



# Memo

To: Executive Committee

From: Haley Hamel, Director of Operations

Re: Accreditation Plan

cc: Shari Veil, Adam Wagler, John Bender

The College's accreditation planning team requests review and feedback from the executive committee of the accreditation project plan including the roles and responsibilities for project completion, planning phases and timeline.

The following documents have been included for review:

1. Accrediting Plan Overview: Details the background, timeline, project roles and responsibilities, project phases and timeline.
2. Detailed Project Plan: Details specific responsibilities for data collection and self-study preparation.



## COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS

College of Journalism and Mass Communications

### **Accreditation Plan Overview**

#### **Background**

The University of Nebraska College of Journalism and Mass Communications has been continuously accredited by the Accrediting Council on Education in Journalism and Mass Communications since 1956. We are the only accredited journalism program in Nebraska.

#### **Last Accreditation**

The College was last reaccredited in 2016-2017. While we achieved full accreditation, we were found non-compliant on the then Standard 3, Diversity and Inclusiveness.

#### **Recent Changes**

Since our last accreditation, ACEJMC has undergone a 10-year review of the accrediting standards. This review resulted in a reduction in the number of standards from nine to eight, changes to the language and requirements of the standards and the elimination of the 72-hour rule.

#### **Reaccreditation Timeline**

- Year of Record: AY 22-23
- Self-Study Due: Sept. 1, 2023
- Site-visit/Reaccreditation: AY 23-24
  - 1-year delay due to COVID

#### **Roles & Responsibilities**

1. **Project Manager:** The project manager is responsible for developing the project plan and timelines and ensuring that each project phase is completed according to the deadlines
2. **Evidence Collection Leads:** The evidence collection leads are responsible for collecting all data indicated for the years under review. They are responsible for saving the data according to the data collection process and linking the

data in the table. They are also responsible for accurately reporting on the progress of data collection.

3. **Self-study Leads:** The self-study leads responsible for working with evidence collection leads and assigned committees to gather relevant evidence, develop the college's argument for the standard, provide an initial draft for inclusion in the self-study and incorporate feedback from faculty and staff. They will delegate all tasks necessary to complete agreed-upon milestones toward completion and will report on progress to the college's leadership team.
4. **Standing Committees:** Committee members will assist with evidence collection and validation, the development of the standard's argument and the initial draft of the self-study. They will provide feedback on drafts and ensure that the strongest possible case is put forward in the study. Committee members will complete tasks in a timely fashion.
5. **Editor:** The editor is responsible for editing the self-study to ensure consistency of voice, clarity of presentation and adherence to AP Style standards.
6. **Designer:** The designer is responsible for the layout and design of the document for print and online presentation.
7. **Printer:** The printer is responsible for producing copies of the self-study according to professional printing standards.
8. **Faculty & Staff:** All faculty and staff are responsible to provide input and feedback to improve the self-study and improve the college's argument for reaccreditation. All faculty and staff are responsible to participate in the site-team visit.
9. **Event Owner:** The event owner determines the purpose and goals of the event, oversees the organization, determines, and reports on the success of the event and is the final decision maker on the event's program, guests, structure, organization, and execution. The event owner is responsible for seeking the input of appropriate committees, faculty, staff and organizers in establishing the event.

# Accrediting Plan

## Plan Overview

Phase	Begins	Ends
Planning	Aug. 16, 2021	Oct. 29, 2021
Data Collection	Nov. 1, 2021	Sept. 16, 2022
Self-Study Draft	Sept. 17, 2022	March 14, 2023
Self-Study Finalization	March 14, 2023	May 15, 2023
Self-Study Production	May 15, 2023	Aug. 13, 2023
Submission	Sept. 1, 2023	
Site-Team Visit	TBD	TBD

## Planning Phases

### Planning Phase

1. **Project Plan:** The project manager will develop a project plan that will outline timelines, deadlines, roles and responsibilities for the development and completion of the self-study and site-visit required for ACEJMC Accreditation.
2. **Project Plan Validation:** The project plan will be reviewed by the college’s executive committee who will provide feedback on all aspects of the project plan.
3. **Project Plan Finalization:** The project manager will finalize the project based upon feedback from the Executive Committee and present to entire college. The project manager will also meet with and review the plan with all individuals who hold a role within the project. Committee chairs will discuss the plans and expectations with committees.

