

Executive Summary

Blueprint for Academic Excellence College of Information and Communications AY2018-2019

Introduction

The College of Information and Communications is growing. Growing in terms of students, funding, and reputation. With a new management team in place, this report tells the story of a college making a difference. Research funding is up, as well as community engagement matching the research and community engagement rankings of the university. A new vision of Data, Media, and Society is emerging that weds expertise in data science and the communications industry to a dedication to having a positive societal impact. Curriculum revisions are either complete or well on their way that allow for both growth of students and innovation in course content. Strategic hires and a dedication to strategic action are resulting in increased reputation nationally and internationally. The schools of the college are forging new paths of collaboration and developing programs and priorities together like never before. A merger that happened over a decade ago is now being enacted structurally building a strong identity for schools in their respective disciplines and an emerging college identity for the future.

Highlights

Programs have been successfully reaccredited. A new dean has been hired. A focus on external funding is working. The college continues to positively impact allied professionals and the community. New curriculum and new programs are leading to greater student enrollments and interest. The national and international reputation of the schools is growing.

Tom ReichertDean



UNIVERSITY OF
SOUTH CAROLINA
College of Information
and Communications



Blueprint for Academic Excellence

College of Information and Communications

AY2018-2019

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Foundation for Academic Excellence

Mission Statement

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

Teaching

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

Research

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

Service

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

Updated: 01/01/2015

Vision Statement

Updated: 12/31/2069

Values

Updated: 12/31/2069

Goals - Looking Back

Goals for the College of Information and Communications for the previous Academic Year.

Goal 1 - Administrative Restructuring

| | |
|---|---|
| Goal Statement | Complete administrative restructuring of college for efficiency and effectiveness. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Ensure effective student services to support university aims of on time degree completion and graduation with leadership distinction. Strengthen first-year advisement for better retention. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | Complete restructuring of undergraduate and graduate student services. |
| Achievements | Hiring new Assistant Dean for Student Services, co-locating all undergraduate advising. Re-classifying advisors and a manager of advising. Convening cross-college faculty working groups on graduate and undergraduate programs. |
| Resources Utilized | Internal |
| Goal Continuation | Ongoing planning for new university budget model and seeking efficiencies. |
| Goal Upcoming Plans | review of new budget model. Continuing cross-college faculty work. |
| Resources Needed | Internal resources for restructuring. University resources for first-year advisers. |
| Goal Notes | |

Goal 2 - Successfully Complete Accreditation

| | |
|---|---|
| Goal Statement | Successfully complete accreditation for both schools: ALA for SLIS; AEJMC for SJMC. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Accreditation reflects peer and industry values and assessment of our programs' ability to deliver education at a high level of accomplishment |
| Status | Completed successfully |
| Action Plan | |
| Achievements | Both schools were re-accredited and received positive reviews on their programs. |
| Resources Utilized | Internal |
| Goal Continuation | Accreditation is an ongoing process requiring regular reporting and systematic data gathering. Policies need to be monitored and revised to match accreditation standards. |
| Goal Upcoming Plans | Increase number of diverse faculty in SJMC. |
| Resources Needed | Funds to create a diverse hire. |
| Goal Notes | |

Goal 3 - Space Needs

| | |
|---|---|
| Goal Statement | Evaluate future space needs within CIC, SJMC and SLIS. Acquire necessary leased space for distinct components. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Maintain qualitative and quantitative growth within college space with that of the university. Support community engagement through scholastic journalism programs. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | Assess space needs within each school. Determine availability on or near campus. Request permission/assistance in acquiring leased space if needed. |
| Achievements | Expanded State Street space for the South Carolina Center for Children's Books and Literacy, and the Scholastic program. |
| Resources Utilized | Internal and space provided by facilities planning and programing. |
| Goal Continuation | This document demonstrates a college on a growth strategy and trajectory. More space will be needed for growing undergraduate populations and sharply increased funded research. |
| Goal Upcoming Plans | Continuing to seek space on and off campus. Acquire project-related space for SLIS faculty/graduate students. Space for both of these is currently available in 1430 Senate Street (former budget department space). Building is partially leased by SLIS and other USC units. Reconfigure internal SJMC space for Center for Strategic Communication. |
| Resources Needed | Lease funds to facilitate these relocations and renovations to both buildings. |
| Goal Notes | |

Goal 4 - Enrollment

| | |
|---|--|
| Goal Statement | Manage enrollment growth consistent with university growth, industry needs and student opportunities. |
| Linkage to University Goal | <ul style="list-style-type: none">•Educating the Thinkers and Leaders of Tomorrow•Spurring Knowledge and Creation•Building Inclusive and Inspiring Communities•Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | As the university grows, our schools should grow quantitatively and qualitatively. Similarly, we should strive to be leaders in the rapidly changing fields of information and communication, providing students with meaningful careers and faculty with scholarly opportunities. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | Aggressive recruiting of well-qualified and motivated students in coordination with university admissions. Graduate recruiter in place to enhance efforts to grow MLIS and MMC programs. |
| Achievements | Expand enrollment in Information Science major and minors. Revised and relaunched BSIS major and minor. Expanded recruitment efforts for SJMC graduate programs including hiring a joint graduate recruiter. |
| Resources Utilized | Internal |
| Goal Continuation | Ongoing year after year. |
| Goal Upcoming Plans | Recruit. Recruit. Recruit. Maximize impact of college facilities and professional networks. |
| Resources Needed | Increase faculty to handle growth. |
| Goal Notes | |

Goals - Real Time

Goals for the College of Information and Communications that are in progress for AY2018-2019.

Goal 1 - Define Leadership Objectives

| | |
|---|---|
| Goal Statement | Defining leadership objectives under new dean. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Dean and directors will map path forward for CIC as integral component of USC mission. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | New dean in place, the college leadership team is building on its current trajectory and incorporate goals of the dean. Foundation for academic progress, faculty recruitment, enrollment growth, advisement and retention are in place. |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | Develop a clear vision and college-wide strategy around the concepts of Data, Media, and Society. this includes development of joint graduate and undergraduate degrees. Greater inclusion of faculty in college-wide decision making. |
| Resources Needed | Support for faculty, staff and relevant commensurate with any areas of growth. |
| Goal Notes | |

Goal 2 - Student Recruitment Plan

| | |
|---|--|
| Goal Statement | Implement student recruitment plan for undergraduate and graduate programs. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Spurring Knowledge and Creation |
| Alignment with Mission, Vision, and Values | Mission of the university is to educate the students of South Carolina in an environment of intellectual and experiential diversity. Recruitment of students at both undergraduate and graduate levels from in-state, out-of-state and internal pools creates such a cohort. |
| Status | Progressing as expected (single year goal) |
| Action Plan | Working with undergraduate admissions to more aggressively promote our undergraduate majors. Build the BSIS program with goal of growing major to 300 students. Graduate recruiter to use more online and social media elements to reach broader audience for MLIS and MMC programs. Continue recruiting for diversity through HBCUs. SJMC goal is to increase the quality and quantity of students across out three graduate programs, doubling the number of students in our MMC program within one year and increasing the yield of top candidates to out doctoral program. |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | Develop graduate and undergraduate programs around the theme of Data, Media, and Society - an incorporation of data science expertise from SLIS with the media industry knowledge of SJMC and the shared ethical and impact goals of the whole college. |
| Resources Needed | Faculty gap hires. |
| Goal Notes | |

Goal 3 - Development and Fund-Raising Activities

| | |
|---|---|
| Goal Statement | Energize and expand development/fund-raising activities and alumni engagement for the College of Information and Communications. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Development provides resources for scholarship, faculty development, programmatic support. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | Elaine Arnold hired as director of development. Assistant director and full time alumni and donor relations coordinator are in place. Hired new communications manager position. Take advantage of having new dean and director to energize process and connect with alumni and donors. Prepare for next capital campaign. |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | Ongoing with energized college campaign during AY 2018-2019. |
| Resources Needed | |
| Goal Notes | |

Goal 4 - Endowed Chair Positions

| | |
|---|---|
| Goal Statement | Seek to fill endowed chairs in both schools for children's literacy and financial journalism. Expand research efforts. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Faculty with national and international success will lead significant areas of scholarship and teaching. |
| Status | Progressing as expected (single year goal) |
| Action Plan | Searches are underway for initial holder of the Baldwin Chair for Business and Financial Journalism. Search for next Augusta Baker Chair in Childhood Literacy. Chairs should be leaders in scholarship. Baker chair job description expanded to include digital literacy and digital youth, growing areas of research and funding. |
| Achievements | |
| Resources Utilized | Both chairs are partially funded by endowments. |
| Goal Continuation | |
| Goal Upcoming Plans | Intent is to have both chairs filled for AY 2018-2019. |
| Resources Needed | Salary support and start-up funds may be requested. |
| Goal Notes | These are the premier endowed chairs in each school. Each has their own endowments that provides about 1/3 of the cost of the chair. The Baker chair focuses on the critical need for literacy among the state's children. The Baldwin chair focuses on the growing field of financial journalism. |

Goals - Looking Ahead

Goals for the College of Information and Communications that are slated for the upcoming year.

Goal 1 - Data, Media and Society

| | |
|---|---|
| Goal Statement | Expand and implement concepts under Data, Media, and Society as a strategic direction and signature of the college. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Data, Media and Society are significant components in today's society. Providing opportunities for careers in these areas engages students in their communities. |
| Status | Newly Established Goal |
| Action Plan | Hold facilitated faculty, staff, and student convening seeking ideas, expansions, and alignments with Data, Media, and Society theme. Create a social media monitoring lab that works with the university and community. |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | |
| Resources Needed | University facilitation staff, strategic hires, research lab start up funds, and research lab facility. |
| Goal Notes | This has been a year of observation and adjustment for a new leadership team at the college. Next year is a time to begin substantial new directions. |

Goal 2 - Reputation and rankings internationally

| | |
|---|---|
| Goal Statement | Expand the reputation and rankings of college programs internationally. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | |
| Status | Newly Established Goal |
| Action Plan | CIC will continue to support international travel and participation in international scholarly associations. The college will expand and coordinate communications across CIC programs to better target decision makers in rankings. |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | Greater coverage in trade and popular press. Communications plans with measurable outcomes. |
| Resources Needed | Continued coordination between new CIC communications manager and college communications staff. |
| Goal Notes | As a Carnegie research institution, USC's unites enhance the university's scholarship and reputation as each expands its own research. |

Goal 3 - Research Funding and Collaboration

| | |
|---|--|
| Goal Statement | Increase research funding and research collaborations. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation |
| Alignment with Mission, Vision, and Values | As a Carnegie research institution, USC's units enhance the university's scholarship and reputation as each expands its own research. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | <p>SJMC will expand external grants and research funding. This will involve working with the school's numerous junior faculty to help them develop grant writing skills and providing them with opportunities to collaborate with other USC researchers, particularly those in the Arnold School of Public Health, Geography and Social Work. Also anticipated is a relaunching of the Science and Health Research Group, which successfully increased research collaborations and funding.</p> <p>SLIS will expand external grants and research funding. This will involve mentoring of faculty, workshops in seeking funding, and linking to existing professional development on seeking external funding on campus including in the College of Engineering and the Vice President for Research's office. The goal is over \$1,000,000 in submitted funding applications.</p> |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | |
| Resources Needed | CIC has limited internal resources for grant writing. A university-wide pool available to all unites would be beneficial to those with fewer opportunities to pursue. Create a research lab around Data, Media and Society. |
| Goal Notes | |

Goal 4 - Sports Communication

| | |
|---|--|
| Goal Statement | Expand opportunities for undergrad/grad students in sports communication. |
| Linkage to University Goal | <ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | Sports and all entertainment activities are undeniably significant components of the American society, economy and ethos. Providing opportunities for careers in these areas engages students in their communities. |
| Status | |
| Action Plan | SJMC will expand collaboration with USC Athletics to provide increased course/program offerings in the area of sports communication, an "in demand" field of study at both the undergraduate and graduate levels. One year goals include appointing a subcommittee to explore opportunities and continuing to expand course offerings. Further opportunities may exist in collaboration with HRSM and other units and should be explored as appropriate. Expand internship opportunities for CIC students in various endeavors with athletics. |
| Achievements | |
| Resources Utilized | |
| Goal Continuation | |
| Goal Upcoming Plans | Expand current programs and explore future developments. |
| Resources Needed | Joint investment by CIC and athletics. |
| Goal Notes | Both CIC and Athletics seek to build on several years of collaboration in courses for sports production. |

Academic Programs

Program Rankings

Academic programs that were nationally ranked or received external recognition during the Academic Year.

