

**2016 Blueprint for Academic Excellence
College of Mass Communications & Information Studies**

March 23, 2015

Section I. Executive Summary

The College of Mass Communications and Information Studies is moving forward on many paths bringing elements we have spoken of in past Blueprints to fruition. These are occurring in our faculty, staff, curricula and physical facilities. Yes, the decades-long quest for a new building for the School of Journalism and Mass Communications is nearing completion.

The new journalism school is on track to open for classes in August. Davis College, home of our School of Library and Information Science has also had important structural and aesthetic upgrades and interior work to create additional office space. Physically, the college will soon be in its best shape since it was created in 2002.

The School of Journalism and Mass Communications has fully implemented the new curriculum it launched in 2013. The move to a curriculum more flexible and adapted to the multimedia environment across our disciplines meshes with the move to a more flexible teaching and learning environment. After extensive discussions, the BSIS degree will be adapted for Palmetto College. We believe it is a good fit for Palmetto students and the right time to expand the degree beyond its on campus origin. This should provide a boost to undergraduate enrollment in SLIS. Undergraduate enrollment in SJMC has remained constant at about 1500 each fall. This is current capacity. The new building should be conducive to recruitment, permitting a measured increase in undergraduate enrollment.

Graduate studies have been affected by the recent economic downturn, now measurably past, and aggressive competition, which is only going to keep growing. SJMC encountered a setback in 2014 when the just hired graduate director chose to leave after one semester. We have regrouped. Two tenured faculty have stepped in to oversee the overall graduate program and the professional Master of Mass Communications (MMC) degree. We are engaged in a strategic assessment of the SJMC graduate program and exploring closer coordination of the two doctoral programs in SJMC and SLIS. This will be a significant undertaking in the coming year.

Last year's search for a new SJMC director, while identifying acceptable candidates, did not produce a good fit for the program. Dr. Tom Weir, a member of our advertising faculty and previously director of the Oklahoma State program, accepted a two-year appointment as interim director. This will put searches for directors of both schools on parallel paths for the coming year. While that is a challenge, it is also an opportunity to ensure collegial leadership. Meanwhile, SJMC has completed four successful faculty searches; SLIS has one search ongoing.

In anticipation of the journalism school move, we are conducting a college-wide assessment of staff functions. A new director of budget and administration is in place and other administrative functions have been enhanced. Technical support staff had been reorganized earlier. A review of student services and other support functions in the schools is in progress.

Fundraising for the college is on a successful trajectory with attention focused on the SJMC building, the SLIS literacy initiative and scholarship support for both schools. The college has exceeded its goal for the Carolina's Promise capital campaign.

Section II. Meeting the University's Academic Dashboard Targets

1. Total Undergraduate Enrollment

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Improve advising services
 - b. Create new recruitment materials to emphasize learning in a new flexible environment.
- Progress made toward meeting Academic Dashboard targets this year, 2014-2015
 - a. Improved advising services with in-service training and concentration on achieving higher four-year graduation rates.
- Strategies planned to meet Academic Dashboard targets in 2015-2016
 - a. Continue to improve advising services.
 - b. Revise student services materials to be more relevant.
 - c. Convert BSIS to Palmetto College to increase undergraduate enrollment in that major.

2. Average SAT Score

While individual schools have no control over admissions, we believe enhanced recruitment will bring in stronger students.

3. Freshman-Sophomore Retention Rate

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Academic orientation workshop focusing on expectations of freshmen.
 - b. Journalism living and learning community.
 - c. Journalism-specific sections of University 101.
 - d. Alumni Society mentoring program for students.
- Progress made toward meeting Academic Dashboard targets this year, 2014-2015
 - a. Slight fluctuation in freshman to sophomore retention over the past three years
- Strategies planned to meet Academic Dashboard targets in 2015-2016
 - a. Continue existing strategies and monitor performance.
 - b. Assess impact of implementation of new SJMC curriculum.

4. Six-year Graduation Rate

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Improve advisement services.
 - b. Expand internship opportunities.
 - c. Provide academic "Senior Semester" experiences for each major.
 - d. Expand career services, job fairs and alumni mentoring for students nearing graduation.
 - e. Participate in Summer Semester to facilitate on time graduation.
- Progress made toward meeting Academic Dashboard targets this year, 2014-2015.
 - a. Slight increases in six-year graduation rates, exceeding those of the university in each of the past three years.
- Strategies planned to meet Academic Dashboard targets in 2015-2016.
 - a. Continue existing strategies noted above.

- b. Assess impact of implementation of new SJMC curriculum.
- c. Increase enrollment in SLIS BSIS.

5. Student to Faculty Ratio

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Increase number of faculty members to keep pace with growing number of students.
 - b. More SJMC faculty hirings are across the spectrum of disciplines, e.g. multimedia and qualitative research hirings. Public relations faculty hire to reduce largest imbalance.
 - c. Increase undergraduate faculty hired through incorporation of SLIS BSIS in Palmetto College.
- Progress made toward meeting Academic Dashboard targets this year, 2013-2014.
 - a. The College's overall student to faculty ratio is 35 to 1.
- Strategies planned to meet Academic Dashboard targets in 2015-2016
 - a. Develop strategic hiring that is cognizant of student/faculty ratios, the need to enhance scholarly productivity of faculty and the disparity in SJMC of student/faculty ratios in the various majors.

6. Research Expenditures

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Both schools provide research initiative packages to new faculty, either in summer stipends or annual funding for research expenses. Either method may be renewable provided faculty member demonstrates productivity. New tenure track hires all have identified research agendas.
 - b. Encourage collaborative research within college through internal grants.
- Progress made toward meeting Academic Dashboard targets this year, 2014-2015
 - a. All stipends renewed following evaluation of faculty's productivity.
 - b. Recent success in various Provost and CTE awards.
- Strategies planned to meet Academic Dashboard targets in 2015-2016
 - a. Targeted hiring of faculty with combined teaching and scholarly agendas.

7. Faculty Productivity

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Hire faculty with proven records of excellence in teaching, research productivity and professional service.
 - b. Provide faculty with funding for travel to professional conferences.
 - c. Provide research support in funding of surveys, etc.
- Progress made toward meeting Academic Dashboard targets this year, 2014-2015
 - a. Hastings, Samantha: Elected President of the Association of Library and Information Science Education (ALISE)

- b. Albright, Kendra: Acting Director, African Studies Program, University of South Carolina, 2014-2015. Fellow, Pipeline for Academic Leadership (PAL) program. University of South Carolina. 2014-2015.
- c. Arns, Jennifer: American Library Association. Committee on Archives, Libraries, and Museums. American Library Association Representative. American Library Association. Library Research Roundtable. President. American Library Association. Office of Accreditation. External Review Panelist. International Federation of Library Associations. Library Theory and Research Section. Steering Committee.
- d. Liu, Jingjing: ASPIRE III grant, with Drs. Colin Wider and Manton Matthews. SCLA poster prize award (with Caitlin Creel)
- e. Martin, Michelle: "Camp Read-a-Rama Book Buddy Project: Supporting Undergraduates in Integrative Learning." Excellence In Teaching Grant from USC Connect and the Center for Teaching Excellence, Granted Summer 2014 for Spring 2015. \$2994. "Jewish Children's Literature and the Work of Anita Lobel," SC Humanities Grant, \$1500, May 2013-July 2014. "Daisy Power Project," in partnership with the Girl Scouts South Carolina—Mountains to Midlands. United Way Grant. (Girl Scouts received funding). Received 2013-14; renewed 2014-15.
- Strategies planned to meet Academic Dashboard targets in 2015-2016.
 - a. Continue existing strategies to encourage faculty engagement.

