The School of Journalism is currently developing its strategic plan, which will be available January 31, 2008. The School is behind in the planning process, because it lacked a critical mass of faculty until the current academic year —2007-2008. The School’s 2007 report demonstrates how it met, or did not meet, the university’s five goals in the 2010 plan.

GOAL #1: ATTRACT AND GRADUATE HIGH-QUALITY STUDENT POPULATION

Strategies: The School of Journalism has made a major commitment to increasing the quantity and quality of its students. In 2006, the School used its entrepreneurial funds (from off-campus revenues) to hire SOJ Master’s graduate, Jan Boyles, as its full-time Enrollment Coordinator. Beginning in Spring 2006, the School engaged in multiple activities, aimed at recruiting and retaining high-caliber students, including the following:

Recruitment: made recruitment visits to high-performing schools in West Virginia and the Pittsburgh area; had enrollment coordinator call and email non-deposit (high-performing freshman) in spring and fall semesters; expanded its High School Journalism Competition to include schools in Pennsylvania, Ohio and Maryland

Retention: created a new journalism-only orientation (J115) for Direct Admit freshman; offered tutoring for the School’s Journalism Qualifying Exam (JQE) to Direct Admit and pre-journalism freshman; assigned SOJ upper-classman to mentor Direct Admit and pre-journalism freshman; contact freshman who did not register for Spring semester scheduling; launched pilot of group advising (Spring 2007) designed to provide consistent advising to upper classmen.

Key Indicators: The School’s enrollment investment appears to have paid off. By Fall 2007, the School had met its enrollment target for 2010. The School’s retention strategies have also helped the School maintain a freshmen-sophomore retention rate above the university’s rate. However, the School also saw a significant drop in its retention rate in 2007, which is cause for concern. In Spring 2007, the School will research the problem to determine what factors caused the drop, and what measures the School can take to raise its retention rate.

A. Enrollment = Numbers

```
2005-2006:
Enrollment Achieved: 1343

2006-2007
Enrollment Target: 1367
Enrollment Achieved: 1447
```

B. Enrollment = Academic Profile

```
2005-2006
WVU Academic Profile: HS GPA 3.29; ACT Average 23.1; SAT Average 1048
School of Journalism Academic Profile: HS GPA 3.46; ACT English 27; SAT Verbal 572

2006-2007
WVU Academic Profile: HS GPA 3.28; ACT Average 23.2; SAT Average 1061
School of Journalism Academic Profile: HS GPA 3.40; ACT English 24; SAT Verbal 574
```
C. Retention (Freshman to Sophomore Direct Admit)

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Retention at SOJ</th>
<th>Retention at WVU</th>
<th>WVU Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>79.4%</td>
<td>90.1%</td>
<td>80.5%</td>
</tr>
<tr>
<td>2006</td>
<td>67.9%</td>
<td>82.4%</td>
<td>79.4%</td>
</tr>
</tbody>
</table>

GOAL #2: RECRUIT AND RETAIN HIGH QUALITY-FACULTY

**Strategies:** The School recognizes that hiring top faculty can have a positive impact in several areas, including recruiting high-caliber students, increasing research productivity, and developing innovative, nationally recognized curriculum. Therefore, hiring top faculty has been the School’s number one priority for the past two years. To attract top faculty, the School has solicited private support to enhance faculty salaries and used its entrepreneurial funds to provide research support. In addition, the School has invested extra resources into the recruiting effort, including bringing prospective faculty to the campus for multiple visits.

**Key Indicators:**

A. Recruitment:

2005-2006:
- **Harrison/Omnicom Professorship in Advertising** — School receives private funding to endow a new professorship in Advertising.

2006-2007:
- Hired new faculty: Bonnie Stewart, a George Polk Award-winning print journalist, and Dana Coester, a top magazine designer, who worked for national publications including Southern Living and Time, Life, Inc.

B. Retention:

2005-2006:
- **School of Journalism Summer Research Grant** — launched new program, which awards $3000 in summer salary support to faculty actively engaged in research. (School made three-year-commitment to program, funded by off-campus revenues.)
- Group Advising — Group advising for upper-classman also created to shorten advising time, thus freeing up faculty for time to do research.