School of Journalism and Mass Communications

There are no official rankings for schools of journalism and mass communications in the United States or rankings for specific programs within our school at the undergraduate or graduate level. Informally, we would consider the following programs as the top 10 schools in the country (in no particular order) that are located within large, state universities:

Top Ten:

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 Alabama
University of Tennessee Knoxville

School of Library and Information Science

The Masters of Library and Information Science is ranked 18th overall, 5th in School Library Media, and 11th in Services for Children and Youth by U.S. News Report. The rankings were released March 14, 2017 and show no change in the SLIS rankings overall and for specialization. These rankings are released every 5 years.

Instructional Modalities

Innovations and changes to Instructional Modalities in unit's programmatic and course offerings that were implemented during the Academic Year.

School of Journalism and Mass Communications

Expansion of Master of Mass Communications Program

SJMC implemented the university's accelerated master's program "plan" in an effort to enroll new students in our professional master's program. A new concentration, multimedia journalism, was established to attract students interested in careers in journalism. Our strategic communications track received a name change (to Strategic Communication Management) and a revised curriculum. These changes have been approved by the USC Graduate School and CHE.

Changes reflect the changing communications profession and add more flexibility for students enrolled in the program.

School of Library and Information Science

Major curricular efforts are underway at the undergraduate and graduate levels.

The undergraduate major and minor have been revised. The revised curriculum, now in place for students starting the programs in the 2018-19 academic year, was the result of a year-long planning process. This process included: feedback from alumni and corporate partners, site visits to successful information science programs at peer and peer aspirant universities; consultation with on-campus aligned majors and schools; and extensive deliberation among the faculty. The Bachelor's of Science in Information Science (BSIS) is now more targeted to students seeking jobs in the growing information domain in business and government. A special focus is placed on data analysis and knowledge management.

The leadership of the college believe that the Information Science major is well situated for growth. It is also uniquely ready to take placement by students interested in business and management but may be unable to get into the Darla Moore School. Data analytics, information processing, and knowledge management are in wide use across the corporate and non-profit sectors. There is capacity in the BSIS and growing this program aides the entire college.

The Information Science minor has been revised to not only better align to the new BSIS program, but with greater flexibility to match majors across campus. The goal is to use the minor to explore emerging trends in the information domain (social media, data analytics, augmented reality, use of machine learning in industry) and also better align to the college's other undergraduate programs.

These efforts, while still very early in the process, are already leading to more students in the program and more inquiries.

At the graduate level the School of Library and Information Science has embarked on a two-year curriculum revision process. This year the faculty is seeking out input from alumni, employers, and thought leaders. Next year, the program revisions will be brought through the Graduate School process. It is important that this process proceed in these two years to ensure adequate data collection for reaccreditation in 2024.

Lastly, this year SLIS launched the Library Scholar program modeled on contract courses in the College of Education. SLIS teams with school districts and libraries to create cohorts of existing teachers and staff to get their MLIS degrees. These cohorts of 8-12 students go through the existing online MLIS program but receive onsite orientation and advising. Partnering districts get people to fill their high needs positions and extra staff development for existing librarians. There has been strong interest from school districts across the state where there is a pronounced shortage of school librarians. These cohorts are crucial for building the quality and reputation of the MLIS program nationally.

Plans are underway to begin a review of the Ph.D. program next year with an eye to sharing courses and resources with the doctoral program in the School of Journalism and Mass Communications.

Program Launches

Academic Programs that were newly launched during the Academic Year; those that received required approvals but which had not yet enrolled students are not included.

None to report

Program Terminations

Academic Programs that were newly terminated or discontinued during the Academic Year.

School of Journalism and Mass Communications

None to report

School of Library and Information Science

Palmetto Undergraduate Program (under consideration)

Supplemental Info - Academic Programs

Any additional information on Academic Programs appears as Appendix 1. (bottom).

Academic Initiatives

Experiential Learning for Undergraduates

Initiatives, improvements, challenges, and progress with Experiential Learning at the Undergraduate level.

College of Information and Communications

The College of Information and Communications sent six undergraduate students and two faculty members to South by Southwest Interactive, part of a massive, 10-day conglomeration of festivals and conferences in Austin, Texas. There, students networked with industry professionals and learned about emerging technology, film and interactive media.

It's the perfect experience for our college, which is comprised of students studying everything from visual communications to information science. Much of what the attendees learned dealt with emerging technologies that have the alter the future of the data and communications industries - augmented reality, virtual reality, artificial intelligence, trends in data visualization, how social media is changing journalism... the list goes on and on.

Not only did students have the opportunity to learn about what's new and what's next from some of the brightest minds in the business, they also got the chance to apply it by reporting back to everyone back home in real-time. They engaged it what might be one of the broadest social media takeovers the University of South Carolina has ever experienced. Students were assigned to the college's Twitter, Instagram and Facebook. They uploaded recap videos each night and painstakingly documented each leg of the trip through photos and video. The even took over the university's official Snapchat account for a portion of the trip. Later this month, they'll share everything they learned in a presentation for a variety of stakeholders. Their SXSW was truly a learning experience in every sense.

Our hope is that our SXSW students will come away from the trip with a unique perspective - not just on what's in store for their industries, but on how to respond to those changes. It's yet another way we're preparing our graduates to be thinkers and innovators.

The College also sent 7 students to a week long Ad/PR Diversity academy in Atlanta for the first time.

School of Journalism and Mass Communications

The SJMC continues to be a campus leader in experiential learning. The school has a student-run strategic communications firm that produces real work for real clients. Called **the Carolina Agency** (TCA), the agency provides strategic communications solutions produced by students on behalf of a diverse selection of local, regional, national and international clients. The agency is taught as a class and is open to SJMC students as well as majors from other units. TCA features a dynamic of student and faculty leadership. The organization has an impressive record of more than 20 professional and student awards.

The school's new building features a converged newsroom where both broadcast and journalism students work together reporting and producing a live 30-minute broadcast (**Carolina News**), a newspaper (**The Carolina Reporter**), and a news website. This 12-credit hour "senior semester" engages students in

multimedia, multiplatform journalism that covers the metropolitan area.

The college's alumni magazine, InterCom, is produced by students in Publication Writing and Design (JOUR 534). The course involves reporting, designing and preparing a magazine for publication, and serves an outreach role by connecting current students with a large body of alumni.

CreateAthon is an annual 24-hour-marathon designed to deliver pro bono advertising, marketing and communications solutions to nonprofits in the North America and Europe. In 2013, the school launched CreateAthon@USC to provide similar help to nonprofits in the Midlands of South Carolina. Students from all majors at the school participate in the event, which is mentored by faculty and members of the local professional advertising and design communities.

Students in all majors at the school have the opportunity to enter media competitions that can help them improve their work and learn more about opportunities in the professional world. SJMC students regularly compete in the public relations Bateman Team competition, the AAF competition, the Hearst competition, the Society of Professional Journalists Mark of Excellence Awards, the Washington Media Scholars Case Competition and the school's own A. Jerome Jeweler Advertising Award, which includes a \$500 cash prize.

We are campus leaders in "study away" education, spearheading domestic and international programs to destinations including Atlanta, New York, Germany, Africa, China, Oman, and in 2017, Cuba. We are in year two of a scholarship program for SJMC students, awarding more than \$20,000 in need-based scholarships to students wanting to participate in our study away program

School of Library and Information Science

During the 2017-2018 academic school year, several opportunities were put in place to promote experiential learning in the Bachelor of Science in Information Science (BSIS) program. Within the classroom, several courses provided students with either service-learning projects in the community or opportunities to engage with professionals working in the field. In SLIS 202 (Introduction to Information Literacy and Technology), an INF Carolina Core course, several sections included field trips or guest speakers related to the field. SLIS 410 (Knowledge Management) worked with the Columbia Chamber of Commerce to identify future community partners. Students in SLIS 420 (Communications and Information Transfer) prepared detailed app proposals to pitch to individuals working in app development.

The BSIS program now requires experiential learning in the form of internships. The internship process is being reviewed to ensure that the proper resources are in place for the students and those supervising the internships.

During the fall semester, the BSIS program hosts Information Science Day; a research day that brings students, faculty and staff together. Students present their research, service projects, class project, or internships in a poster presentation format. Students must submit abstracts, create posters and then present their work. The goal is to get students comfortable presenting early in the program, eventually presenting at Discover USC or other professional conferences.

Moving forward experiential learning will continue to be a priority in the BSIS program. The ongoing program and curriculum review have added integrative (experiential) learning as a program value. Opportunities for experiential learning have been added to the program values and curriculum.

Experiential Learning For Graduate & Professional Students

Initiatives, improvements, challenges, and progress with Experiential Learning at the Graduate or Professional level.

School of Journalism and Mass Communications

Our professional master's students must complete a practicum experience in a media organization. Graduate students also have the opportunity to participate in the experiential learning opportunities listed above. SJMC graduate students most often participate in Carolina News/The Carolina Reporter, The Carolina Agency, CreateAthon@USC and our study away travel experiences

School of Library and Information Science

83 graduate students in the MLIS program participated or are currently in internships for the academic year (up 10 from last year). These internships were in South Carolina; North Carolina; Kentucky; Virginia; Florida; and Ontario, Canada.

Affordability

Assessment of affordability and efforts to address affordability.

School of Journalism and Mass Communications

SJMC administration and faculty are keenly aware of the high costs of attending a four-year college. Most recently, the SJMC overhauled its undergraduate curriculum to decrease the number of hours to graduate from 126 to 120 so that students can successfully graduate in four years. The new curriculum also increases course flexibility for students through the addition of more SJMC elective hours and fewer prerequisites for required courses. Increased flexibility allows our students to more easily progress toward graduation.

At the same time, the nature of our undergraduate program is highly professional and technical. In order to remain competitive with our peer and peer aspirant institutions, our school maintains two broadcast studios, a multimedia newsroom, five computer labs, a photo studio and a strategic communications center. We also employ a full time engineer and a studio manager to oversee these facilities.

Beginning in AY 2017, the SJMC replaced its course fee system with a program fee for all SJMC students. During our extensive research of program fees, we have found that many units on the USC campus have implemented program fees and eliminated course fees. Many of our peer journalism and mass communications programs (i.e., University of Florida, University of Missouri) also have a program fee system in place.

School of Library and Information Science

At the graduate level, we have been conducting cost comparisons with peer and peer aspirant institutions. Initial analysis found the South Carolina library science program is substantially less expensive than programs ranked in the top 5 of U.S. News & World Report's rankings. In many cases, our degree costs half as much as programs at the Universities of North Carolina, Michigan, Pittsburgh, Indiana, and Maryland. We are using this data in our marketing and recruitment efforts.

We are moving from course fees to program fees at both the graduate and undergraduate level.

We have put in place a cohort program for school districts preparing teachers to become school librarians (a high needs job category in South Carolina). The cohort model provides some cost reduction to districts in the terms of program fees and second year tuition in accordance with university policies.

Reputation Enhancement

Contributions and achievements that enhance the reputation of USC Columbia regionally and nationally.