8. Doctoral Degrees

- Strategies used to meet each of the Academic Dashboard measures and targets and providing an assessment of their effectiveness.
 - a. Increase the number of PhD candidates subject to available funding.
 - b. Increase number and amount of doctoral stipends and fellowships.
 - c. Encourage timely graduation.
- Progress made toward meeting Academic Dashboard targets this year, 2014-2015.
 - a. Eight PhD's awarded in May 2014, August 2014 and December 2014.
- Strategies planned to meet Academic Dashboard targets in 2015-2016.
 - a. Continue existing strategies.
 - b. Identify synergies between college's two doctoral programs.
 - c. Need better funding to compete for doctoral students.

Section III. Unit's Goals and their Contribution to the University's Key Performance Parameters

2015-2016 Academic Year Goals

Goal 1: SJMC Undergraduate Curriculum

Progress 2014-2015:

New SJMC curriculum in place. Over this year, we have been educating upper division students to the changes in the curriculum, helping them understand whether it is best for them to stay with the old or migrate to the new.

Approval of Mass Communications major now before the faculty senate.

Print and broadcast capstone programs have begun a convergence that will conclude in newsroom of new building.

Work on Journalism minor in progress.

Strategy for 2015-2016:

The next step in our curriculum revision will be to address the journalism minor. It should be noted that a new director will be guiding the implementation of all phases of curriculum revision.

Key Performance Parameters:

- Teaching Excellence
- Service to state, community, profession and university
- Sustainability

Goal 2: Focus on developing the graduate program in SJMC, particularly at the doctoral level.

Progress 2014-2015:

On departure of graduate director in 2014, Drs. Tanner and Klipstine appointed as interims to head graduate and masters programs and recommend steps going forward.

Conducting evaluation of MMC program to assess merits of taking the degree online.

Baldwin business journalism fellow in place.

Strategy for 2015-2016:

Launch searches for Director of each school in summer 2015. One key asset for candidates will be the involvement and success in graduate programs.

Key Performance Parameters:

- Teaching Excellence
- Research/scholarship reputation and productivity

Goal 3: Scholarship

Progress 2014-2015:

Four successful searches for academic track SJMC faculty, all with a research orientation.

One SLIS search ongoing with emphasis on technology.

Strategy for 2015-2016:

Hiring tenure track candidates with established research agendas.

Key Performance Parameters:

- Teaching Excellence
- Research/scholarship, reputation and productivity

Goal 4: Create a more broadly multicultural, multiethnic, and multilingual population of students, staff and faculty to reflect both the diversity of the state and the global engagement of the University.

Progress 2014-2015:

Previously hired international faculty in SLIS are developing collaborative programs with Schools of Library and Information Science in Uganda and Ethiopia.

SLIS recruited in most of the HBCUs in the southeast for a second year, increasing diversity in student population by 20%. SLIS students presented at the ALA Librarians of Color conference, the ALA Black Caucus, and Reforma. We secured two spectrum scholarships for students of color.

SJMC hosted third biennial Media and Civil Rights symposium in Spring 2015.

SJMC faculty member Dr. Kenney leads international study and research efforts.

SJMC created diversity committee which conducted several programs stressing inclusion.

Strategy for 2015-2016:

SLIS will continue to develop international opportunities while maintaining our strong community outreach programs in South Carolina. SLIS will develop the BSIS program for inclusion in Palmetto College and create a repository of online lectures that can be shared with the USC system campuses. We continue to support the work of SLIS Diversity Leadership Group as they help recruit from underserved populations for students, staff and faculty.

The SJMC diversity committee will complete its strategic diversity plan this year and the school will begin to execute it. In all aspects of achieving this goal, we will continue working with new university chief diversity officer John Dozier.

Key Performance Parameters:

- Teaching Excellence
- Research/scholarship reputation and productivity
- Sustainability

Goal 5: Investigate a more aggressive plan to encourage a heightened commitment to scholarship among untenured faculty.

Progress 2014-2015:

SLIS continues a formal mentoring program for the untenured faculty with bimonthly meetings with Distinguished Professor Emeritus Dr. Charles Curran. Faculty research productivity has improved by at least one refereed publication per faculty.

SJMC continued its collaborative scholarly priorities. The Health Communications research initiative, while mostly comprised of tenured faculty, has embraced two highly productive assistant professors.

Strategy for 2015-2016:

SLIS and SJMC will continue the mentoring program and initiate research brown bag lunches to share research projects in progress.

Internal grants for collaborative research across both schools.

Key Performance Parameters:

- Research/scholarship, reputation and productivity

Five-Year Goals

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

Progress 2014-2015:

SLIS continues to upgrade information technologies with enhancements to online teaching tools, student computer lab hardware upgrades and improved server and storage capacities. Davis College, home of SLIS, received an historical restoration to the exterior of the 104-year-old building in summer of 2014. As always, space is a challenge. We added 3 new offices and renovated the Computer Lab to create an Information Commons with lounge chairs and power sources for BYODs. We also made a closet in the back of 216 into a recording studio with soundproofing.

The additional space that we are renting for the South Carolina Center for Children's Books and Literacy (SCCCBL) in the old archives building gives us an additional office and a literacy lab that we can use for meetings and other events.

Buildings don't teach anything, but they can enhance the teaching/learning environment. Completion of SJMC building in current FY. Move for SJMC will take place early in new FY. At this writing, progress on schedule and on budget.

Strategy for 2015-2016:

SLIS will continue to use our technology fee to keep our infrastructure current and to meet the needs of a very experimental and fearless faculty. We will continue to upgrade information technologies with enhancements to online teaching tools, student computer lab hardware upgrades and improved server and storage capacities.

Fall of 2015 SJMC will begin classes in its new building—an epic experience for a school that has waited decades for the move. Strategy for coming year is to fully engage and utilize the building to maximum advantage.

Key Performance Parameters impacted by Goal 1:

- Teaching excellence
- Research/scholarship
- Service to others
- Sustainability

Goal 2: Stabilize and grow enrollment.

Progress 2014-2015:

Several of our BSIS students have continued at USC for their MLIS. The SLIS Master's Program student population has greater gender and race diversity. The average age of the incoming student is lower and the size of the full-time residential program is increasing. There has been a decline in applications and admissions, reflecting a national trend for graduate education.

Columbia continues to be the main source of residency, but USC SLIS students now reside throughout South Carolina and the states of Georgia, Maine, Maryland, Virginia and West Virginia.

SJMC maintained enrollment at approximately 1500 undergraduates. This is current capacity for facility and resources.

Strategy for 2015-2016:

SLIS will work to increase the number of on campus BSIS students while converting courses for the BSIS to be offered online. SLIS will continue to work on moving the BSIS to Palmetto College.

SLIS will continue to build the doctoral program to prepare future administrators and leaders in the southeast and specifically SC libraries and cultural institutions.

Develop joint recruiting effort involving both schools and both undergraduate and graduate programs.

While we noted possibility of enrollment caps in last year's Blueprint, new SJMC building will facilitate measured growth. Attention, though, to balance among majors and student:faculty ratio.

Key Performance Parameters impacted by Goal 2:

- Teaching Excellence
- Service to state, community, profession and university
- Sustainability

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

Progress 2014-2015:

SLIS recruited in most of the HBCUs in the southeast for second year, increasing diversity in student population by 20%. SLIS students presented at the ALA Librarians of Color conference, the ALA Black Caucus, and Reforma. We secured two spectrum scholarships for students of color.

SJMC's Media and Civil Rights class has continued to grow and this year, with cross-listing the course with African-American Studies, we have reached the capacity for the class. Particularly gratifying is the number of African-American students in the class who are learning about the civil rights movement in South Carolina. Many of these students have little knowledge of this important part of our history.

Strategy for 2015-2016:

SLIS will continue recruiting from HBCUs and continue to encourage faculty and student research that emphasize service for underserved populations. Expand HBCU recruiting effort to include SJMC.

Develop stronger tie to the History Department for Media and Civil Rights symposium. The symposium is now attracting scholars from around the country and we plan to continue (and expand) this outreach.

A hindrance to achievement of this goal is that SC only recognizes African-Americans, Native Americans and Pacific Islanders as relevant minorities. Opportunity exists to do more in recruiting Hispanic/Latino students.