GOAL #3  ENHANCE EDUCATIONAL ENVIRONMENT FOR STUDENT LEARNING

**Strategies:** The School is committed to using private and entrepreneurial resources to upgrade its facilities and technology, which greatly enhance the student experience. In addition, the School is committed to updating its curriculum and extracurricular programs to prepare students for careers in a rapidly changing media environment. The School has also committed resources to developing its undergraduate and graduate *online* curriculum, which makes its programs more...
accessible to students across campus and the country. The School seeks to strengthen its internship programs and seek private funding to support academic scholarships and student enhancement opportunities, such as special projects and study abroad experiences. Finally, the School has increased its involvement in regional and national student competitions, to give students additional resume-building, real-world experiences.

**Key Indicators:**

**A. Facilities**

2005-2006:
- Ogden Nutting Multimedia Classroom — Renovations to Room 205, the School’s main lecture hall. (Funded by Central and private donor)
- Jim Blair Multimedia Studio and Edit Suites — former TV studio converted into multimedia edit suites, a photography studio and faculty offices. (Funded by private donor)

2006-2007:
- IMC Suite — Former library/reading room converted into suite of offices and conference room for IMC staff and program. (Funded by Central and off-campus revenues)
- Visual Journalism Lab — Replaced computers in Room G1 with new I-MACS, loaded with current visual editing software programs. (Funded by Journalism Fee.)
- TV Studio upgrades — Made upgrades to WVU News set at TV Productions’ Waterfront facility. (Funded by Journalism Fee.)
- Hired two part-time technology support people, providing 30+ hours of tech support for student labs. (Funded by Journalism Fee.)

**B. Curriculum:**

2005-2006:
- Advertising Minor — Updated (primarily) online advertising minor (for non-majors), offering three sections each of 5 minor courses, Summer 2006.
- Media Law & Media Ethics — Created and launched online sections of two of its major courses
- STAT111/Statistics for Journalism — Led Statistics Department to develop new section of required statistics course for journalism majors. (Also a retention strategy.
- Eliminated general journalism research course, replaced with new advertising research methods course and new public relations case studies course.

2006-2007:
- Public Relations Minor — Launched new (primarily) online public relations minor (for non-majors), Summer 2007.
- Launched phase #1 of news curriculum revamp — Revise core curriculum for broadcast and news editorial majors, including (new course) JRL 220/ Intro to Visual Journalism and Design, with software “bootcamp” lab modules. Public Affairs Reporting now required of all news majors to replace research course.

**C. Scholarships/Real-World Experiences (Internships/Special Projects):**

2005-2006:
- William Tolbert Scholarship — New scholarship for WV news editorial majors (private funding)
- Ruth and Doug Widmeyer Scholarship — New scholarship for journalism majors from the Eastern Panhandle
• School launches West Virginia Veterans History Project — Students enrolled in special topics course collect the oral histories of state veterans for Library of Congress; train citizens groups throughout the state to collect additional histories.

• Katrina Project — Students follow Katrina evacuees relocated to WV; the work results in a faculty/student-produced interactive, multimedia website.

2006-2007:
• Establish regular visits with “hiring” organizations, including Mark USA, Ogden Newspapers, Charleston Gazette & Daily Mail, Dominion Post, and West Virginia Media.
• Katrina Project — School re-launches website with additional content and new interactive features
• IMCY Awards Competition — School launches new internal competition, in which students design integrated marketing communications campaign for a real-world client, with grand prize between $3000 and $5000. (Funded by private support.)

D. Student Awards
2005-2006:
• National: Katrina Project website places in the top three in the national Society of Professional Journalists (SPJ) student “Mark of Excellence” Competition.
• National: Two broadcast students place (11th & 12th) in the Hearst College Journalism competition
• Regional: Katrina Project wins three first place awards at the Region 4, SPJ, Student Mark of Excellence Competition.

2006-2007:
• National: Broadcast Education Association (BEA) Festival of Media Arts — Student wins 1st place in Sports Reporting
• National: Columbia Scholastic Press Association — Students win 1st place for photo layout in the Gold Circle Awards for Katrina story in alumni magazine.
• Regional: SPJ Region 4 Mark of Excellence Competition — WVU News wins “Best College TV Newscast”; students win 13 additional awards, including 5 first place awards in several categories.