School of Journalism and Mass Communications

Professional Organization Involvement and Judging

SJMC faculty members are involved in many local, state, regional and national professional associations including the South Carolina Press Association, Society of Professional Journalists, South Carolina Broadcasters Association, the Columbia Ad Club, the National Press Photographers Association, International Association of Business Communicators, and Public Relations Society of America.

Their involvement includes leadership positions within those organizations, and providing advice, counsel and input into issues and problems. For example, Instructor Kelly Davis is the President of the SC Chapter of PRSSA.

From an academic standpoint, the SJMC had an outstanding year. In Fall 2017, the school garnered a total of 12 awards, a record number, for faculty and graduate student presentations at the 2017 Association for Education in Journalism and Mass Communications (AEJMC) Annual Conference in Chicago. Numerous faculty serve on editorial boards of leading journals in the field. Faculty also serve as judges for these organizations' annual competitions of professional work.

School of Library and Information Science

The reputation of the school is growing nationally. This year we were selected by the Institute for Museum and Library Services (IMLS), the primary federal funder of library science research, to host a national convening. Representatives from 55 of the 60 accredited library science programs from the country spent two days on the Columbia campus. This included top ranked programs as well as programs at AAU universities. SLIS faculty helped organize the event and presented the opening and closing portions of the program.

Numerous faculty and doctoral students presented at the 2018 Association for Library and Information Science Education - the primary conference for library and information science education - where doctoral student Karen Miller placed in the doctoral poster competition. Faculty also presented papers at The Association for Information Science and Technology (ASIS&T), the International Federation of Library Associations (IFLA), and will present at the iSchool Conference in Sheffield, UK. Director Lankes was invited to be on the President's Panel "Are Libraries Neutral?" at the American Library Association's MidWiner Conference.

Internationally, faculty hold leadership positions in The International Federation of Library Associations (IFLA). Faculty are being invited internationally to present keynotes and work with organizations such as the World Intellectual Property Organization, the Ministry of Education in Italy, and the government of Perugia, Italy. The school's faculty are international leaders, Fulbrights (Karen Gavigan), thought leaders.

This year the school was accepted into the iSchool Consortium. This selective group of international information programs work together on common issues and, frankly, to scale in an era of rapid growth of

information science and information science related academic programs. SLIS is the only South Carolina iSchool, and joins the ranks of the University of North Carolina Chapel Hill, the University of Washington, and the University of Illinois.

Challenges

Challenges and resource needs anticipated for the current and upcoming Academic Years, not noted elsewhere in this report and/or those which merit additional attention.

School of Journalism and Mass Communications

SJMC has several challenges/opportunities over the next 1-3 years.

Enrollment management in our undergraduate program: The SJMC had a record high enrollment in Fall 2017 (1663 undergraduate students). With the move to our new building, and the addition of our mass communications major, we foresee that our enrollment numbers will continue to grow. While we most certainly want to grow at a rate that is in line with the university's enrollment goals, we are concerned about our faculty-to-student ratio and student services advisor-to-student ratio. We also have a large number of students minoring in journalism and mass communications (nearly 400). We have implemented two plans to increase our revenue so that we can address these disparities. These plans include a program fee for all SJMC students and moving our courses for minors to a "summer institute" model.

Recruiting a higher quality and quantity of students across our graduate programs: The SJMC graduate director is working diligently to recruit students into our graduate programs. For our MMC program, we have updated our curriculum, implemented an "accelerated" program where current students can obtain a bachelor and master's degree in five years, and promoting our program more heavily.

At the doctoral level, it is increasingly difficult to recruit top candidates because of USC's policy not to waive tuition for these students. We routinely lose applicants to other universities (so far this year Universities of Georgia and Missouri) because of a better funding package at these schools.

Increasing our national visibility and reputation: We are well known regionally but would like to grow our visibility and reputation nationally. With no reputable national rankings of journalism and mass communications programs, there is currently no metric to systematically compare ourselves to other schools.

Diversity: A lack of diverse faculty for SJMC continues to be an area of concern. Our accrediting body, AEJMC also suggested this was an area we need to work on.

School of Library and Information Science

The goals of the schools, and therefore where challenges are most serious, are to increase the size of the undergraduate information science program; to increase externally funded research; and to grow the reputation of the school internationally.

In terms of growing the information science undergraduate program we have reached out to first year advisors, transfer advisors, the Honors College, and admissions counselors. Our new program of study and marketing materials have been very helpful (moving from 33 to 50 students in 9 months), but the effort to educate the university about our program remains a challenge. The school could use help in developing and targeting marketing materials, and in making it clear that growth of this degree aligns with many college and university priorities and needs at the dean and university administration levels.

In terms of increasing external research funding the school has made great progress. This past February alone 10 faculty submitted \$2,886,032 in grant proposals. However, there remain barriers to a greatly increased external funding enterprise. The Office of Sponsored Awards Management (SAM) has a great deal of turnover in staff and limited resources to handle a surge of applications. University policies on travel reimbursements and paying study participants are also areas of concern for faculty who do a lot of travel for their research. We are also experience some confusion with our peers at the university in terms of the school's name. Too many peers and students mistake the School of Library and Information Science with the Thomas Cooper Library, or see us as a serve unit and not an academic discipline. We are seeking to engage with our alumni and peers across the university system on ways to reduce confusion. This may include a proposal to change the name. However, such a change is a charged decision with a closely align professional community. A name change might also help with undergraduate recruiting; however, we do not want to do so at the cost of our largest graduate program.**Lastly, challenges to reputation growth are to create and execute a coherent communication plan.** In the past year and a half with a new director the school is growing and engaged in many high-impact activities. However, if such programs and work are not visible outside of the university there will be no improve reputation. A new position of communications director and a realigned staff position made possible through external funding, should help in this respect.

Space, operating on a lean staff, and communications remains at large for both schools.

Supplemental Info - Academic Initiatives

Any additional information on Academic Initiatives appears as Appendix 2. (bottom)

Faculty Population

Faculty Employment Summary

Table 1. Faculty Employment by Track and Title.

| | Fall 2017 | Fall 2016 | Fall 2015 |
|---|-----------|-----------|-----------|
| Tenure-track Faculty | 42 | 42 | 42 |
| Professor, with tenure | 11 | 11 | 11 |
| Associate Professor, with tenure | 15 | 14 | 17 |
| Assistant Professor | 16 | 17 | 14 |
| Librarian, with tenure | 0 | 0 | 0 |
| Research Faculty | 0 | 0 | 0 |
| Research Professor | 0 | 0 | 0 |
| Research Associate Professor | 0 | 0 | 0 |
| Research Assistant Professor | 0 | 0 | 0 |
| Clinical/instructional Faculty | 22 | 16 | 16 |
| Clinical Professor | 1 | 0 | 0 |
| Clinical Associate Professor | 0 | 0 | 0 |
| Clinical Assistant Professor | 0 | 0 | 0 |
| Instructor | 19 | 14 | 13 |
| Lecturer | 2 | 1 | 0 |
| Visiting | 0 | 0 | 2 |
| Adjunct Faculty | 10 | 24 | 30 |

Faculty Diversity by Gender and Race/Ethnicity

Note: USC follows US Department of Education IPEDS/ National Center for Education Statistics guidance for collecting and reporting race and ethnicity. See https://nces.ed.gov/ipeds/Section/collecting_re

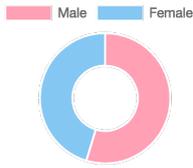
Table 2. Faculty Diversity by Gender and Race/Ethnicity, Fall 2016, Fall 2015, and Fall 2014.

| | Fall 2017 | Fall 2016 | Fall 2015 |
|--|------------------|------------------|------------------|
| Gender | 64 | 57 | 57 |
| Female | 32 | 28 | 31 |
| Male | 32 | 29 | 26 |
| Race/Ethnicity | 64 | 57 | 57 |
| American Indian/Alaska Native | 0 | 0 | 0 |
| Asian | 5 | 4 | 5 |
| Black or African American | 4 | 3 | 4 |
| Hispanic or Latino | 1 | 1 | 1 |
| Native Hawaiian or Other Pacific Islander | 0 | 0 | 0 |
| Nonresident Alien | 5 | 3 | 2 |
| Two or More Races | 2 | 2 | 1 |
| Unknown Race/Ethnicity | 0 | 3 | 0 |
| White | 47 | 41 | 44 |

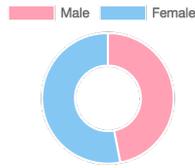
Illustrations 1 and 2 (below) portray this data visually.

Illustration 1. Faculty Diversity by Gender

2017 Faculty Gender



2016 Faculty Gender



2015 Faculty Gender

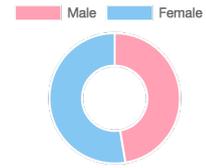
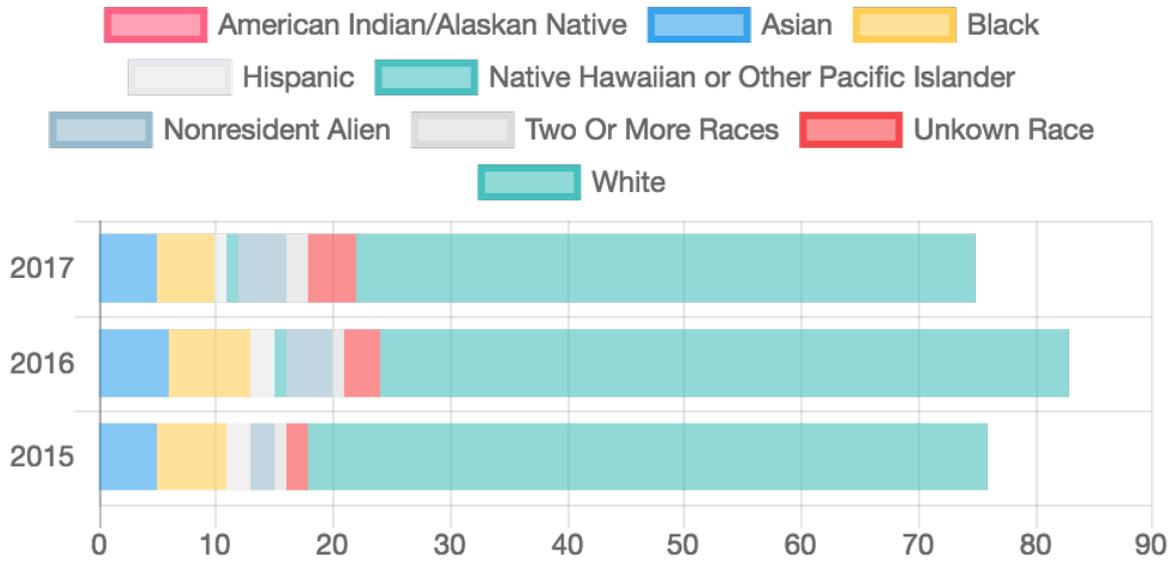


Illustration 2. Faculty Diversity by Race & Ethnicity



Faculty Information

Research and Scholarly Activity

Please refer to Appendix 3, which provides detailed information from the Office of the Vice President for Research, department of Information Technology and Data Management, including:

1) The total number and amount of externally sponsored research proposal submissions by funding source for the appropriate Fiscal Year.

2) Summary of externally sponsored research awards by funding source for the appropriate Fiscal Year. Total extramural funding processed through Sponsored Awards Management (SAM) in the Fiscal Year, and federal extramural funding processed through SAM in the Fiscal Year. (Available at:

<http://sam.research.sc.edu/awards.html>) Amount of sponsored research funding per faculty member in FY YYYY (by rank, type of funding; e.g., federal, state, etc., and by department if applicable).

3) Number of patents, disclosures, and licensing agreements for three most recent Fiscal Years.