Key Performance Parameters impacted by Goal 3:

- Research/scholarship reputation and productivity
- Service to state, community, profession and university

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

Progress 2014-2015:

SLIS continues to develop our specialty in Cultural Heritage and Digital Image Management as well as the Health Communications certificate in partnership with the schools of journalism and public health. Our Services to Children and Young Adults is evolving to include literacy programming and community outreach. We have been recognized by our administration for our service learning projects that span our curriculum.

Our collaborative programs in literacy and health communication have been highly productive. Cocky's Reading Express™ and the Arnold School of Public Health have conducted a year-long in-depth program in Calhoun County and we received additional funding to continue another year.

SLIS received university ASPIRE funds in collaboration with Computer Science and HRSM to purchase 3D printers. Our faculty helped design the Minor in Applied Computing, which includes information science and architecture as one of the tracks students may choose from.

SLIS edited the first Annual Review of Cultural Heritage Informatics (2014) that included papers from our colleagues in Computer Science and Digital Humanities.

Strategy for 2015-2016:

Both schools will continue to support partnerships and investigate possibilities for new collaborations. We will develop long-range strategies for providing sustainability for these collaborations and projects.

Provide internal grants for collaborative research involving faculty of both schools.

Spring launch for "Carolina Money" in collaboration with SCETV. Business web/radio site staffed, in part, by business journalism students.

Key Performance Parameters impacted by Goal 4:

- Research/scholarship reputation and productivity
- Service to state, community, profession and university

Goal 5: Fund raising.

Strategy for 2015-2016:

College development staff has met its capital campaign goal for Carolina's Promise. Continue fund raising targeted at SJMC building, SLIS literacy initiative and student/faculty support in both schools.

Appendix A: Resources Needed

College of Mass Communications and Information Studies

Goal: Provide funding for collaborative research between the schools

Type: Money

Existing: None

Additional: We would like to provide 2 research projects funded at \$14,000 each.

Strategy: The projects will solve real world problems through community engagement and have participation of faculty from SLIS and SJMC for each project. Service learning components are encouraged.

School of Journalism and Mass Communications

Goal: Continue to focus on developing the graduate program in SJMC.

Type: Money

Existing: Regular operating funds and some limited extra scholarships.

Additional: More funding for doctoral stipends to be competitive with our peer institutions. We have a record number of doctoral applications this year, but we will lose some of the top applicants because competing schools will offer more funding.

Strategy: In order to compete with our peers, we must offer comparable support packages. We have raised the stipend by \$2,000 beginning Fall 2014. We need to continue to look for more funding.

School of Library and Information Science

Goal 1: Stabilize and grow enrollment

Type: Money: \$50,000

Existing: Space is ready and available

Additional: Remodeling and addition of doors, computers and furniture

Strategy: Increase number of on-campus BSIS students by providing space to collaborate and work and an alternative for current students who sit on the floor of the hallways in groups to study together.

Goal 2: Stabilize and grow enrollment (increase number of FAST TRACK students)

Type: Money to be returned to the unit

Existing: We require a fee for offering our online MLIS by distance of \$100 per in-state credit hour. Without these funds we are at a competitive disadvantage.

Additional: Return the fee to the unit to create increased promotion, recruiting and retention services for students not attending in Columbia.

Strategy: Increase number of FAST TRACK students. Achieve a competitive tuition/fee structure.

History: SLIS began its distance cohort programs in 1992, in varying times serving the states of Maine, Georgia, Virginia and West Virginia. The programs were required to be self-sustaining. Cohort tuition rates were devised to be more than in-state tuition and less than out-of-state tuition and were guaranteed not to increase during the entire length of each cohort. In 2003, the Provost, Board of Trustees and SC Commission on Higher Education approved a new "national" MLIS proposal allowing USC to educate cohorts of students in any state rather than seeking permission for each new cohort. At that time the tuition structure of the cohort programs changed to a new formula, in-state tuition plus \$100 per credit hour. In effect, the \$100 per credit hour is a technology fee enabling distance participation and should more appropriately be categorized as a fee recoverable to SLIS, rather than lumped in with all tuition payment. Realigning the structure would make the tuition more competitive and allow SLIS to recoup the fee component to compensate for operating costs.

Appendix B. Benchmarking

School of Library and Information Science

Top Ten:

- University of Illinois—Champaign Urbana
- University of North Carolina--Chapel Hill
- Syracuse University
- University of Washington
- University of Michigan--Ann Arbor
- Rutgers, the State University of New Jersey--New Brunswick
- Indiana University--Bloomington
- University of Texas--Austin
- Drexel University
- Simmons College

Peers:

- University of Alabama
- University of Maryland--College Park
- Florida State University
- University of Tennessee--Knoxville
- Louisiana State University--Baton Rouge

School of Journalism and Mass Communications

Top Ten: (comparing similar programs with undergraduate to PhD programs in large public research universities)

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

Peers:

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

Appendix C. Top Strengths

School of Library and Information Science

- Literacy outreach programs continue to improve reading activity throughout the state, and funding has increased for CRE and community programs.
- Young Palmetto Reader imprint added to the University of South Carolina Press.
- Quality of the faculty; productivity continues to increase in both publications and funding.
- Doctoral program is growing and beginning to receive national attention with the success of our first graduates.
- BSIS is a degree that is important to the economic development of SC, hence its conversion to Palmetto College.
- MLIS placements continue to be above 80%.
- Our spirit of diversity and inclusion is reflected in our faculty, staff and students.
- Contracted for third Annual Review of Cultural Heritage Informatics (ARCHI)
- SLIS is noted for its willingness to collaborate and serve our communities.

School of Journalism and Mass Communications

- New curriculum in tune with changes in media and marketplace.
- Achievable on-time graduation.
- Broadcast graduates sought for reporting and producing skills.
- Visual communications graduates employed across broad range.
- Enrollment stable, now with room to expand.
- New building a significantly better learning and teaching environment.
- Enhanced and recognized scholarship from a qualitatively stronger faculty.
- Community engagement: CreateAthon, Media and Civil Rights Symposium, SJMC/SCETV collaboration.

Appendix D. Weaknesses

School of Library and Information Science

- Enrollment in the MLIS continues to decline, though that is reflected in national trends. We need to be more competitive in our tuition structure and make additional recruiting efforts.
- Expansion of the BSIS, particularly toward its inclusion in Palmetto College, continues to be slow due to lack of faculty resources but encouraged by renewed commitment from the administration.
- Increased faculty productivity requires additional staff support. A future strategy may require a research director or similar expertise.

School of Journalism and Mass Communications

- Graduate program caught in limbo with departure of grad director. Delayed assessment of grad programs, especially MMC. Problem is being addressed.
- Funding for graduate students is highly competitive. USC at some disadvantage due to lack of tuition remission and only partial provision of health insurance.
- Imbalance of student numbers in journalism major among those with interests in broadcast, print and multimedia. Perception that print is waning needs to be addressed. Restructuring teaching of some of the skills programs required with faculty departures and arrivals.
- Staffing numbers and roles needed assessment. This is currently in progress.

Appendix E. Unit Statistical Profile

1. Number of entering freshmen for Fall 2011, Fall 2012, Fall 2013 and Fall 2014 classes and their average SAT and ACT scores.

	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Test Scores (avg)				
# New Fresh / ACT	239/27	219/27	267/27	219/27
# New Fresh / SAT	239/1190	219/1179	267/1187	219/1184

2. Freshman retention rate for classes entering Fall 2011 and Fall 2012 (Fall 2013 data not available).

Freshman-Sophomore Retention Rates			
	2011 Cohort	2012 Cohort	2013 Cohort
	Returned '12	Returned '13	Returned '14
Same School	85.1%	80.8%	
Other School	6.4%	11.0%	
TOTAL	91.5%	91.8%	

NOTE: Retention rates of 2011 and 2012 cohorts exceeded those of the University by 24.3% and 3.5% respectively.