E. Career Placement: Results from the School’s Alumni Survey, conducted in Summer 2007, indicate that within one year after graduation, 93% of SOJ students were working in a job in their major or an allied field, or were enrolled in graduate school. (Note: 500 graduates were sent survey by mail; 83 graduates responded.)

<table>
<thead>
<tr>
<th>Career results during first year after graduation:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Job in Major</td>
<td>59%</td>
</tr>
<tr>
<td>Graduate School</td>
<td>13.3%</td>
</tr>
<tr>
<td>Sales/Management jobs</td>
<td>20.5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4.8%</td>
</tr>
<tr>
<td>Other</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

GOAL #4 PROMOTE DISCOVERY AND EXCHANGE OF KNOWLEDGE AND IDEAS

Strategies:
As a small faculty that teaches professional skills, the School has never been a research powerhouse. However, the School strives to improve its publications record (and creative activity) by providing incentives for faculty to research and publish and by hiring several “research” faculty in named professorships. Similarly, the School has not received many external grants, given the limited number of such grants available in our discipline. Finally, the school has committed significant faculty and financial resources to its **online IMC Master’s degree program, which is the first of its kind in the country.** The program has grown from 17 students in Fall 2003 to 220 students in Fall 2007.

**Key Indicators:**

A. Research

2005-2006:
- West Virginia Humanities Council Media Grant — Prof. Joel Beeson receives $20,000 grant for African American Veterans History Project.
- Hire Diana Martinelli as new Widmeyer Communications Chair in Public Relations; Martinelli has two articles published in refereed journals and gives refereed presentations at two academic conferences
- “**Starting Over: Loss and Renewal in Katrina’s Aftermath**” — School launches faculty/student-produced interactive website

2006-2007:
- BEA Media Arts Festival: Profs Joel Beeson, Bonnie Stewart and Dana Coester win “Best of Festival” Award in Faculty Interactive at the BEA festival for the Katrina Project Website. The BEA festival is the top juried faculty competition in the country for broadcast and interactive production.
- Diana Martinelli has an additional two articles published in refereed journals
- Dean Maryanne Reed & Prof, Ralph Hanson have an article published in Journal of Radio Studies
- Dean Reed produces a 12-minute feature on Monroe County Radio Project, which airs on West Virginia Public Television.
- School launches new SOJ Faculty Research Grant program

B. IMC Program

2005-2006
- School hires Chad Mezerra as IMC Marketing Director and Kristen Wilkerson as Director of Curriculum (replaces Archie Sader)
- School updates 13 courses in IMC curriculum

2006-2007
- School hires IMC Technology Coordinator and IMC Marketing Coordinator
- School produces new marketing materials, including Viewbook and Website
- School adds new IMC upper-level elective to curriculum

**IMC Enrollment**

2005-2006
- 114

2006-2007
- 162
GOAL #5: IMPROVE WEST VIRGINIA’S HEALTH, ECONOMY & QUALITY OF LIFE

Strategies:
The School of Journalism engages in journalism projects with an outreach element and a service-learning component. Such projects allow faculty/students to use their professional skills to improve the quality of life for people in the state and region. The School strives to do more professional outreach and provide training for media professionals throughout the state.

Key Indicators:

2005-2006
- “Cancer Stories: Lessons in Love, Loss and Hope” — Faculty/student-produced book profiling cancer patients is published by WVU Press. Book is used as a teaching tool by service organizations and medical school faculty.
- West Virginia Veterans History Project — Project results in more than 200 veterans stories collected for the Library of Congress; WVU named one of LOC’s top two partners in national Veterans Oral History Project; students asked to participate in dedication of new World War II memorial in Washington DC.
- School launches Katrina Project, a year-long reporting project profiling the lives of Katrina evacuees in WV and the impact on the state
- Prof. George Esper conducts reporting workshops in Wheeling, Beckley and Bluefield

2006-2007
- Dean Maryanne Reed receives $17,000 New Voices grant from J-Lab, an Interactive School for Journalists (one of 10 awards granted nationwide) to help residents in Monroe County create news programming for WHFI-FM, a community radio station.
- Prof. George Esper conducts reporting workshops in Wheeling, Beckley and Bluefield