School of Journalism and Mass Communications

Faculty research productivity continues to increase. As the SJMC was recently recommended for reaccreditation, it is notable that research productivity has increased significantly since the SJMC was last accredited in 2011.

Recent faculty searches have focused on hiring faculty with a blend of strong scholarly and professional credentials who can contribute to the research and teaching missions of the SJMC. This strategy has led to an increase in research quantity and quality. We have a large number of recently hired junior faculty who are highly productive and committed to working collaboratively.

Due to numerous retirements over the past several years, the SJMC has a large number of junior faculty working toward tenure who are not experienced grant writers. At the same time, several senior faculty members who landed external research funding over the past five years have moved into administrative roles and are no longer fully engaged in grant writing and seeking. The school has the opportunity to develop our highly productive junior faculty into scholars who apply for, and are awarded, external research funding.

School of Library and Information Science

The tenure track faculty are increasingly productive. A quick survey of the faculty surfaced 21 publications either published or accepted for publication, 3 books or book chapters, and 6 peer reviewed conference papers from a faculty of 19 (13 on tenure track). As was mentioned previously, the same faculty submitted 13 grants in February to IMLS (\$2,886,032 funds requested), plus numerous ASPIRE and Excellence Initiative proposals. These counts do not include peer-reviewed conference panels and presentations.

In short, the faculty of the SLIS have recognized the challenges described in last year's Blueprint and met them. However, the barrier related to our doctoral program discussed last year remains. Last year we graduated our largest Ph.D. class, 8. The program is important to the research life of the school and helps in recruiting top faculty. However, the program to this point has been funded on large grants, especially federal IMLS grants, that have ended. Costs of the program are being covered through teaching assistantships. However, current tuition policies for doctoral students position the program as an income generator, as opposed to research cost. Tuition waivers for doctoral students, at the very least for dissertation hours, would dramatically increase the research profile and productivity of the whole school.

Faculty Development

Efforts at Faculty Development, including investments, activities, incentives, objectives, and outcomes.

Optional

School of Journalism and Mass Communications

The SJMC has a Faculty Development Fund that provides financial resources to faculty members seeking to improve teaching and research and/or creative skills. Funds are available to those wanting to attend workshops and seminars or to cover professional memberships that are required to serve as student advisers (e.g. PRSSA). Faculty members who receive funding through this initiative are encouraged to share their knowledge with colleagues in formal and informal settings.

We have the Caldwell Excellence in Teaching Award, which is awarded each fall to a SJMC faculty member (tenure-track or non-tenure track). The faculty member is honored at our fall alumni award banquet and receives a plaque and a \$1500 monetary award.

Faculty may apply for funding to support their professional development. A faculty committee reviews proposals and awards funding from the Caldwell Faculty Development Fund. Approximately \$15,000 is awarded each academic year.

New tenure track and tenured faculty typically receive start-up funding to support their research and/or creative endeavors and aid them in their pursuit of tenure and promotion. If a faculty member is making successful progress toward tenure, this funding is given annually until a faculty member applies for tenure and/or promotion.

School of Library and Information Science

Faculty development is an important part of the school's work. Each assistant professor hire member receives startup research funds. These funds, typically \$5,000 per year for up to three years, can be used for research-related travel, GA support, software, or any research-related expenses.

Dr. Charles Curran, an emeritus professor, receives an annual stipend to work with untenured faculty on scholarly writing. Activities include writing clubs and one-on-one mentoring sessions. Next year, this will be expanded to include mentoring on securing research funds.

This year the director and Dr. Jennifer Arns, began intensive mentoring on grant writing and external funding. This work, in many cases co-authoring proposals, was open to all school members, including doctoral students.

Other Activity

Efforts at Faculty Development, including investments, activities, incentives, objectives, and outcomes.

Optional

Bierbauer, Charles, This Week in South Carolina, weekly public affairs show hosted on SCETV, beginning January, 2017.

SJMC is currently in the planning phase for two national academic conferences that will be held at the school in AY 2018-2019. These include the AEJMC Southeast Colloquium (held at the University of Alabama in AY 2017-2018) and our biennial Media and Civil Rights History Symposium.

Heather Moorefield-Lang produces numerous YouTube videos targeted to school library professionals including: TechFifteen (<https://www.youtube.com/user/TechFifteen>).

Supplemental Info - Faculty

Any additional content on Faculty Information appears as Appendix 4. (bottom)

Supplemental Academic Analytics Report

Content from Academic Analytics appears as Appendix 5. (bottom)

Teaching

Faculty to Student Ratio

The formula used to compute the ratio uses data from Faculty Population by Track and Title and Student Enrollment by Time Basis, as follows:

$$\frac{(Total\ Full-time\ Students + 1/3\ Part-time\ Students)}{((Total\ Tenure-track\ Faculty + Total\ Research\ Faculty + Total\ Clinical/Instructional\ Faculty) + (1/3\ Adjunct\ Faculty))}$$

Table 4. Faculty-to-Student Ratio, Fall 2017, Fall 2016, and Fall 2015

| Fall 2017 | Fall 2016 | Fall 2015 |
|-----------|-----------|-----------|
| 1:22.3 | 1: 27.8 | 1:25.64 |

Analysis of Ratio

Analysis of the ratio, agreement with the data, and plans for the future to impact this ratio.

Because of our unique configuration at USC--;two semi-autonomous, separately accredited schools within one college--;we have also calculated the ratio for each school. Since the university data does not break out the SJMC and SLIS enrollments and faculty count, these are based on our own counts. For example, we believe the adjunct faculty numbers provided to be an undercount.

School of Journalism and Mass Communications

*The student to faculty ration calculation is as follows: (Total FT Students + 1/3PT Students)/(Total FT Instructional Faculty +1/3 PT instructional Faculty)+Staff who teach.

1832 SJMC undergraduate and graduate students in Fall 2017 (FT students = 1700; PT students 1/3(400)=132)

39 full time faculty (does not include director who does not teach regularly or dean/former dean)

22 adjuncts

30 to 1 faculty to student ratio.

Based on the formula, the SJMC has a 30 to 1 faculty to student ratio. To be an accredited school of journalism and mass communication, we must have a 20 to 1 ratio in our lab/skills courses, which comprise more than half of the courses taught in the school. We often rely heavily on adjuncts for these courses. We have to continuously strive to keep the school in line with accreditation standards regarding faculty/student

ratio.

School of Library and Information Science

*The student to faculty ration calculation is as follows: (Total FT Students + 1/3PT Students)/(Total FT Instructional Faculty +1/3 PT instructional Faculty)+Staff who teach.

344 SLIS undergraduate and graduate students in Fall 2017 (FT students = 95; PT students 1/3(249)=83)

19 faculty (does not include director who does not teach regularly)

11 [adjuncts](#)

14 to 1 faculty to student ratio

Faculty Awards Received

During AY2017-2018 faculty of CIC were recognized for their professional accomplishments in the categories of Research, Service, and Teaching.

Research Awards

| Recipient(s) | Award | Organization |
|---------------------|---------------------------------|---------------------|
| Karami, Amir | Discovery Day Award | USC |
| Karami, Amir | New Faculty Academy Certificate | USC |

Service Awards

| Recipient(s) | Award | Organization |
|-------------------|----------------------|------------------------------|
| Campbell, Kenneth | Social Justice Award | University of South Carolina |

Teaching Awards

| Recipient(s) | Award | Organization |
|----------------|---------------------------------------|--|
| Farrand, Scott | Caldwell Excellence in Teaching Award | The School of Journalism and Mass Communications |

Student Recruiting and Retention

Student Recruitment

Efforts, including specific actions, to recruit students into College/School programs.

With new leadership for the College of Information and Communications (both a new Dean and Assistant Dean for Student Services), the Office of Student Services is building upon strategies and efforts previously identified while simultaneously incorporating new ideas to recruit students into the College of Information and Communications.

A thorough review of the student life cycle produced engagement opportunities to strengthen our partnership with admissions, college recruiting and outreach for admitted students to increase yield. The relationship with the College and USC Visitors Center has been nurtured and continues to grow. The bi-weekly visitors' sessions are still led by a professional staff member in the Office of Student Services. Because of the inclusion of the SJMC on the official campus tour, we have extended the overall exposure of our programs. Davis College, home of SLIS, is also included as a part of the official campus tour. Additional emphasis has been placed on the college's participation in Undergraduate Recruiting Special Events including Open House, Discover Carolina and Admitted Student Days. In addition to participating, the Office of Student Services also follows-up with students via email after each event.

Our next effort was to increase the marketing of our majors. We worked with a graduate seminar to create a promotional brochure for each major. This allows for a visual representation of our academic programs in a handy take-away. We also strengthened the promotion of each major through a complete webpage redesign and mobile optimization process to improve user experience across all platforms. During the Fall 2017 admissions cycle, we expanded our outreach to admitted students with regular communication from the dean, directors and assistant dean. This outreach was meant to yield admitted students and produced an increase in enrolled freshman for fall 2017. During AY 2017-2018, the Media Diversity Scholarship Program was introduced as an intentional recruitment effort to attract diverse students into the SJMC. These renewable scholarships are designed to attract and maintain diverse scholars.

This year marks a continuing shift in strategies and efforts to recruit students to SLIS, as well. The new undergraduate curriculum has been revised and we are preparing to relaunch the degree during AY 2018-2019. Program faculty and staff have met with the Undergraduate Advising Center to increase Major Change Advisors' knowledge of the Information Science degree requirements. A focus of the school this year has been in recruiting undergraduates. The Dean's Scholar Program will launch during AY 2018-2019 to recruit high performing students into the Information Science Program. This is seen as the second part of a three-year plan: year 1 outcomes, messaging and greater university awareness; year 2 curriculum revisions and robust recruiting; and year 3, a relaunch of the Information Science degree. This all provided excellent input to developing strong program outcomes and a refinement in messaging. Using the tongue-in-cheek tag line "In Search of Geeks with Social Skills," we have met with university admissions and are hosting university recruiters to make clear what the program is and how it relates to programs such as computer science. We have also strengthened our relationship with the Honors College to make our courses available to honors students and educate Honors College advisors about our offerings. This messaging was also used in fall open houses where the information science program was promoted as part of a unified outreach from the College of Information and Communications. This intentional blurring of the lines between undergraduate programs in the two schools has continued to be a great success in Admitted Students Day activities. We are also working to engage school alumni, particularly school librarians in high schools, to develop and disseminate marketing materials related to the programs. This internal work has resulted in a marked increase in admitted students and information science minors.

We have an increased effort in the area of graduate recruiting. A new graduate recruiting coordinator was hired in fall 2016. With a new recruiter in place, we have deliberately shifted our efforts from conferences and travel to use of social media and AdWords. We will launch a Google AdWords campaign by summer 2018 and increase our social media presence. For the SJMC graduate programs, the Master of Mass Communication program has been redesigned and an accelerated 4+1 program has been designed and promoted to our existing undergraduate populations. Since hiring the recruiter, we have seen an increase in our enrollment across the graduate programs.

Student Retention

Efforts at retaining current students in College/School programs.

The College of Information and Communications takes a proactive approach to support student development, success in academic majors, and lifelong engagement for graduates. The Office of Student Services develops and implements programs and processes encompassing recruiting, academic advising, and retention programming that facilitate student academic success, career development, and personal growth for all students. Advising efforts consist of proactive, interactive, and holistic approaches to addressing academic and personal concerns of students. The primary effort to retain current students has been with our increased emphasis on quality professional academic advising. We have supported the implementation of the First-Year Advisor program and hired two outstanding FYAs who have transformed the advising culture. Based on a student-focused approach, we provide students with an assigned academic advisor who serves as the first point of contact for class registration, financial aid application and preparation for graduation. We have added an additional advisor, during fall 2017 to manage caseloads and ensure that students are receiving a comprehensive advising experience. The main objective in student services is to provide quality supportive services to ensure students have a positive academic experience while earning their degree from USC.