3. Sophomore retention rate for classes entering Fall 2010 and Fall 2011 (Fall 2012 data not available).

Sophomore-Junior Retention Rates			
	2010 Cohort	2011 Cohort	2012 Cohort
	Returned '12	Returned '13	Returned '14
Same School	83.3%	86.2%	
Other School	9.6%	9.5%	
TOTAL	92.9%	95.6%	

NOTE: Sophomore to junior retention of CMCIS students exceeded that of the University in each cohort listed above.

4. Number of majors enrolled in Fall 2011, Fall 2012, Fall 2013 and Fall 2014 by level (headcount).

	Fall 2011	Fall 2012	Fall 2013	Fall 2014
<u>Student Headcount</u>				
Undergraduate	1,444	1,502	1,559	1,527
Masters	403	340	329	309
Specialist	12	5	6	5
Certificate	8	6	9	7
First Professional	0	0	0	0
Doctoral	40	38	42	45
Total	1,907	1,891	1,945	1,893

5. Number of entering first professional and graduate students: Fall 2011, Fall 2012, Fall 2013 and Fall 2014 (GRE, MCAT, LSAT, etc. data not available).

Admit Term	Degree	Count
Fall 2014	Masters	158
Fall 2014	Certificate	4
Fall 2014	First Professional	0
Fall 2014	Doctoral	23
Fall 2013	Masters	183
Fall 2013	<u>Certificate</u>	4
Fall 2013	<u>First Professional</u>	0
Fall 2013	<u>Doctoral</u>	20
Fall 2012	Masters	171
Fall 2012	Certificate	8
Fall 2012	First Professional	0
Fall 2012	Doctoral	7
Fall 2011	Masters	184
Fall 2011	Certificate	6
Fall 2011	First Professional	0
Fall 2011	Doctoral	24

6. Number of graduates in Fall 2013, Spring 2014, Summer 2014 by level.

	Fall 2013	Spring 2014	Summer 2014
<u>Degrees Awarded</u>			
Undergraduate	69	254	42
Masters	55	63	16
Specialist	0	0	0
Certificate	2	4	0
Doctoral	2	1	5
Total	128	322	63

7. Four-, Five- and Six-Year Graduation rates for the three most recent applicable undergraduate classes.

<i>Started</i>	<i>Ended</i>	2006 Cohort			2007 Cohort			2008 Cohort		
		4-Year Grad	5-Year Grad	6-Year Grad	4-Year Grad	5-Year Grad	6-Year Grad	4-Year Grad	5-Year Grad	6-Year Grad
↓	↓									
MCIS	Same School	39.1%	52.0%	52.3%	47.5%	57.2%	58.8%	49.4%	54.7%	54.7%
	Other School	17.2%	21.9%	22.6%	11.7%	14.4%	15.6%	16.6%	21.9%	21.9%
	Total	56.3%	73.9%	74.9%	59.1%	71.6%	74.3%	66.0%	76.6%	76.6%

NOTE: CMCIS students achieve consistently high graduation rates, exceeding those of the University as a whole in every instance shown above.

8. Total credit hours generated by unit regardless of major for Fall 2012, Spring 2013 and Summer 2013.

	Fall 2013	Spring 2014	Summer 2014
<u>Student Credit Hours*</u>			
Undergraduate	10,100	11,655	1,101
Masters	1,978	1,897	997
First Professional	0	0	0
Doctoral	164	271	68
Total	12,424	13,823	2,166

NOTE: Overall credit generation is up from previous FY.

9. Percent of credit hours by undergraduate major taught by faculty with a highest terminal degree.

<u>Program (from Undergraduate Academic Bulletin)</u>	<u>Terminal Degree - UG</u>		<u>Total Cred Hrs</u>	<u>% Yes Cred Hrs</u>
	<u>NO - Cred Hrs</u>	<u>YES - Cred Hrs</u>		
Advertising, B.A.J.M.C.	987	1146	2133	53.73%
Broadcast Journalism, B.A.J.M.C.	1032	1146	2178	52.62%
Information Science, B.S.	669	210	879	23.89%
Journalism, B.A.J.M.C.	1428	1146	2574	44.52%
Journalism, Mass Communications, B.A.J.M.C.	1236	1146	2382	48.11%
Public Relations, B.A.J.M.C.	1632	1206	2838	42.49%
Visual Communications, B.A.J.M.C.	1047	1146	2193	52.26%

10. Percent of credit hours by undergraduate major taught by full-time faculty for fall 2013 (fall 2014 data incorrect).

<u>Program (from Undergraduate Academic Bulletin)</u>	<u>FT Instructor credit hours</u>		<u>PT Instructor credit hours</u>	
	<u>UG FT - CrHrs</u>	<u>UG PT - CrHrs</u>	<u>Total Cred Hrs</u>	<u>FT % Ugrad Cred Hrs</u>
Advertising, B.A.J.M.C.	4668	1251	5919	78.86%
Broadcast Journalism, B.A.J.M.C.	3552	1212	4764	74.56%
Information Science, B.S.	561	225	786	71.37%
Journalism, B.A.J.M.C.	3363	1212	4575	73.51%
Journalism, Mass Communications, B.A.J.M.C.	4503	1395	5898	76.35%
Public Relations, B.A.J.M.C.	5178	1383	6561	78.92%
Visual Communications, B.A.J.M.C.	3501	1212	4713	74.28%

NOTE: With the support of the Provost's hiring initiatives over the last few years, we have been able to hire more full-time faculty. The percentage of undergraduate credit hours taught by full-time faculty rose in every major in Fall 2013.

11. Number of faculty by title as of Fall 2011, Fall 2012 and Fall 2013.

		<u>Fall 2012</u>	<u>Fall 2013</u>	<u>Fall 2014</u>
Tenure Track Faculty	Rank			
	Professor	8	8	9
	Associate Professor	21	21	17
	Assistant Professor	10	12	13
Instructors		13	11	13
Visiting Faculty	Professor	3	3	2
Adjunct Faculty		23	44	50

12. Current number and change in the number of tenure-track and tenured faculty from underrepresented minority groups from FY 2011.

<u>_</u>	<u>ETHNICITY</u>	<u>Fall 2013</u>	<u>Fall 2014</u>	<u>Change</u>
<i>PROFESSOR</i>	Black or African American	1	1	0
	Two or More Races	1	1	0
	Asian	0	1	1
	N/R Alien	1	1	0
<i>ASSOC PROF</i>	Asian	2	1	-1
	Black or African American	2	2	0
	N/R Alien	1	1	0
<i>ASST PROF</i>	Black or African American	1	1	0
	N/R Alien	2	2	0
<i>INSTRUCTOR</i>	Hispanic	1	1	0
	N/R Alien	1	1	0
<i>VISITING PROFESSOR</i>	N/R Alien	1	1	0
<i>ADJUNCT</i>	Black or African American	2	2	0
	Asian	1	1	0
	Hispanic	1	1	0
	N/R Alien	3	3	0
	Hawaiian or Pacific Islander	0	1	1
	Two or More Races	1	0	-1
TOTAL		22	22	0

NOTE: Despite fluctuations in the various categories, there is no change in the total number of CMCIS faculty from underrepresented minority groups

Appendix F. Statistical Research Data

1. The total number and amount of external sponsored research proposal submissions by agency for FY2014.

FY2014 PROPOSAL SUBMISSIONS		
Mass Communications & Information Studies		
	Number	Dollars Requested
FED	5	777,917
PHI	2	101,174
OTHER		
Total Funding Requested	7	879,091

2. Summary of external sponsored research awards by agency and by source for FY2014.

Awards by Source/Agency	
Mass Communications & Information Studies	
	FY2014 Funding
FED	156,500
PHI (Non-Profit)	101,174
Total Funding	257,674

School	Title	PI	Total Funding	Federal	Other	PHI (non-profit)
Journalism & Mass Communications	INSTRUCTOR	Covington, Randy	150,000	150,000		
Journalism & Mass Communications	PROFESSOR	Tanner, Andrea	97,674			97,674
Journalism & Mass Communications	PROFESSOR	Bowen, Shannon	3,500			3,500
Library & Information Science	PROFESSOR	Hastings, Sam	5,000	5,000		
Library & Information Science	PROFESSOR	Martin, Michelle	1,500	1,500		

