision STEP](#)

(Student Training and Employment Program), [NBCU Academy Diversity, Equity & Inclusion and Fellowship](#), or the [South Florida Media Network](#). The internship curricula in these programs have been developed by the Journalism + Media faculty to meet program and student learning outcomes. Both graduate and undergraduate students participate in these programs.

Students in both departments who wish to pursue an external internship for academic credit must submit a full job description and total hours per week in order for the department to evaluate the experience for academic rigor. Only those internships that meet rigorous academic standards in line with program and student learning outcomes will be approved for credit. All other internships will be approved as zero-credit experiences.

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

| Name of Sequence or Specialty | Person in Charge |
|-------------------------------|------------------|
|-------------------------------|------------------|

Department of Communication

- | | |
|---|------------------|
| • Communication Arts (not being reviewed by ACEJMC) | Aileen Izquierdo |
| • Advertising (no new admits after 2017) | Aileen Izquierdo |
| • Public Relations (no new admits after 2017) | Aileen Izquierdo |
| • Public Relations, Advertising & Applied Communication (PRAAC) | Aileen Izquierdo |

Department of Journalism + Media

- | | |
|--|-----------------|
| • Digital Media Studies (no new admits after 2017) | Susan Jacobson |
| • Journalism (no new admits after 2021) | Susan Jacobson |
| • Broadcast Media (no new admits after 2021) | Susan Jacobson |
| • Digital Communication and Media (no new admits after 2021) | Susan Jacobson |
| • Digital Journalism | Susan Jacobson |
| • Digital Broadcasting | Susan Jacobson |
| • Digital TV & Multimedia Production | Michael Sheerin |
| • Digital and Interactive Media | Susan Jacobson |

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

59,928 in 2020-2021

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

| Academic Plan/Sub Plan (as of Fall 2020) | Headcount |
|---|------------|
| BS IN MASS COMMUNICATION Bachelor of Science in Mass Communication (this degree is being phased out and no new students were admitted after 2017 in the Department of Communication and 2021 in the Department of Journalism + Media) | 421 |
| Advertising (no new admits after 2017) | 8 |
| Broadcast Media (no new admits after 2021) | 257 |
| Digital Communication and Media (no new admits after 2021) | 1 |
| Journalism (no new admits after 2021) | 146 |
| No sub-track declared | 3 |
| Public Relations (no new admits after 2017) | 6 |
| BS IN DIGITAL COMMUNICATION AND MEDIA | 203 |
| Digital Broadcasting | 3 |
| Digital and Interactive Media | 7 |
| Digital Journalism | 10 |
| Digital TV & Multimedia Production | 11 |
| No sub-track declared | 172 |
| BS IN PUBLIC RELATIONS, ADVERTISING AND APPLIED COMMUNICATION | 725 |
| PRAAC (on-campus) | 581 |
| Fully Online | 144 |

| | |
|---|-------------|
| BA IN COMMUNICATION ARTS (not being reviewed by ACEJMC) | 827 |
| Performing Arts Studies | 118 |
| Communication Arts Online | 248 |
| Design Studies | 30 |
| None | 17 |
| Organizational Communication Studies | 414 |
| Grand Total | 2176 |

15. Number of graduate students enrolled on-site:

Master of Science in Mass Communication:

- Global Strategic Communications (GSC) on-campus: 66 for Fall of 2021
- GSC online: 129 for Fall of 2021
- Spanish-language Journalism: 32 for Fall of 2021

16. Number of students in each section of all skills courses (newsriting, reporting, editing, photography, advertising copy, broadcast news, public relations writing, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Attach separate pages if necessary. Include a separate list for online skills courses, which also must meet the 20-1 ratio. (The Council has ruled that campaigns courses are exempt from the 20-1 ratio.)