Student Enrollment & Outcomes

The following data was provided by USC's Office of Institutional Research, Assessment, and Analytics.

Note: Student enrollment and outcomes data are calculated by headcount on the basis of primary program of student only.

Student Enrollment by Level & Classification

Table 5. Student Enrollment by Level & Classification.

| | Fall 2017 | Fall 2016 | Fall 2015 |
|--------------------------------------|-------------|-------------|-------------|
| Undergraduate Enrollment | | | |
| Freshman | 336 | 287 | 279 |
| Sophomore | 415 | 408 | 371 |
| Junior | 420 | 413 | 389 |
| Senior | 513 | 443 | 445 |
| Sub Total | 1684 | 1551 | 1484 |
| Graduate Enrollment | | | |
| Masters | 312 | 344 | 310 |
| Doctoral | 31 | 38 | 40 |
| Graduate Certificate | 0 | 0 | 4 |
| Sub Total | 343 | 382 | 354 |
| Professional Enrollment | | | |
| Medicine | 0 | 0 | 0 |
| Law | 0 | 0 | 0 |
| PharmD | 0 | 0 | 0 |
| Sub Total | 0 | 0 | 0 |
| Total Enrollment (All Levels) | 2027 | 1933 | 1838 |

Illustration 3. Undergraduate Student Enrollment by Classification

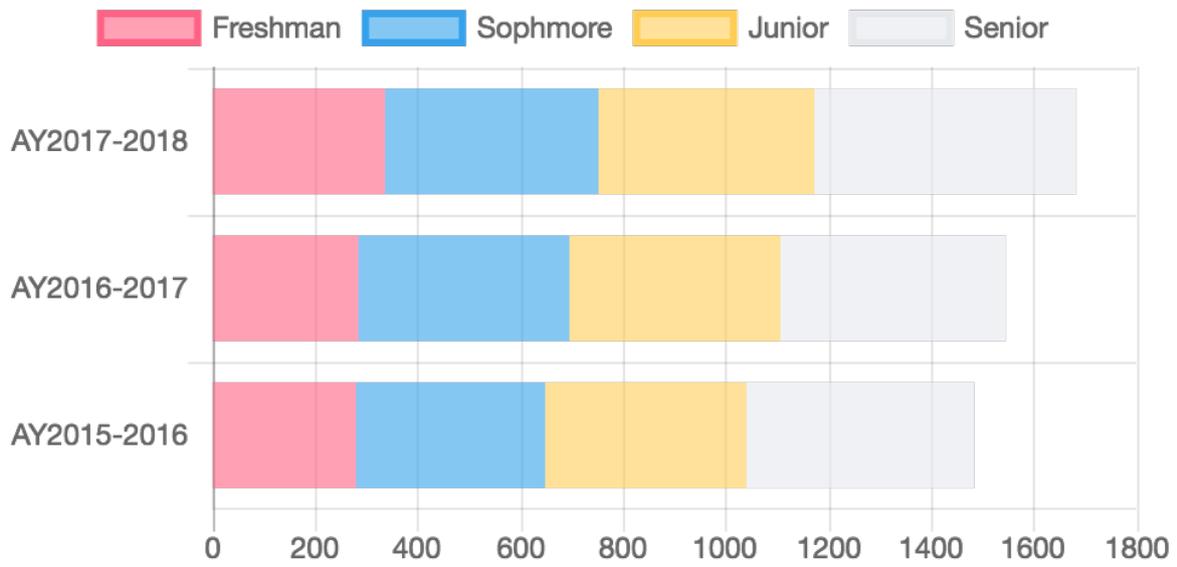


Illustration 4. Graduate/Professional Student Enrollment by Classification

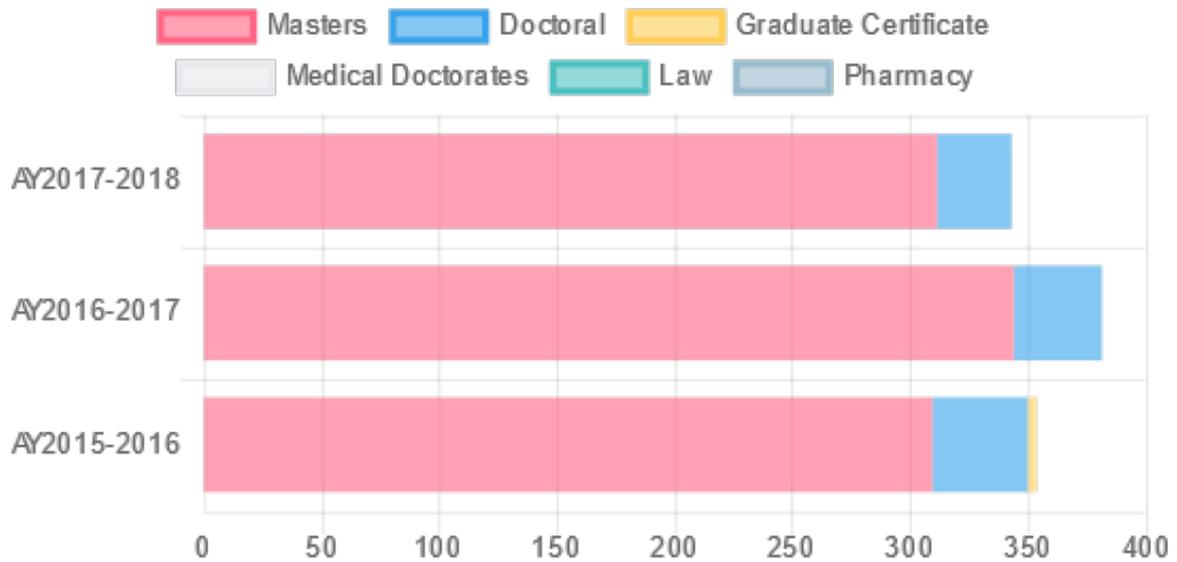
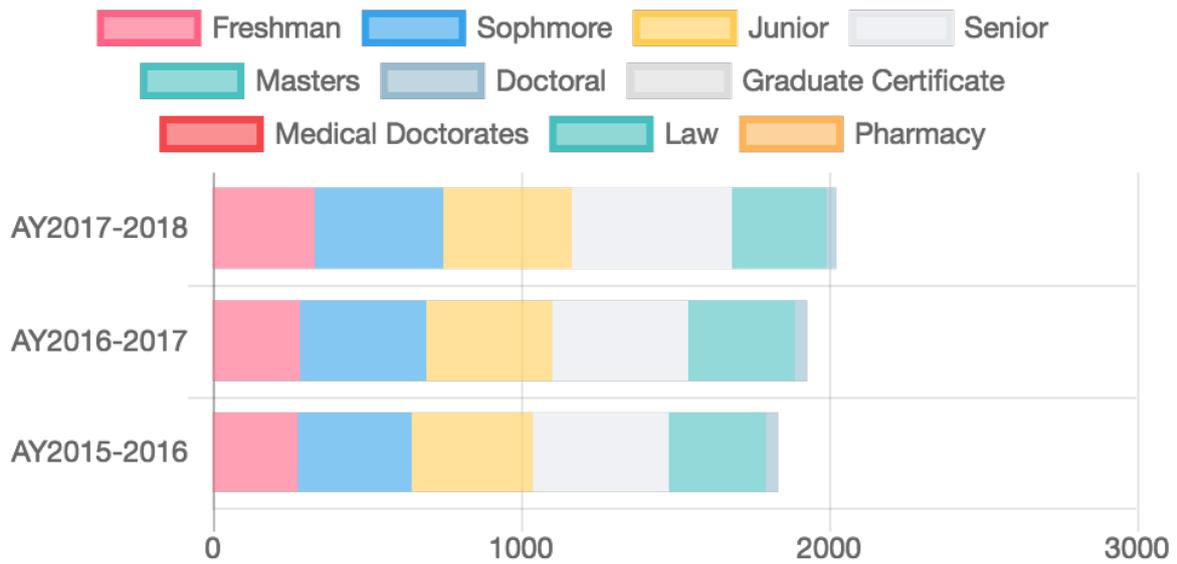


Illustration 5. Total Student Enrollment by Classification (All Levels)



Enrollment by Time Status

Table 6. Student Enrollment by Level and Time Status.

| | Fall 2017 | Fall 2016 | Fall 2015 |
|------------------------------|------------------|------------------|------------------|
| Undergraduate | 1684 | 1551 | 1490 |
| Full-Time | 1630 | 1520 | 1449 |
| Part-Time | 54 | 31 | 41 |
| Graduate/Professional | 343 | 382 | 354 |
| Full-Time | 105 | 137 | 129 |
| Part-Time | 238 | 245 | 225 |
| Total - All Levels | 2027 | 1933 | 1844 |
| Full-Time | 1735 | 1657 | 1578 |
| Part-Time | 292 | 292 | 292 |

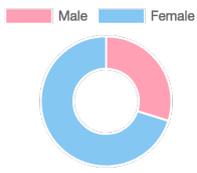
Student Diversity by Gender

Table 7. Student Enrollment by Gender.

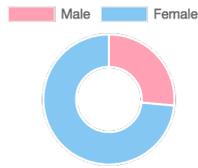
| | Fall 2017 | Fall 2016 | Fall 2015 |
|------------------------------|-------------|-------------|-------------|
| Undergraduate | 1684 | 1551 | 1490 |
| Female | 1181 | 1140 | 1102 |
| Male | 503 | 411 | 388 |
| Graduate/Professional | 343 | 382 | 354 |
| Female | 279 | 308 | 291 |
| Male | 64 | 74 | 63 |

Illustration 6. Undergraduate Student Diversity by Gender

2018 Undergraduate Gender



2017 Undergraduate Gender



2016 Undergraduate Gender

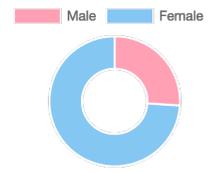
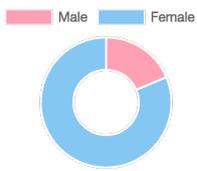
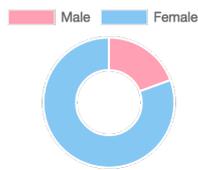


Illustration 7. Graduate/Professional Student Diversity by Gender

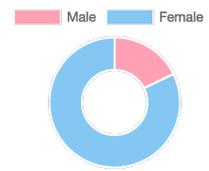
2018 Graduate Gender



2017 Graduate Gender



2016 Graduate Gender



Student Diversity by Race/Ethnicity

Table 8. Student Enrollment by Race/Ethnicity.

| | Fall 2017 | Fall 2016 | Fall 2015 |
|---|-------------|-------------|-------------|
| Undergraduate | 1684 | 1551 | 1490 |
| American Indian/Alaska Native | 3 | 0 | 1 |
| Asian | 19 | 18 | 19 |
| Black or African | 172 | 156 | 144 |
| Hispanic or Latino | 74 | 67 | 63 |
| Native Hawaiian or Other Pacific Islander | 3 | 1 | 2 |
| Nonresident Alien | 9 | 4 | 3 |
| Two or More Races | 64 | 52 | 49 |
| Unknown | 13 | 11 | 12 |
| Race/Ethnicity | | | |
| White | 1327 | 1242 | 1197 |
| Graduate/Professional | 343 | 382 | 354 |
| American Indian/Alaska Native | 1 | 0 | 0 |
| Asian | 1 | 1 | 1 |
| Black or African | 29 | 34 | 29 |
| Hispanic or Latino | 8 | 6 | 5 |
| Native Hawaiian or Other Pacific Islander | 0 | 0 | 0 |
| Nonresident Alien | 15 | 18 | 22 |
| Two or More Races | 8 | 8 | 11 |
| Unknown | 8 | 12 | 9 |
| Race/Ethnicity | | | |
| White | 273 | 303 | 277 |