3. Amount of sponsored research expenditures per faculty member in FY2014

School	PI	Total Expenditures	Tenure Status	Rank
Journalism & Mass Communications	Bowen, Shannon	307	Tenured	Associate Professor
Journalism & Mass Communications	Covington, Randy	32,988		Instructor
Journalism & Mass Communications	Kenney, Keith	175,745	Tenured	Associate Professor
Journalism & Mass Communications	Kim, Seihill	28,859	Tenured	Professor
Journalism & Mass Communications	Tanner, Andrea	62,662	Tenured	Associate Professor
Library & Information Science	Hastings, Sam	206,144	Tenured	Professor
Library & Information Science	Lewis, Elise	4,608	Tenure Track	Assistant Professor
Library & Information Science	Martin, Michelle	2,500	Tenured	Professor
College of Mass Communications and Information Studies	McGill, Denise	567	Tenure Track	Assistant Professor

4. Number of patents, disclosures, and licensing agreements in fiscal years 2012, 2013 and 2014. None

CMCIS FY2016 BUDGET

+ OR – 5% SCENARIO

Because the needs and configurations of our two schools differ, we have two approaches to this hypothetical question. A gain or loss of 5% would be worth approximately \$500,000 to our college, based nominally on a \$10million budget. As a matter of fairness, an increase or decrease would be shared by the two schools. As a matter of course, we would look for any efficiencies that might be put in place throughout the college that would minimize program impact in the event of a decrease in available funds.

+5%

- SLIS 1: With federal funds decreasing, we would augment our doctoral program. SLIS has had two rounds of significant IMLS funding that we do not see recurring.
- SLIS 2: The SC Center for Children's Books and Literacy and Cocky's Reading Express™ are proven successes with national reputations. Both are sustained with grants and gifts. An infusion of programmatic funds would enable us to deepen the research that emerges from our literacy programs and pursue more layers of literacy that encompass both children and families.
- SJMC 1: In a highly competitive environment for doctoral students, we would increase doctoral funding, thus attracting more and higher quality scholarship. We would also further invest in retooling our master's programs.
- SJMC 2: One of our most successful undergraduate capstone programs has a high record for placing broadcast graduates. We have a particularly strong reputation for producers who are much in demand. We would add resources and extend our relationships with professional programs that have expressed interest in creating a Producer Academy. Since the broadcast industry traditionally does not pay interns, we would facilitate participation by supporting internships based on need.

-5%

- SLIS 1: Eliminate the doctoral program.
- SLIS 2: Eliminate the undergraduate BSIS program.
- SJMC 1: Curtail any expansion of the capstone programs in broadcast and other fields, though with the school's move to new facilities, we are at a juncture when we should be enhancing them.
- SJMC 2: Reduce faculty through attrition, sacrificing positions as they become vacant.

Whittling is unlikely to accomplish a cut of the size that would be required. We would have to cut, even chop.

BIBLIOGRAPHY

Journal Articles:

Bowen, S. A. & Zheng, Y. (2014). Auto recall crisis, framing, and ethical response: Toyota's missteps. *Public Relations Review*, (in press, Nov.). Available online: <http://www.sciencedirect.com/science/article/pii/S036381111400160X>

Carpenter, S., Grant A.E., Hoag A. (2014) Journalism Degree Motivations: The Development of a Scale. *Journalism and Mass Communications Educator.*

Carpenter, S., Hoag A., Grant A.E., Bove, B.J. (2014) An Examination of How Academic Advancement of U.S. Journalism Students Relates to Their Degree Motivations, Values, and Technology Use. *Journalism and Mass Communication Educator.*

Jang, S. M. (2014). Seeking congruency or incongruency online? Examining selective exposure to four controversial science issues. *Science Communication*, 36(2), 143-167.

Jang, S. M., & Lee, H. (2014). When pop music meets a political issue: Examining how "Born This Way" influences attitudes toward gays and gay rights policies. *Journal of Broadcasting and Electronic Media*, 58(1), 114-130.

Jang, S. M. (2014). Challenges to selective exposure: Selective seeking and avoidance in a multitasking media environment. *Mass Communication & Society*, 17(5), 665-688.

Jang, S. M., Lee, H., & Park, Y. J. (2014). The more friends, the less political talk? Predictors of Facebook discussion among college students. *Cyberpsychology, Behavior, and Social Networking*.17(5), 271-275.

Neuman, W.R., Guggenheim, L., **Jang, S. M., & Bae, S.** (2014). Theorizing the dynamics of public attention: Agenda setting theory meets big data. *Journal of Communication*, 64(2), 193-214.

Pasek, J., **Jang, S. M., Cobb, C., DiSogra, C., & Dennis, J. M.** (2014). Can micro-targeting improve survey sampling? An assessment of accuracy and bias in consumer file marketing data. *Public Opinion Quarterly*, 78(4), 889-916.

Park, Y. J., & **Jang, S. M.** (2014). Understanding privacy knowledge and skill in mobile communication. *Computers in Human Behaviors*, 38, 296-303.

Tanner, A., Kim, S.-H., Friedman, D. B., Foster, C., & Bergeron, C. (2014). Barriers to medical research participation as perceived by clinical trial investigators: Reaching out to rural and African American communities in South Carolina. DOI:10.1080/10810730.2014.908985. *Journal of Health Communication.* (SSCI Journal)

Foster, C., **Tanner, A., Kim, S.-H.,** & Kim, S.-Y. (2014). National conversations about systemic illness in US Health Care: Influences on media coverage of rising health care costs between 1993 and 2010. *Science Communication*. DOI: 10.1177/1075547014536882. (SSCI Journal)

Kim, S.-H., Tanner, A., Foster, C., & Kim, S. Y. (2014). Talking about healthcare: News framing of who is responsible for rising healthcare costs in the United States. *Journal of Health Communication*. DOI:10.1080/10810730.2014.914604. (SSCI Journal)

Kim, S.-H., Kim, H., & Oh, S.-H. (2014). Talking about genetically modified (GM) foods in South Korea: The role of the Internet in the spiral of silence process. *Mass Communication & Society*. DOI: 10.1080/15205436.2013.847460. (SSCI Journal)

Friedman, D.B., **Kim, S.H., Tanner, A.,** Bergeron, C.D., Foster, C., & General, K. (2014). How are we communicating about clinical trials? An assessment of the content and readability of recruitment resources. *Contemporary Clinical Trials*, 38(2), 275-283 (DOI: 10.1016/j.cct.2014.05.004).

Friedman, D.B., Foster, C., Bergeron, C.D., **Tanner, A., & Kim, S-H.** (2014). A qualitative study of recruitment barriers, motivators, and community-based strategies for increasing clinical trials participation among rural and urban populations. *American Journal of Health Promotion*. DOI: 10.4278/ajhp.130514-QUAL-247. (SSCI Journal)

Thrasher, J. F., **Kim, S.-H.,** Rose I, Navarro A., Craft, M-K., & Biggers, S. (2014). Media coverage around failed and successful tobacco tax initiatives: The South Carolina experience. *American Journal of Health Promotion*. DOI: 10.4278/ajhp.130104-QUAN-11. (SSCI Journal)

Harmon, B. E., Kim, S.-H., Blake, C. E., & Hébert, J. R. (2014). Healthcare Information in African-American Churches. *Journal of Health Care for the Poor and Underserved*, 25, 242-256. (SSCI Journal)

McKeever, B.W. (2014). Health communication: Education and employment outlook for a growing field. *Journal of Health Communication*, 19, 1408-1423.

Carroll, C.E., Huang-Horowitz, N., **McKeever, B.W.,** & Williams, N. (2014). Key messages and message integrity as concepts and metrics in communication evaluation. *Journal of Communication Management*, 18(4), 386-401.

