

Contact: Diana Gonzalez

**ACCREDITATION REPORT AT THE UNIVERSITY OF IOWA  
SCHOOL OF JOURNALISM AND MASS COMMUNICATION**

**Action Requested:** Receive the accreditation report from the University of Iowa School of Journalism and Mass Communication.

**Executive Summary:** Each program contained in this report (1) underwent a self-study that addressed the criteria defined by its accrediting agency; and (2) had an on-site visit by peer evaluators. All of the programs were accredited for the full period allowed by the accrediting agency. The Department has responded to the concerns/recommendations identified in the on-site team report.

**Background:**

- ◇ **Description.** The mission of the School of Journalism and Mass Communication is to educate journalism and mass communication professionals, scholars, and faculty through BA, BS, MA, and Ph.D. programs.
- ◇ **Accrediting Agency.** The accrediting body is the Accrediting Council on Education in Journalism and Mass Communications.
- ◇ **Review Process.** The self-study addressed the 12 standards of the Council.
- ◇ **On-Site Visit Team Report.** In February 2005, the On-Site Evaluation Team reviewed the 12 standards and found that the School was in compliance on 11 standards and in non-compliance on Standard 7 – Internships/Work Experience.
- ◇ **Sample Strengths Identified by the Team.**
  - ☑ “There is a diverse faculty with an excellent blend of professional and academic experience.”
  - ☑ “There is a new building with excellent equipment and facilities.”
  - ☑ “There is a growing relationship with alumni, including alumni involvement with assessment and evaluation of senior portfolios.”
- ◇ **Sample Suggestions for Improvement Identified by the Team.**
  - ☑ “The unit should develop an internship system that provides careful monitoring of interns to ensure a supervised experience.”
  - ☑ “The faculty should re-evaluate their diversity plan in light of declining minority enrollments and determine if the plan should be modified to include new strategies and more specific goals that would increase minority applications and enrollments.”

- ◇ Accreditation Status. In May 2005, the Accrediting Council on Education in Journalism and Mass Communications extended accreditation of the undergraduate, master's, and doctoral degree programs in the School of Journalism and Mass Communication at the University of Iowa for the maximum period of six years. The Council expects the School to address the non-compliance issues on Standard 7 before the next review.
  
- ◇ Changes Implemented after Accreditation Visit. The School implemented the following changes in response to issues identified by the on-site review team:
  - ☑ Hired a full-time coordinator to ensure appropriate supervision of students placed in School-approved internships.
  - ☑ Created a listserv which provides more complete information about available internships for journalism students.
  - ☑ Developed a model assessment plan for all students to have their senior learning portfolios reviewed prior to graduation by a professional in the field as well as by a faculty member.

This report addresses the following objective in the Board's Strategic Plan – “offer high-quality programs through ongoing program improvement for undergraduate, graduate, professional, and non-degree students and special school students” (1.1.).

Details about the accreditation report are available in the Board Office.