Illustration 8. Undergraduate Student Diversity by Race/Ethnicity

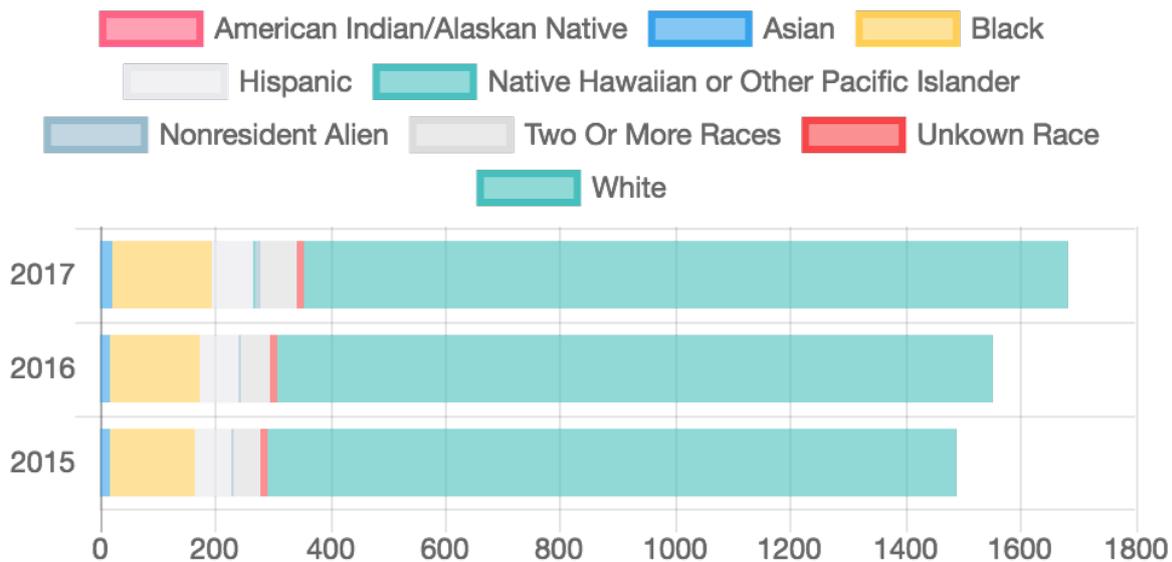
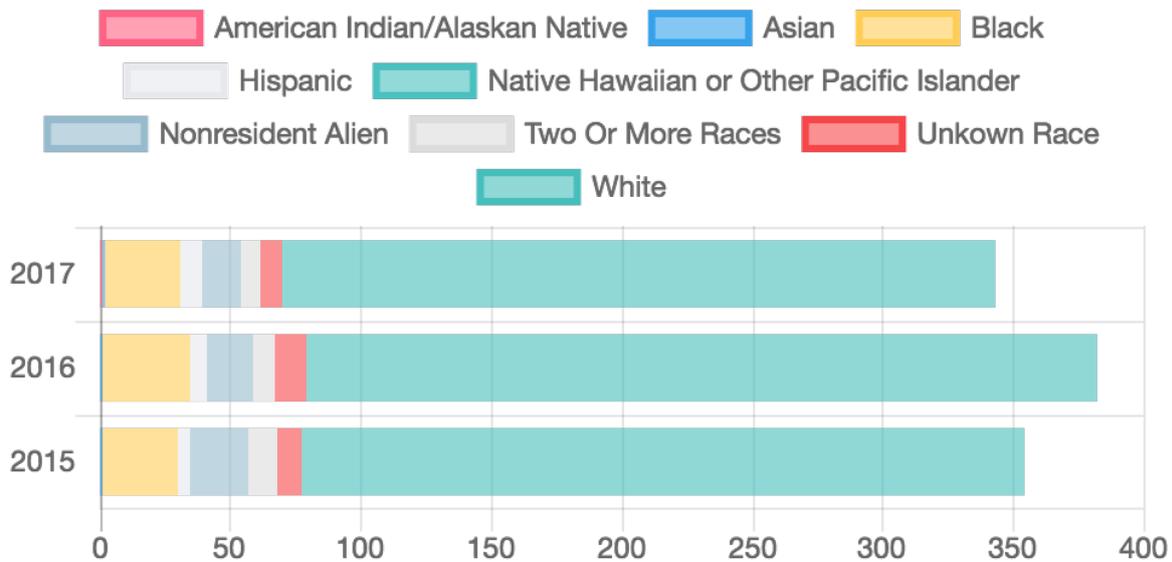


Illustration 9. Graduate/Professional Student Diversity by Race/Ethnicity



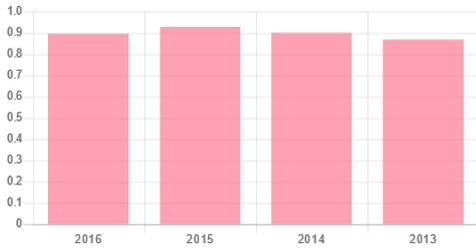
Undergraduate Retention

Table 9. Undergraduate Retention Rates for First-time Full-time Student Cohorts

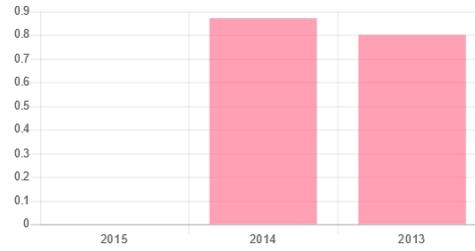
| | First Year | Second Year |
|------------------|------------|-------------|
| Fall 2016 Cohort | 89.4% | N/A |
| Fall 2015 Cohort | 92.6% | N/A |
| Fall 2014 Cohort | 90% | 87% |
| Fall 2013 Cohort | 87% | 80% |

Illustration 10. Undergraduate Retention, First- and Second Year

First Year



Second Year



Student Completions

Graduation Rate - Undergraduate

Table 10. Undergraduate Graduation Rates for First-time Full-time Student Cohorts at 4-, 5-, and 6 Years.

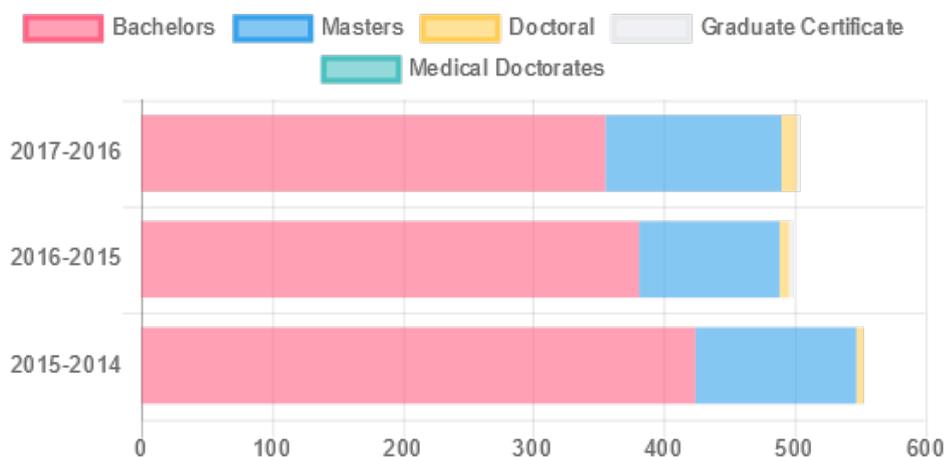
| | 4-Year | 5-Year | 6-Year |
|------------------|--------|--------|--------|
| Fall 2011 Cohort | 83.4% | 86.4% | 86.4% |
| Fall 2010 Cohort | 0% | 0% | 0% |
| Fall 2009 Cohort | 0% | 0% | 0% |

Degrees Awarded by Level

Table 11. Degrees Awarded by Level.

| | AY2016-2017 | AY2015-2016 | AY2014-2015 |
|----------------------|-------------|-------------|-------------|
| Associates Degree | 0 | 0 | 0 |
| Bachelors | 356 | 381 | 425 |
| Masters | 134 | 108 | 123 |
| Doctoral | 12 | 7 | 5 |
| Medical | 0 | 0 | 0 |
| Law | 0 | 0 | 0 |
| Pharmacy Doctorate | 0 | 0 | 0 |
| Graduate Certificate | 3 | 3 | 1 |

Illustration 11. Degrees Awarded by Level



Alumni Engagement & Fundraising

Alumni

Substantial activities, engagements, and initiatives with alumni during AY2017-2018, focusing on relationships and activities with alumni.

College of Information and Communications

The college hosts its own CIC Alumni Council comprised of alumni volunteers from both schools. The Alumni Council conducts several student-oriented activities and alumni connection events annually. In the fall, the Mentor Match program links alumni with current students interested in their professional disciplines. These mentorships often last through a student's entire academic career. In the spring, Passport to Hire is a workshop in which alumni provide insights into careers, interviewing and resume preparation. The CIC Alumni Council created an annual scholarship that supports students in both schools. The college hosts an annual Homecoming reception, Gamecocks on the Green, for all alumni each fall. The college communicates with alumni each month through an electronic newsletter, eNews, and sends a printed magazine, InterCom, to alumni twice per year.

School of Journalism and Mass Communications

The SJMC Professional Advisory Board, created in Spring 2017, marks its first anniversary. The board is comprised of approximately 30 volunteers including alumni and industry professionals. The SJMC director oversees and manages the board, with input and administrative support from the CIC development staff. Alumni receptions to engage with students, faculty and staff are frequently coordinated by development staff in conjunction with such programs as the Maymester public relations tour to Atlanta and the Maymester advertising tour to New York. Faculty who develop these programs engage alumni professionals in those locations to meet with students.

School of Library and Information Science

Most of the current alumni outreach is in the form of conference teas and receptions. This year we had receptions at the South Carolina Library Association, the Maine State Library Association, and the South Carolina School Association of School Librarians. We have also sent out postcards requesting donations, and the director has begun monthly update emails to alumni.

Development, Fundraising and Gifts

Describe your unit's substantial development initiatives and outcomes during the Academic Year. CIC exceeded its goal by more than \$2.5 million in the university's Carolina's Promise capital campaign completed in 2015. The college fundraising totaled \$14,009,981 ?? during the campaign. Since then, fundraising has focused on further gifts to the SJMC building, the literacy initiative, completing the endowment of the Baldwin Chair in Business and Financial Journalism, expanding scholarship, fellowship and faculty development funds. FY2015 was the peak year during the capital campaign, yielding \$3,295,622. Fundraising continued to be effective in FY2016, in part boosted by SJMC building gifts. In the current year, FY2018, fundraising has been more challenging. To date, \$TBD has been raised. The development staff is working to increase its prospect list and build a strong pipeline. This year, the university is having its first-ever Giving Day on April 18 and this is a big focus for development. The project our college is seeking funding for on Giving Day is the Carolina Command Center, a high-level social media monitoring and analytics classroom and research lab that aligns with our expertise in the growing intersection of data, media and society.

The staff has been in a transition. The college has a three-person development team. Elaine Arnold joined the staff as senior director of development last April. Assistant director of development Hope Watson works

in identifying donor prospects, connecting with alumni to create a spirit of annual giving, and building the Dean's Circle Society of donors. The college hired an alumni and donor relations manager in March, Clara DuPre, and she will have responsibility for alumni outreach, donor stewardship, special events and working with alumni volunteers. Rebekah Friedman has transitioned into the role of communications manager for the college.

Development, Fundraising and Gifts

Substantial development initiatives and outcomes during AY2017-2018, including Fundraising and Gifts.

School of Journalism and Mass Communications

The SJMC director launched a professional advisory board in 2017. The board is comprised of approximately 30 members. Participants are expected to be annual donors to the school and be willing to participate in two meetings per year, along with other activities related to the school. The first meeting was held in March 2017.