[Link to document for Fall 2021 Skills Courses](#) - Department of Journalism + Media

[Link to document for Spring 2022 Skills Courses](#) - Department of Journalism + Media

[Link to document for Fall 2021 Skills Courses](#) - Department of Communication

[Link to document for Spring 2022 Skills Courses](#) - Department of Communication

17. Total expenditures from all sources planned by the unit for the 2020–2021 academic year: 1. Give percentage increase or decrease in three years:

The table below shows the expenditures, for both departments, including the non-accredited Communication Arts major in the Department of Communication, from all sources planned for Fiscal Year 2021, which begins in July 2021; Fiscal Year 2020;

Fiscal Year 2019 and Fiscal Year 2018. It shows that expenditures decreased slightly from FY 2019 to FY 2020 (-1.96 percent) but increased slightly from FY 2020 to FY 2021 (1.29 percent).

SCJ Total Expenditures

| Funding Source | FY 2021 Actuals (as of 6/22/21) | FY 2020 Actuals | FY 2019 Actuals | FY 2018 Actuals |
|---|---------------------------------------|--------------------|--------------------|--------------------|
| Education & General (State Budget) | \$6,017,649 | \$5,303,245 | \$5,991,601 | \$6,262,949 |
| Auxiliaries | \$1,796,787 | \$2,287,632 | \$2,032,396 | \$1,667,906 |
| External Grants | \$263,119 | \$392,851 | \$108,292 | \$176,247 |
| Financial Aid | \$39,760 | \$30,057 | \$42,101 | \$8,285 |
| Student Govt. Assoc. | \$0 | \$0 | \$0 | \$0 |
| Total | \$8,117,315 | \$8,013,785 | \$8,174,390 | \$8,115,387 |
| Percent Increase or Decrease | 1.29 percent | -1.96 percent | 0.73 percent | |

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

| Funding Sources | FY 2021 Faculty Actuals |
|---|-------------------------|
| Education & General (State Budget) | \$3,907,163.52 |
| Auxiliaries | \$777,978.23 |
| External Grants | \$68,152.18 |
| Total | \$4,753,293.93 |

18. List name and rank of all full-time faculty. (Full-time faculty refers to those defined as such by the university.) Identify those not teaching because of leaves, sabbaticals, etc.

The FIU definition of full-time faculty includes all tenured, tenure-track, and non-tenure-track professors in the ranks of assistant, associate, and full professor working at or above a 0.75 full-time equivalent (FTE). These faculty members have teaching, research, and service assignments.