Patel, S. J., **McKeever, B.W.** (2014). Health nonprofits online: The use of frames and stewardship strategies to increase stakeholder involvement. *International Journal of Nonprofit and Voluntary Sector Marketing*, 19, 224-238.

McKeever, R. (2014). Vicarious experience: experimentally testing the effects of empathy for media characters with severe depression and the intervening role of perceived similarity. *Health Communication*, 1-13.

McKeever, R. (2014). Thinking outside the Medicine Cabinet: A Quantitative Content Analysis of Internet DTC Advertisements for Prescription Drugs. *Health Marketing Quarterly*, 31(4), 1-18.

Phillips, L., Riffe, D., & **McKeever, R.** (2014) Seeking Environmental Risk Online: Examining North Carolina's Urban-Rural Divide. *Web Journal of Mass Communication Research*, 49, 1-12.

Mortensen, T. M. (2014). Blurry and Centered or Clear and Balanced? Citizen photojournalists and professional photojournalists' understanding of each other's visual values. *Journalism Practice*, 8(6), 704-725.

Mortensen, T. (2014). Comparing the Ethics of Citizen Photojournalists and Professional Photojournalists: A Coorientational Study. *Journal of Mass Media Ethics*, 29(1), 19-37.

Vanderknyff, J., Friedman, D.B. & **Tanner, A.** (2014, online first). "Framing Life and Death on YouTube: The Strategic Communication of Organ Donation Messages by Organ Procurement Organizations," *Journal of Health Communication*.

Friedman, D.B., Foster, C., Bergeron, C.D., **Tanner, A.**, and **Kim, S.-H.** (2014). "We need to get out and educate!" A Qualitative Study of Recruitment Barriers, Motivators, and Community-Based Strategies for Increasing Clinical Trials Participation among Rural and Urban Populations," *American Journal of Health Promotion*. Doi: 10.4278/ajhp.130514-QUAL-247.

Friedman, D.B., **Tanner, A.** & Rose, I. (2014). "Health Journalists' Perceptions of Their Community and Implications for the Delivery of Health Information in the News," *Journal of Community Health*. 39(2), 378-385.

Chen, K. Lo, V., **Wei, R.** Xu, H., & Zhang, G. (2014). A comparative study of the relationship between mobile phone use and social capital among college students in Shanghai and Taipei. *International Journal of Journalism & Mass Communication*, 1(1), 2-9.

Chang, C., **Wei, R.**, & Lo, V. (2014). Perceived media influences and third-person perceptions. *Media Psychology*, 17(4), 420-450.

Wen, N., Hao, X., **Wei, R.** (2014). A framing analysis of China image in polling news in the global media. *Communication & Society*, 30(4), 71-95.

Liu, S., Liu, X., **Wei, R.** (2014). Maintaining social connectedness in a fast-changing world: Examining the effects of mobile phone uses on loneliness among teens in Tibet. *Mobile Media & Communication*, 2(3), 318-334.

Haught, M., **Wei, R.**, Zhang., J., & Yang, X. (2014). Understanding the psychology of mobile phone use and mobile shopping of the 1990s Cohort in China: A lifestyle approach. *International Journal of Online Marketing*, 4(3), 74-90.

Wei, R., Lo, V., Xu, G., Chen, K., & Zhang, G. (2014). Predicting mobile news use among college students: The role of press freedom in four Asian cities. *New Media & Society*, 16(4), 638-655.

Campbell, K. & Wiggins, E. (2014) Walking a Tightrope: Obama's Duality as Framed by Selected African American Columnists. *Journalism Practice*

Books:

Drewniany, B. & Jewler, J. (2014). *Creative Strategy in Advertising*. Boston, MA: Wadsworth/ Cengage Publishing

Pardun, C.J. (Ed.) (2014). Advertising & Society: An Introduction, (2nd ed.). West Sussex, UK: John Wiley and Sons, Inc.

Grant, A. & Meadows, J. (2014) Communication technology update and fundamentals (14th edition) Boston: Focal Press (June 2014, 314 pages).

National Conference and Refereed Paper Presentations:

Hung-Baesecke, C. J. & **Bowen, S. A.** (2014, June). *Ethical engagement at a time of crisis in the social era*. Paper presented at the Corporate Communication International Conference, Hong Kong.

Bowen, S. A. & Stacks, D. W. (2014, July). *Setting standards for public relations social media*. Plenary panel and paper presented at the BledCom 21st International Public Relations Symposium, Bled, Slovenia.

Bowen, S. A. & Stacks, D. W. (2014, October). Toward the establishment of ethical standardization in public relations research, measurement and evaluation. Paper presented at the Public Relations Society of America National Conference, Washington, DC. *Top Six Paper of the Year Award Winner from *Public Relations Journal*.

Carpenter, S., Hoag A., Grant A.E., (2014) Convergence or divergence? An examination of print and broadcast individuals' personality traits. Paper presented to the News Division of the Broadcast Education Association, April 2014, Las Vegas.

Neuman, W.R., Guggenheim, L., **Jang, S. M.**, & Bae, S. (2014). Agenda-setting in social media & traditional media: A time series analysis of big data. Paper was presented at International Communication Association, Seattle, WA.

Jang, S. M. & Pasek, J. (2014). Do social media amplify public attention? rethinking agenda setting with social big data. Paper was presented at the Mass Communication

and Society Division, Association for Education in Journalism and Mass Communication, Montreal, Canada.

Jang, S. M., Lee, H., & Park, Y. J. (2014). Are Facebook friends the enemy of political discussion? An examination of friend size and political engagement in Facebook. Paper was presented at the National Communication Association, Chicago, IL.

Clarke, C., Holton, A., **McKeever, B.W.**, & Dixon, G. (2014, August). Linking evidentiary balance, uncertainty, and health attitudes in the context of vaccine risk. Paper presented to the ComSHER division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.

Pressgrove, G. N., & McKeever, B. (2014, August). Nonprofit relationship management: Extending OPR to loyalty and behaviors. Paper presented to the Public Relations Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.

Zheng, Y. **McKeever, B.W.** (2014, May). Segmenting publics to improve health: Exploring health consciousness, media sources, and demographics related to the situational theory of publics. Paper presented to the Public Relations division at the annual meeting of the International Communication Association (ICA), Seattle, WA.

Hock, R. **McKeever, B.W.**, & McKeever, R. (2014, May). Examining awareness on ASD among young parents. Poster accepted for presentation at the 2014 International Meeting for Autism Research, Atlanta, GA.

Ortiz, R., Shafer, A., **McKeever, B.W.** (2014, April). "I know you want it": How sexual media consumption may reinforce rape myth acceptance and prevalence among college students. Poster accepted for presentation at the 2014 Kentucky Conference on Health Communication, Lexington, KY.

Hock, R., McKeever B., **McKeever, R.**, & Yu, Z. (2014, May). *Awareness on ASD Among Young Parents*. Paper accepted for presentation at the International Meeting for Autism Research (IMFAR), Atlanta, GA

Kim, H., **McKeever, R.**, Chang, J-H., & Ha, J-Y. (2014, August) *Actual or perceived?: Comparing two dimensions of scientific knowledge in the United States and South Korea*. Paper presented to the Communication Theory & Methodology (CT&M) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montréal, Canada.

Kim, H., **McKeever, R.**, Chang, J-H., & Ha, J-Y. (2014, August) *Factors influencing risk perceptions of science issues: Comparing college students in the U.S. and South Korea*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montréal, Canada.

Campbell, K. & Wiggins, E. (2014) Framing Themselves out of Relevance?: An Analysis of Newspapers Withdrawing from Presidential Endorsements. Scholar-to-Scholar Poster Session, Political Communication Division, Association for Education in Journalism and Mass Communications, Montreal, Canada, August 8, 2014.

Pressgrove, G., & **Pardun, C.J.** (2014, August). The relationship between personal technology use and the donor/volunteer: A parasocial approach. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Montreal, Quebec.