School of Library and Information Science

Our primary means of development within the school are through the South Carolina Center for Children's Book and Literacy. They have received \$32,545.49 in gifts for the year, with an additional \$22,672 pending requests.

In 2016, Cocky's Reading Express was the first crowdfunding campaign conducted by the university. That campaign yielded \$25,390.

Supplemental Info - Alumni Engagement & Fundraising

Any additional information on Alumni Engagement and Fundraising appears as Appendix 6. (bottom)

Community Engagement

Description

Community engagement and community based research, scholarship, outreach, service or volunteerism conducted during AY2017-2018, including activities at the local, state, regional national and international levels.

School of Journalism and Mass Communications

Academic Conferences

During the 2018-2019 academic year the SJMC will host two national academic conferences. The AEJMC Southeast Colloquium (held this year at University of Alabama) will be held at the same time as our biennial Media and Civil Rights History Symposium (MCRHS), which focuses on the role of print and broadcast images in the African American freedom struggle and other civil rights struggles. The first MCRHS was held in 2011 and coincided with the AEJMC Southeast Colloquium, which the SJMC hosted that year.

As our new building provides an ideal atmosphere for academic and professionally-oriented conferences, we anticipate hosting more events in the near future, including a public relations-focused conference sometime in 2018 or 2019.

Newsplex

The SJMC is home to the Newsplex initiative, which keeps the school in touch with journalism around the globe. Newsplex works in partnership with the World Association of Newspapers and News Publishers (WAN-IFRA) to provide consulting and training to media organizations worldwide. In the fall of 2016, Newsplex was in the final stages of its U.S. Department of State-funded project to develop investigative reporting in the former Soviet states in the Baltics. The reporting collaboratives in Lithuania, Latvia and Estonia completed and published their stories. In summer 2016, Newsplex received a grant to work with ETV+ in Narva, Estonia.

Scholastic Journalism

The school houses the South Carolina Scholastic Press Association (SCSPA) and the 15-state Southern Interscholastic Press Association (SIPA), which support and promote journalism programs in middle and high schools throughout the Southeast. Through conventions and conferences, evaluative services, scholarship opportunities and various individual competitions, SCSPA and SIPA strive to empower and educate scholastic journalists.

Pre-collegiate Workshop for Business and Investigative Journalism

Each summer, the SJMC hosts the annual Pre-Collegiate Workshop for Investigative Journalism and provides funding to participants who do not have the financial means to attend such a program. This workshop is led by SJMC associate professor Ernest Wiggins.

Special Lectures

The school hosts many speakers throughout the year that benefit not only SJMC students and faculty, but the community at large.

We have two ongoing lecture series. The 2016-2017 lectures/speakers are noted below:

Buchheit Lecture

Each school year, the SJMC hosts a prominent journalist to give a public lecture, made possible by a fund provided by the Buchheit family. In Fall 2018, Pete Souza, White House photographer for President Barack Obama, will be our lecturer.

Baldwin Lecture

Mr. Kenneth Baldwin, a significant donor to the school, provides funding for a lecture series, in addition to his other generous partnerships with the school. This year's speaker was Valerie Bauerlein, a Wall Street Journal reporter who spoke to a standing room only crowd.

Research Roundtables

The SJMC's Research Roundtable series is sponsored by the school's graduate program and is held monthly during the academic year. Speakers are from inside and outside of the school, and focus on research and professional scholarship of interest to our faculty and students.

Professional Organization Involvement and Judging

SJMC faculty members are involved in many local, state, regional and national professional associations including the South Carolina Press Association, Society of Professional Journalists, South Carolina Broadcasters Association, the Columbia Ad Club, the National Press Photographers Association, International Association of Business Communicators, and Public Relations Society of America.

Academic Involvement and Judging

Faculty members are actively involved in academic organizations and publications, in many instances, holding leadership roles. For example, Dr. Augie Grant is the current president of BEA; Dr. Carol Pardun is an elected member for ACEJMC; and Dr. Ran Wei is the editor of *Mass Communication and Society*. Research faculty routinely serve as reviewers for academic journals and conferences. Many are on the editorial boards of academic journals.

Student Media

Campus media are operated independently from the school, and are under the Office of Student Media. School faculty members and staff, however, do serve in advisory roles to each of the four media: The Daily Gamecock newspaper, Garnet & Black magazine; SGTV and WUSC-FM radio.

School of Library and Information Science

Our most visible community engagement program within the state of South Carolina is Cockey's Reading Express managed by the South Carolina Center for Children's Books and Literacy. CRE has now distributed 108,000 new books to the children of South Carolina, and we have increasing evidence that we make a difference. This work is being expanded with the College of Education to link early literacy to workforce development.

In 2017, CRE provided a variety of in-school visits and family literacy events and supported many community activities - 32 events total. It led 2500+ students and librarians on a march on the state capital to promote reading. During Young Lawyers Community Law Week - it organized a week of reading events with young lawyers in SC. It partnered with SCE&G to provide in-school programming and family literacy events in

counties in their service area. It served Richland, Allendale, Colleton and Aiken.

In 2017, we are continuing our work with SCE&G and have proposed a Summer Slide Bus Tour. We have requested \$31,600 to support this project. We are also partnering with the Boeing Company and USC alumni at Boeing to provide service opportunities for their team. Our first joint event is March 24.

The faculty of SLIS continue to work with front-line professionals to deliver staff development. Offerings include Dr. Moorefield-Lang delivering makerspace workshops across the southeast; Dr. Lankes delivering staff development and planning activities for librarians in Southeast Florida, Florence, South Carolina, and Maine. Dr. Gavigan, Dr. Moorefield-Lang, and instructor Geri Solomon have also been doing staff development for teachers across the state in using primary documents in the classroom as part of a Library of Congress grant. The faculty have teamed with the State Library and Richland Library to offer staff development for the Columbia area.

Our students have also been active in community engagement. In the aftermath of flooding this year in Louisiana and North Carolina, students organized book and material drives for effected schools. These efforts started within the school, but eventually become campuswide efforts to rebuild education programs.

Community Perceptions

How unit assesses community perceptions of engagement, as well as impact of community engagement on students, faculty, community and the institution.

School of Journalism and Mass Communications

The SJMC maintains close contact with hundreds of alumni, professionals and professional organizations to keep the school current. Day-to-day alumni involvement includes speaking in classes, mentoring current students, participating in school events, offering portfolio critiques, and doing whatever they can to help assure that our soon-to-graduate students succeed. It is clear that alumni understand the value of their education and often look for ways to "pay back" the school.

For example, alumni work with faculty to provide public relations students opportunities to do real work for real clients. A large proportion of members and board leadership of the International Association of Business Communicators' (IABC) and Public Relations Society of America's (PRSA) local chapters are our alumni, and they are extraordinarily connected with our student chapters.

The advertising community in Columbia has a close working relationship with faculty in the advertising sequence. Alumni serve as judges for the sequence's annual student ad show competition and frequently speak in classes. The majority of board members of the American Advertising Federation of the Midlands are alumni who welcome students and faculty to monthly meetings, involve them with the ADDY competition, and give two scholarships.

Journalism and broadcast journalism alumni routinely drop in to our capstone senior semester to give students advice on how to land their first jobs. They do an excellent job preparing students for the questions they may face in interviews They'll often talk about what their job is really like, giving students a realistic view of what to expect when they land that first job.

SJMC alumni are instrumental in key SJMC educational and public-service programs. These include:

Baldwin-funded Initiatives

Alumnus Ken Baldwin established a financial journalism endowment with a \$500,000 gift in 2009. The

interest from the Baldwin Business and Financial Journalism Endowment fund supports student and faculty initiatives that include research, symposia, lecturers, visiting professors, student assistantships and related programs. In addition, Baldwin established the Baldwin Business and Financial Graduate Journalism fellowship, which enables a distinguished business journalist to earn a doctoral degree. Finally, the donor's recent \$1.5 million gift will establish the SJMC's first endowed faculty chair position. The search to hire someone for this position is underway and the successful applicant will lead efforts to expand the school's business journalism and business communication program.

Alumni Society

Alumni services are housed at the college level, serving both SJMC and SLIS. The CIC Alumni Society, launched in 2005 and one of the first at a college level at USC, is led by the steering committee which meets monthly with the staff alumni relations coordinator to share ideas about alumni programs, events, communications and fundraising. The steering committee has four sub-committees: events, communications, development and mentoring.

Formal Mentoring Programs

Together with SLIS, the SJMC has a formal mentoring program, Mentor Match, also coordinated with the Alumni Society. The event opens each fall with an interactive "speed dating" style event. Feedback from the event is used to pair mentors with students. Participants are provided with a schedule of monthly topics and goals at the beginning of the program, and continuing engagement is encouraged with email communications.

Each year the SJMC holds a spring career preparation event, Passport to Hire. Designed to prepare students for seeking employment, it is a collaboration between the USC Career Center and SJMC faculty, staff and alumni. Passport to Hire includes panels of alumni in various stages of their careers. These panels are divided by major so that students can ask questions specific to their interests.

School of Library and Information Science

SLIS is fortunate to have a strong connection with professionals connected to our graduate degree in library and information science. Librarians are an active and well connected population. SLIS works closely with professionals in field in Columbia, the State of South Carolina, Nationally, and Internationally. This includes offering a series of workshops within the Columbia area. The clearest example of this is in the Community Literacy Initiative. This project is working daily with the B.C. Grammar elementary school, the West Columbia branch of the Lexington County Public Library, Spanish Language groups, faith based organizations, and city council in West Columbia. This work resulted in a passed City Resolution that "**Now, Therefore, Be It Resolved**, that the Mayor and City Council of the City of West Columbia hereby supports WeReadSC, Cocky's Reading Express, and Lexington School District Two in their continued literacy efforts."

Within the state the school meets regularly with library officials at public libraries, school libraries, academic libraries, and the state library. Feedback from these groups led directly to the Library Scholars cohort program for filling openings in school library positions in high-needs counties.

At the national level SLIS is an active participant in national conferences and associations including the Association for Library Science Education, the iSchool Consortium, and the American Library Association. Our faculty speak at these events, but more importantly hold leadership positions within them.

At the international level faculty participate in World Intellectual Property Organization efforts in Africa, European libraries through the Public Library 20/20 program, and have strong connections to Asia and Australia including a Fulbright placement.

At the undergraduate level we are building a strong group of advisors in organizations such as Blue Cross/Blue Shield, and IBM. These efforts will increase dramatically with the requirement for internships. SLIS is looking to restructure its National Advisory Council this year to have a more representative and national perspective on the program.

Incentivizing Faculty Engagement

Policies and practices for incentivizing and recognizing community engagement in teaching and learning, research, and creative activity.

School of Journalism and Mass Communications

The SJMC has a service award and the Caldwell Teaching Excellence Award that are given annually to faculty who have excelled in these areas. Because of the unique mission of the school, we have dual track tenure system, a more traditional research track and a professional track. Professional track faculty are more heavily involved in service to the community and professional practice.

Direct support is given to faculty (i.e., graduate assistants, travel funding for research, other monetary support) for community engagement activities. Some of the school's largest initiatives include CreateAthon@USC, Pre-collegiate Workshop for Business and Investigative Journalism, the Media and Civil Rights History Symposium and The Carolina Agency.

School of Library and Information Science

Societal impact is the cornerstone of SLIS' Knowledge School Initiative. This initiative, involving speakers, faculty development efforts, presentations and the like, focuses on the role of academic programs in information science to go beyond studying the world to improve it. This engagement approach can be seen in scholars studying and promoting literacy, then going out to the poorest communities to give books and, more importantly, to show that athletes and undergraduates from all walks of life value learning. It can be seen in scholars who go beyond studying graphic novels in schools to working with incarcerated gang members to create graphic novels to take on the scourge of AIDS. It is evident in data scientists teaming with knowledge managers to connect to faith-based organization to ensure media and information literacy. In essence, it is seen in a school's move beyond a clinical view of information to an active view of knowledge. Direct support is given to these activities in social media coverage, travel funding, and in some cases, course releases.