Unit Administrators

Aileen Izquierdo, Chair, Department of Communication

Susan Jacobson, Interim Chair, Department of Journalism + Media

Tenured/ Tenure-Earning Faculty

Professors

Leonardo Ferreira, Department of Journalism + Media

Maria Elena Villar, Department of Communication

Associate Professors

Susan Jacobson, Department of Journalism + Media

Yu Liu, Department of Communication

David Park, Department of Communication

Sigal Segev, Department of Communication

Lorna Veraldi, Department of Journalism + Media

Weirui Wang, Department of Communication

Assistant Professors

Rokeshia Ashley, Department of Communication

Nicole Kashian, Department of Communication

Chun Zhou, Department of Communication

Non-Tenure Earning Faculty

Professors

Margo Berman, Department of Communication

Associate Professors

Teresa Ponte, Department of Journalism + Media

Neil Reisner, Department of Journalism + Media

Allan Richards, Department of Journalism + Media

Michael Sheerin, Department of Journalism + Media

Mercedes Vigon, Department of Journalism + Media

Clinical Associate Professors of Professional Practice

Alejandro Alvarado, Department of Journalism + Media

Stephen Kairalla, Department of Journalism + Media

Timothy Sullivan, Department of Journalism + Media

Associate Teaching Professors

Jessica Delgado, Department of Communication

Grizelle De Los Reyes, Department of Communication

Aileen Izquierdo, Department of Communication

Raquel Perez, Department of Communication

Heather Radi-Bermudez, Department of Communication

Assistant Professors

Robert Jaross, Department of Communication

Elizabeth Marsh, Department of Communication

Lilliam Martinez-Bustos, Department of Journalism + Media

Clinical Assistant Professors of Professional Practice

Laura Kurtzberg, Department of Journalism + Media

Assistant Teaching Professors

Karla Kennedy, Department of Journalism + Media

Hugo Ottolenghi, Department of Communication

Mihaela Plugarasu, Department of Communication

Paula Powell, Department of Communication

Charles Strouse, Department of Journalism + Media

Visiting Assistant Teaching Professors

Crystal Sears, Department of Communication

19. List names of part-time/adjunct faculty teaching at least one course in fall 2020. Also list names of part-time faculty teaching Spring 2020. (If your school has its accreditation visit in Spring 2021, please provide the Spring 2021 adjunct list in the updated information.)

FIU defines part-time faculty as instructors working less than 0.75 FTE; this designation may include adjuncts and other instructor types (e.g., graduate teaching assistants, who provide support for teaching and research under the supervision of qualified faculty members).

Spring 2020

Liza Alexander
Elio Arteaga
Liz Baquero
Jordan Basadre
Judith Bernier
Raymond Elman
Chris Delboni
Dianne Fernandez
Eva Gasson
Juan Gonz  lez-Manrique
Luis Gonzalez Perez
Patricia Guadalupe
Kirsti Itameri
Jesus Loggil
Luis Montenegro
Holly Morganelli
Sally O'Dowd
Daniela Ottati
Rochelle Patten
George Pearson
Albena Petrus
Marlon Quintero
Jay Sandhouse
Neil Thorpe
James Van Voris
Sabrina Vollrath
Amy Winters
Emmett Young

Fall 2020

Liza Alexander
Mariana Alvarado
Elio Arteaga
Liz Baquero
Jordan Basadre

Judith Bernier
Lauren Christos
Mindyne Colon
Chris Delboni
Raymond Elman
Grace Ferrer
Luis Gonzalez Perez
Scott Kass
Jesus Loggil
Luis Montenegro
Holly Morganelli
William Nevin
Daniela Ottati
Rochelle Patten
George Pearson
Albena Petrus
Margarita Salas
Jay Sandhouse
Jose Taboada
Neil Thorpe
James Van Voris
Sabrina Vollrath
Amy Winters
Emmett Young

Spring 2021

Liza Alexander
Elio Arteaga
Liz Baquero
Jordan Basadre
Judith Bernier
Raymond Elman
Chris Delboni
Grace Ferrer
Anthony Frampton
Eva Gasson
Edward Gilhuly
Juan González-Manrique

Luis Gonzalez Perez
 Scott Kass
 Jesus Loppil
 Luis Montenegro
 Holly Morganelli
 William Nevin
 Daniela Ottati
 Rochelle Patten
 George Pearson
 Alben Petrus
 Marlon Quintero
 Margarita Salas
 Jay Sandhouse
 Jose Taboada
 Neil Thorpe
 James Van Voris
 Jessica Vega
 Sabrina Vollrath
 Amy Winters
 Emmett Young

20. Schools on the semester system: For each of the last two academic years, please give the number and percentage of graduates who earned 72 or more semester hours outside of journalism and mass communications.

FIU's advising system - Panther Degree Audit - prevents students enrolled in SCJ from taking more than 48 of the required 120 semester credit hours within the unit in order to stay in compliance with ACEJMC accreditation. The numbers in the table below reflect both departments, with the exception of the Communication Arts degree, which is not being reviewed by the accreditation team.

Students Graduating with 72 or More Semester Hours Outside of SCJ

| Academic Year | Total Graduates | Number in Compliance | Percentage |
|---------------|-----------------|----------------------|------------|
| 2020-2021 | 469 | 469 | 100 |
| 2019-2020 | 463 | 463 | 100 |