Richardson, K.B, & **Pardun, C.J.** (2014, August). The new scroll: Digital devices in Bible study and worship. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Montreal, Quebec.

Ranta, J. A. (2014) Student-run Agencies— In Search of Best Practices, (poster presentation). PRSA International Conference, Washington, DC.

Ranta, J. A. (2014) Anatomy of a Campaign. Presented to the Annual Meeting of the Math Research Action Cluster of the Association of Public and Land Grand Schools, Milwaukee, WI.

Ranta, J. A. (2014) Defining Contemporary Archetypes in Public Relations/Strategic Communications-The Team Player, the 360 Communicator and the Innovator. BEA Regional Conference, Boone, NC.

Invited Publications (including book chapters):

Bowen, S. A. (2014). The danger of organizational culture neglecting ethics: Forest laboratories and Celexa. In A. H. Center, P. Jackson, S. Smith, & F. R. Stansberry, (Eds.), *Public relations practices: Managerial case studies and problems* (8th ed)(pp. 243-247). Upper Saddle River, NJ: Pearson Prentice Hall.

Bowen, S. A. & Stacks, D. W. (2014). Understanding the ethical and research implications social media. In M. W. DiStaso & D. S. Bortree, (Eds.), *Ethical practice of social media in public relations* (pp. 217-234). New York: Routledge.

Stacks, D. W., Wright, D. K. & **Bowen, S. A.** (2014). IBM's smarter planet initiative: Building a more intelligent world. In J. V. Turk, J. Paluszek, & J. Valin, (Eds.), *Public relations case studies from around the world* (pp. 3-20). New York: Peter Lang Publishing.

Grant, A. (2014) Convergence crossroads: Hindsight and foresight. *The Convergence Newsletter*, 11:4.

Kolodzy, J., **Grant, A.E.**, Wilkinson, J., DeMars, T., (2014) *Journalism and Mass Communications Educator*, 69: 197. The convergence years.

Mallia, K. L. (2014). Women now 11% of ad agency creative directors. Hooray? *Media Report to Women*, 42(4) Fall 2014, 24-22.

Mallia, K. L. (2014). The Second Creative Revolution: Magical Thinking Meets Bits and Bytes. In *Advertising & IMC: Principles and Practice 10/e* by Sandra Moriarty, Nancy Mitchell and William Wells. Upper Saddle River, NJ: Pearson.

Mallia, K.L. (2014). Greetings from the factory floor. *AdNews* (Fall 2014).

Mallia, K.L. (2014). Way off Broadway. But still a heck of a show. *AdNews* (Summer 2014)

Ranta, J. A. (2014) Sports Center: Challenges and Advice for New Communicators from ESPN. *PR Tactics Magazine*, 21/10 (October ed.), PRSA, New York, NY

Ranta, J. A. (2014) The "Accidental Academic": Lifelong Learning with South Carolina's Jeffrey A. Ranta. *PR Tactics Magazine* 21/10 (October, ed.), PRSA, New York, NY

Wei, R., & Borton, B. (2014). "A review of theories of relationships between playing violent video games and the acceptance of violence or antisocial behavior in society" (552-572). In Robert Footner & Mark Fackler (Eds.) *International Handbook of Media and Mass Communication Theory*. London, Blackwell.

Wei, R. (2014). "New media and international advertising"(pp. 161-183). In Hong Cheng (Ed.) *International handbook of International advertising research*. London, Blackwell.

Wiggins, E. & Campbell, K. (2015). (Un)Comfortable Contact? Two Decades of Race in Super Bowl Commercials Through the Lens of Social Distance Theory. *Black Culture and Experience: Contemporary Issues*.

Wiggins, E. (2015) Present in the Forest. State of the Heart: Carolina Writers on the Places They Love, Volume II, University of South Carolina Press.

SCHOOL OF LIBRARY AND INFORMATION SCIENCE

Books

Gough, Sarah, and **Feehan, Pat**, and Lyons, Denise. (2014) *Serving Grandfamilies in Libraries: A Handbook and Programming Guide*. New York: The Scarecrow Press.

Hastings, S. K. (Ed.) (2014) *Annual Review of Cultural Heritage Informatics*. New York: Rowman Littlefield.

Moorefield-Lang, H.M., Meier, C., & Miller, R.K. (Eds.). (2014). *Tablet computers in school libraries and classrooms*. Chicago, IL: ALA Editions.

Miller, R. K., **Moorefield-Lang, H.M.**, & Meier, C. (Eds.). (2014). *Tablet computers in the academic library*. Chicago, IL: ALA Editions.

Huber, J. T., & **Tu-Keefner, F.** (Eds.). (2014). *Health librarianship: An introduction*. Santa Barbara, CA: Libraries Unlimited, An Imprint of ABC-CLIO, LLC.

Book Chapters

Kawooya, D. (forthcoming). Intellectual Property and Information Ethics in Africa IN Ocholla, D., Britz, J., Capurro, R. and Bester, C. Eds (forthcoming). *A Handbook for Information Ethics in Africa: Cross Cutting Themes*.

Martin, M. (2014). Black, Beautiful and Bruised Like Me: Contrasts and the Black Aesthetic in Picture Books of Langston Hughes." *Representing Children in Chinese and U.S. Children's Literature*. Eds. Claudia Nelson and Rebecca Morris. Burlington, VT: Ashgate Publishing.

Martin, M. "Jacqueline Woodson's *Visiting Day*: A Dialogue in Transformative Teaching for Social Justice." Co-authored with Rachelle D. Washington. Submitted to *Children's Literature in Education*.

Tu-Keefner, F. (2014). Bibliographic sources for periodicals. In J. T. Huber & S. Swogger (Eds.), *Introduction to reference sources in the health sciences* (6th ed., pp 61-91). Chicago, IL: Medical Library Association.

Refereed Publications

Albright, K. & Gavigan, K. (2014, March). Information Vaccine: Using a Graphic Novel as an HIV / AIDS Prevention Tool for Young Adults. *Journal of Education in Library and Information Science*.

Freeburg, D. (2014). A community of practice assessment framework: A typology for effective groups. *Organizational Cultures: An International Journal*, 13(1), 35-45.

Albright, K. & **Gavigan, K.** (2014, March). Information Vaccine: Using a Graphic Novel as an HIV / AIDS Prevention Tool for Young Adults. *Journal of Education in Library and Information Science*.

Gavigan, K. (2014, January). Shedding New Light on Graphic Novel Collections: A Circulation and Collection Analysis Study in Six Middle School Libraries. *School Libraries Worldwide*.

Kawooya, D., Rodriguez, A. and Lipinski, T. (in progress). The Copyright Librarian: A Study of Hiring Trends for the Period 2006-2013. Under review by the *Journal of Education in Library and Information Science*.

Kawooya, D. et al (forthcoming). Building a Collaborative LIS Education and Training agenda in East Africa: The way forward. Proceedings of the 2014 Standing Conference of Eastern, Central and Southern African Library and Information Associations (SCECSAL) held 28th July - 1st August, Lilongwe, Malawi.

Marcellin, S. Sherry and **Kawooya, D.** (2014): Civil society and global copyright reform advocacy: incoherent frames as missed opportunities?, *Prometheus: Critical Studies in Innovation*, DOI: 10.1080/08109028.2014.949424

Schafer, G, Green, K. E., Walker, I. D. and **Lewis, E.** A Networked Suite of Mixed-Technology Robotic Artifacts for Advancing Literacy in Children. Proceedings of IDC 2012: the 11th International Conference on Interaction Design and Children, June 12-15, Bremen, Germany, pp. 168-171.

Liu, J., Kim, C. S., Creel, C. (accepted). Exploring search task difficulty reasons in different task types and user knowledge groups. To appear in *Information Processing & Management*.

Liu, J. & Belkin, N. J. (accepted). Personalizing information retrieval for multi-session tasks: Examining the roles of task stage, topic knowledge, and task type on the interpretation of dwell time as an indicator of document usefulness. To appear in *Journal of the American Society for Information science and Technology*.