Supplemental Info - Community Engagement

Any additional information on Community Engagement appears as Appendix 7. (bottom)

Collaborations

Internal Collaborations

School of Journalism and Mass Communications

"Fake news" initiative with the School of Library and Information Science
Graduate Certificate in Health Communication with the Arnold School of Public Health and the School of Library and Information Science
Science and Health Communication Research Group at USC
Pharmaceutical Ethics project with College of Pharmacy

School of Library and Information Science

Literacy and the Workforce with the College of Education
Fake news with the School of Journalism and Mass Communications
Health Communications with the School of Journalism and Mass Communications and the Arnold School of Public Health
SLIS 202 Information Technology and Literacy course as part of the INF Carolina Core Requirements
Developing Data Science and Knowledge Management Courses for the Honors College
Global Carolina @ CIC with School of Journalism and Mass Communication
Coordination of internships for school librarians with the College of Education

Managing contract courses with the College of Education
Working with UTS on issues related to data quality and integrity across the campus

External Collaborations

School of Journalism and Mass Communications

Bierbauer, Charles. This Week in South Carolina. SCETV weekly public affairs show. Hosted in SJMC Greenhouse studio with student production assistance.

Numerous research collaborations across USC units (i.e., Arnold School of Public Health, History Department, School of Library and Information Science) and with researchers from across the country.

School of Library and Information Science

Karen Gavigan Fulbright Placement at Charles Stuart University, Australia
Vanessa Kitzie Exploration of Academic library impact with Rutgers University

Supplemental Info - Collaborations

Any additional information about Collaborations appears as Appendix 8. (bottom)

Campus Climate and Inclusion

Campus Climate & Inclusion

Activities unit conducted within AY2017-2018 that were designed to improve campus climate and inclusion.

School of Journalism and Mass Communications

The SJMC is one of the nation's leading contributors to the American Advertising Federation's (AAF) Most Promising Multicultural Student competition. We had two students named as 2018 Most Promising Multicultural Students in the current academic cycle and have had students selected since the inception of the program.

The school will host its biennial Media and Civil Rights History Symposium in March 2019. This symposium, one of the first of its kind in the nation to focus on media, civil rights and social justice issues, is co-sponsored by the SJMC and the USC history department.

We are campus leaders in study abroad education, spearheading international programs to destinations including Germany, Africa, China, Oman, and Cuba. The SJMC's international focus also includes the Newsplex Initiative, which provides media training and consulting services to a worldwide client base.

Diversity and inclusiveness is clearly emphasized in our unit's learning outcomes. The "diversity" outcome states that "Every graduate of the SJMC will understand the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society." We have assessment instruments to demonstrate whether our students achieve this outcome.

School of Library and Information Science

SLIS continues to take diversity and inclusion very seriously. This can be seen in our recruiting efforts, including participation at HBCU open houses, and in a number of scholarships we provide to minority candidates. Recent immigration issues have allowed us to reach out to and demonstrate our commitment to inclusion of all nationalities.

SLIS has a standing Diversity Leadership Group. The Diversity Leadership Group is a volunteer group composed of practicing library professionals and students at the School of Library and Information Science. The group has sponsored a program on recruitment, retention, and advancement of African-Americans in libraries, set up a mentoring network for students and practicing professionals from under-represented populations, and written and presented faculty/staff and student diversity plans for the school which were adopted by the faculty. The group is also designated as a part of ongoing accreditation preparation.

Supplemental Info - Campus Climate & Inclusion

Any additional information about Campus Climate and Inclusion appears as Appendix 9. (bottom)

Concluding Remarks

Quantitative Outcomes

Explanation of any surprises with regard to data provided in the quantitative outcomes throughout this report.

As noted earlier, our faculty numbers do not wholly agree with numbers provided us in data package. This may be a matter of when snapshots were taken. Minor discrepancies occur in full time faculty, but we count a larger number of adjunct faculty, a number which varies from semester to semester but does have an impact on our student:faculty ratios.

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

College of Information and Communications

We have substantially upgraded digital signage in Davis College to reflect the increased use of such messaging and coordinated internal communications across the college. In SJMC's second year in its new building, we have added a number of decorative and artistic features that highlight the school's disciplines. As noted at the start of this report, we always like to think our schools are worth a visit.

School of Journalism and Mass Communications

We have made key hires, both staff, faculty and a new dean, after many retirements in recent years. In May 2017, we officially received notice from our accrediting body (ACEJMC) that we were reaccredited, including our new mass communications major, for the next six years. Strengths of the school included a spectacular renovated building, strong scholarly output, excellent student services, up-to-date curriculum (undergraduate and graduate programs), strong leadership, outstanding faculty and a converged newsroom.

School of Library and Information Science

While this may seem tangential, we are pleased and excited with the new Cocky statue that will be dedicated on campus this fall. Because of our success with Cocky's Reading Express, we have worked closely with the USC Visitors Center to support the design and fundraising effort to create the statue. Because of our statewide literacy initiative, we are especially pleased that the bronze replica of Cocky will be situated close by Davis College, home of SLIS, and that Cocky will be seated with a stack of books at hand. For us, that's cool stuff.

Appendix 3. Research & Scholarly Activity

Office of Research
Information Technology & Data
Management

**College of Information &
Communications**

Fiscal Year 2017



UNIVERSITY OF
SOUTH CAROLINA

Faculty Information

RESEARCH AND SCHOLARLY ACTIVITY

The following refers to Appendix 1, 2 & 3 , which provides detailed information from the Office of the Vice President for Research, department of Information Technology and Data Management, including:

- 1) The total number and amount of externally sponsored research proposal submissions by funding source for the appropriate Fiscal Year.
- 2) Summary of externally sponsored research awards by funding source for the appropriate Fiscal Year. Total extramural funding processed through Sponsored Awards Management (SAM) in the Fiscal Year, and federal extramural funding processed through SAM in the Fiscal Year. (Available at: <http://sam.research.sc.edu/awards.html>) Amount of sponsored research funding per faculty member in FY YYYY (by rank, type of funding; e.g., federal, state, etc., and by department, if applicable).
- 3) Number of patents, disclosures, and licensing agreements for three most recent Fiscal Years.

Identified areas of challenge and opportunities with faculty research and scholarly activity, referencing Academic Analytics data (through 2015) and the report provided by the Office of Research's Information Technology and Data Management, including specific plans to meet these challenges or take advantage of the opportunities.

Summary of Extramural Proposal Submissions by Source - FY2017

Appendix 1

| PI Home Department | Amount First Year | Commercial | Federal | Other | Private, Non-Profit |
|----------------------------------|--------------------------|-------------------|------------------|---------------|----------------------------|
| Journalism & Mass Communications | 1,254,139 | | 4 | 1 | |
| Library & Information Sciences | 304,845 | | 3 | | 2 |
| | | | | | |
| Total Count | 10 | 0 | 7 | 1 | 2 |
| Total Amount First Year | 1,558,984 | | 1,506,437 | 30,653 | 21,894 |

Extramural Funding by Source, Department, Faculty & Rank - FY2017

Appendix 2

| PI Home Department | Total Dept | PI Name | Primary Job/Rank | Tenure Status | Total Funding | Federal | Other | Private, Non-Profit |
|----------------------------------|----------------|--------------------|------------------|---------------|----------------|---------|-------|---------------------|
| Information & Comm - Dean | | Bierbauer, Charles | PROFESSOR | TENURED | 107,340 | | | 107,340 |
| Information & Comm - Dean | | McKeever, Brooke | ASSOC. PROFESSOR | TENURED | 1,250 | | 1,250 | |
| Total Dean's Office | 108,590 | | | | | | | |
| Journalism & Mass Communications | | Covington, Randy | INSTRUCTOR | | 59,775 | 59,775 | | |
| Total JMC | 59,775 | | | | | | | |
| Library & Information Sciences | | Gavigan, Karen | ASSOC. PROFESSOR | TENURED | 174,918 | 174,918 | | |
| Total LIS | 174,918 | | | | | | | |
| | | | | | | | | |
| Total Funding | 343,283 | | | | 108,590 | | | 107,340 |

Patents, Disclosures, and Licensing Agreements

Fiscal Year 2017

Appendix 3

| COLLEGE OF INFORMATION & COMMUNICATIONS | | | | |
|--|-----------------------|---------------------------------|-------------------------------------|----------------|
| | Invention Disclosures | Provisional Patent Applications | Non-Provisional Patent Applications | Issued Patents |
| TOTALS: | 1 | 0 | 0 | 0 |
| Breakdown | | | | |
| School of Journalism & Mass Comm. | 0 | 0 | 0 | 0 |
| School of Library & Information Science | 1 | 0 | 0 | 0 |

***Note:** These numbers include US, PCT, and foreign applications/patents

***Source:** Office of Economic Engagement

Appendix 6. Alumni Engagement & Fundraising



Unit Performance

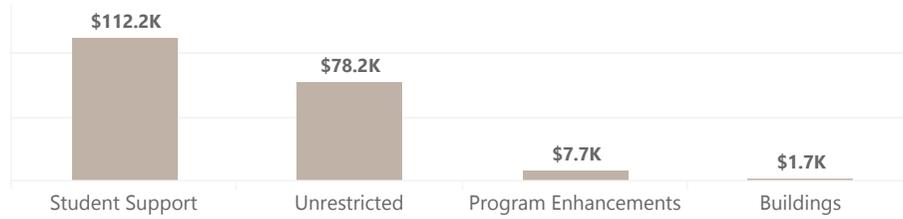
All **Gift Band** **Unit** **Year** **Calculation**
 Information and Commu.. FY 2018 Production

Data update time: 3/2/2018 11:09:39 AM - Printed by Jancy Houck

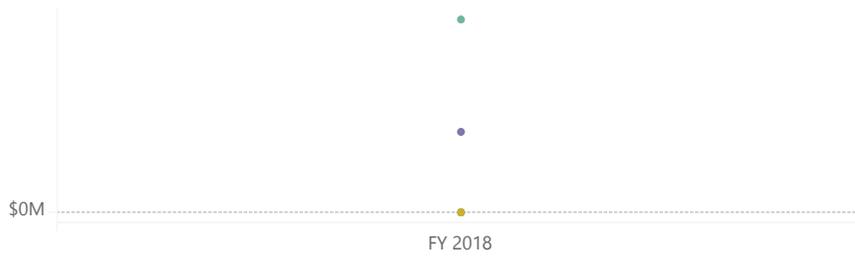
FY - YTD Production



Total \$ by Purpose



Gift Type



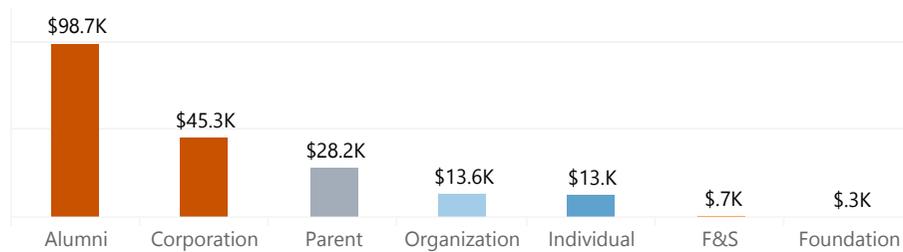
Total \$ by Gift Type



Donor # by Constituency



Total \$ & Donor # by Constituency



Designation

| | |
|-----------|----------|
| Spendable | \$116.3K |
| Endowment | \$81.8K |
| Capital | \$1.7K |

07/01/2017

Total \$ by Designation