Liu, J., Belkin, N. J., & Zhang, X. (2014). Knowledge change in multi-session search tasks. *Information Processing & Management*.

Zhang, X., **Liu, J.**, Cole, M., & Belkin, N. J. (2014). Modeling domain knowledge from searchers' behaviors using multiple regression analysis. *Journal of the American Society for Information science and Technology*.

Martin, M. (Forthcoming). Kitchens, Napies and Other Nappy Spaces: The Politics of Hair in African American Children's Picture Books. *Black Renaissance Noire*.

Martin, M. (2014). Best Batch I Ever Fried: Food and Family Values in Jacqueline Woodson's Picture Books." *Bookbird*.

Martin, M. (2014). Arna Bontemps. Volume Advisor. *Twentieth-Century Literary Criticism* 292. Ed. Lawrence J. Trudeau. Gale: Detroit, 2014. Vol. 292. 1-82. (invited)

Moorefield-Lang, H.M. (2014). 3D printing in your libraries and schools. *Knowledge Quest*, 43(1), 70-72.

Moorefield-Lang, H.M. (2014). Augmenting learning with Marqued. *Knowledge Quest*, 42(3), 72-73.

Moorefield-Lang, H.M. (2013). Go graphic: Create your own comics. *Knowledge Quest*, 41(3). 72-74.

Refereed Conference Papers

Albright, K.S. (2014). A Dangerous Method: Psychodynamic Approaches to Exploring Emotion in Information Behavior. *IFLA World Library and Information Congress 2014, Lyon, France, 16-22 August 2014.*

Albright, K. & Gavigan, K. (2014). The Creation of the Young Adult Graphic Novella, AIDS in the End Zone. *Virginia Association of School Librarians, Roanoke, Virginia, November 7, 2014.*

Albright, K. & Gavigan, K. (2014). Diversity, HIV/AIDS, and Psychoanalytic Theory: The Creation of the Young Adult Graphic Novel, AIDS in the End Zone. *The Children's Literature Association Conference, Columbia, South Carolina, June 2014.*

Gavigan, K. & **Albright, K.** (2014). Writing Behind the Fence: Incarcerated Youth and a Graphic Novel on HIV/AIDS. *Literacy Research Association (LRA) Conference, Marco Island, Florida, December, 2014.*

Albright, K. & **Gavigan, K.** (2014). The Creation of the Young Adult Graphic Novella, AIDS in the End Zone. *Virginia Association of School Librarians, Roanoke, Virginia, November 7, 2014.*

Albright, K. & **Gavigan, K.** (2014). Diversity, HIV/AIDS, and Psychoanalytic Theory: The Creation of the Young Adult Graphic Novel, AIDS in the End Zone. *The Children's Literature Association Conference, Columbia, South Carolina, June 2014.*

Gavigan, K. & Albright, K. (2014). Writing Behind the Fence: Incarcerated Youth and a Graphic Novel on HIV/AIDS. *Literacy Research Association (LRA) Conference, Marco Island, Florida, December, 2014.*

Cutting Themes (pp.43-57). Pretoria, South Africa, African Centre of Excellence for Information Ethics, University of Pretoria. Available from:
http://www.africaninfoethics.org/pdf/ie_africa/manuscript.pdf

Liu, C., **Liu, J.**, & Belkin, N. J. (2014). Predicting search task difficulty in real-time. *Proceedings of CIKM 2014*. Acceptance rate: 21%.

Liu, J. & Belkin, N. J. (2014). Multi-aspect information use task performance: The roles

of topic knowledge, task structure, and task stage. *Proceedings of ASIS&T 2014*.
Acceptance rate: 37%.

Zhang, X., **Liu, J.**, Cole, M., & Liu, C. (2014). Factors affecting users' perceived learning during online searching. *Proceedings of e-learning 2014*.

Tu-Keefner, F. (2014). Experiential learning, service learning, and web technology-enhanced library and information science education. In *Proceedings of the International Conference on Business and Social Sciences* (pp 130-140). Tokyo, Japan: The International Conference on Business and Social Sciences.

Refereed Conference Posters/Short Papers/Doctoral Consortia Abstracts

Albright, K.S. & Gavigan, K. (2014). AIDS in the End Zone: The Use of a Graphic Novel as an HIV/ AIDS Prevention Tool for Young Adults, Round Table for African American Concerns (RAAC) & USC/SLIS Diversity Leadership Group. *South Carolina Library Association Annual Conference, Columbia, South Carolina, October 23, 2014*. (Invited).

Albright, K.S. & **Gavigan, K.** (2014). AIDS in the End Zone: The Use of a Graphic Novel as an HIV/ AIDS Prevention Tool for Young Adults, Round Table for African American Concerns (RAAC) & USC/SLIS Diversity Leadership Group. *South Carolina Library Association Annual Conference, Columbia, South Carolina, October 23, 2014*. (Invited).

Martin, M. (2014). The Science of Reading: Essential to LIS Initiatives and Curricula? Definitely. Co-PI with Dr. Clayton Copeland. Works-in-Progress Poster Session, Association of Library and Information Science Education, Philadelphia, PA, Tuesday, January 21, 2014.

Rathbun-Grubb, S. (2014, January). *Learning outcomes assessment: birds of a feather session*. Roundtable discussion leader, at the annual conference of the Association for Library and Information Science Education, Philadelphia, PA, January 21-24.

Refereed Workshop Papers

Keynotes

Martin, M. (2014). Augusta Baker and the Art of Storytelling: Gateway to Children's Literacy and Literature." University of Illinois at Urbana-Champaign. February 28, 2014.
<http://www.lis.illinois.edu/events/2014/02/28/2014-gryphon-lecture-augusta-baker-and-art-storytelling-gateway-childrens-literacy>.

Martin, M. (2014). Black Childhood Abroad: Langston Hughes and *Arna Bontemps's Popo and*

Fifina. Lois Lenski Lecture (Annual). Illinois State University (Michelle's doctoral alma mater). March 3, 2014.

Book Reviews and Electronic Publications

Martin, M. (2014). Kirkus Reviews (published anonymously):
Rev. of *Irene's Wish* by Jerdine Nolen, July 2014
Rev. of *Friends for Freedom* by Suzanne Slade, July 2014
Rev. of *Harlem Hellfighters* by J. Patrick Lewis, June 2014
Rev. of *The Hula Hoopin' Queen* by Thelma Lynne Godin, March 2014
Rev. of *All Different Now* by Angela Johnson, February 2014
Rev. of *Soccer Fence* by Phil Bildner, January 2014

Non-Refereed Publications

Gavigan, K. & Tomasevich, M. (January/February 2014). Connecting Comics to Curriculum Column - The Eisner Awards. *Library Media Connection*.

Gavigan, K. & Tomasevich, M. (March / April 2014). Connecting Comics to Curriculum Column – Create a Comic Websites. *Library Media Connection*.

Gavigan, K. & Tomasevich, M. (May / June 2014). Connecting Comics to Curriculum Column - Manga. *Library Media Connection*.

Kawooya, D. (forthcoming). The Role of Intellectual Property in the Diffusion and Transfer of Innovation Between Formal and Informal Sectors in Uganda. Working paper of the Open African Innovation Research and Training Project.

Moorefield-Lang, H.M. (2014). An exploration and explanation of device agnostic tools. *Library Media Connection*, 33(1), 8-9.

Moorefield-Lang, H.M. (2014). 3D printers in the real world. *Information Today Europe*. Retrieved from <http://www.infotoday.eu/Articles/Editorial/Featured-Articles/3D-printers-in-the-real-world-98093.aspx>

Moorefield-Lang, H.M. (2014). Presentations on the go. *Library Media Connection*, 32(5), 42-43.

Seminars and Workshops

Feehan, P. November 7, 2014 – “Reaching Reluctant Readers Through Storytelling and Puppetry as Creative Literacy Tools” – Savannah Children’s Literature Festival Symposium