### Data Collection Phase

1. **Data Collection:** Evidence collection leads will collect data to support the college’s self-study as outlined in the project plan. Evidence collection leads will collect data and save it according to the data collection process.
2. **Data Validation:** The data will be reviewed by the college’s standing committees as outlined in the project plan. The committees will identify data that needs to be

update, data that may be missing and additional data that could support the reaccreditation process. The committee chair will communicate the outcome(s) of the review to the Self-study lead for standard under consideration, who, in turn, will work with evidence collection leads to gather, update or refine the data.

## **Self-Study Drafting Phase**

1. **Initial Argument:** Using the collected data and a review of the updated ACEJMC standards, the college's committee, as outlined in the project plan, will draft the initial arguments to be put forth in the ACEJMC self-study. They will present the points to be included as bullets within the ACEJMC self-study outline. They will communicate their initial arguments to the Self-study lead for the standard under consideration.
2. **Initial Draft:** The self-study lead will prepare the initial draft of each standard using the collected data and arguments put forward by the college's committees.
3. **Feedback & Input:** The college's faculty and staff will review the initial draft and provide feedback and input aimed at improving the document and strengthening the college's argument for reaccreditation.

## **Self-Study Finalization Phase**

1. **Final Draft:** The self-study leads will incorporate the feedback received into the self-study draft.
2. **Final Review:** The faculty and staff will review the final draft to identify any major gaps or missing elements in the argument.

## **Self-Study Production Phase**

1. **Editing:** The self-study will undergo a final editing to ensure consistency of voice, clarity in arguments and strict adherence to AP style standards.
2. **Layout & Design:** A designer will be engaged to ensure that the self-study is presented with the highest level of professionalism.
3. **Printing:** Copies of the self-study will be produced for members of the site team and college records.

## **Submission Phase**

1. **Submission:** The self-study will be submitted by September 1, 2023.

## **Site Visit Phase**

2. **Site Visit Plan:** The site-visit lead will outline a plan for the Accrediting site team including the visit schedule, team-member accommodations and meeting participation.
3. **Site Visit Preparation:** The college will prepare for the site visit by preparing a workspace for team members, securing locations and participation in meetings and finalizing an overall schedule.
4. **Site Visit:** A reaccrediting team will visit the college to investigate and validate the arguments put forward in the college's self-study.

# Timeline

Project Plan		2021				2022												2023												
Phase	Component	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Planning	Develop Project Plan	█																												
	Project Validation		█																											
	Project Finalization		█																											
Data Collection	Data Collection			█	█	█	█	█	█	█	█	█	█	█																
	Data Validation										█	█	█	█	█															
Drafting	Initial Argument													█	█	█	█													
	Initial Draft															█	█	█	█											
	Feedback & Input																█	█	█	█										
Finalization	Final Draft																		█	█	█									
	Final Review																				█	█								
Production	Editing																					█	█							
	Layout & Design																						█	█						
	Printing																								█	█				
Submission	Submission																									█	█			
Site Visit	Site-Visit Plan																											█	█	
	Site-Visit Prep																											█	█	
	Site Visit																												█	█











Standard	Indicator	Evidence	Number	Evidence Collection	Self-Study Lead	Standing Committee	ACEJMC Description	CoJMC Evidence	16-17	17-18	18-19	19-20	20-21	21-22	22-23	Status	Link to File(s)
6 - Student Services	a	1	84	Andrea Gaghagen	Andrea Gaghagen	Scholarship & Student Success Committee	internal communications, and faculty office hours	Academic Bulletin	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	1	85	Kaitlin Van Loon	Andrea Gaghagen	Scholarship & Student Success Committee	internal communications, and faculty office hours	Today@CoJMC	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	1	86	Kaitlin Van Loon	Andrea Gaghagen	Scholarship & Student Success Committee	internal communications, and faculty office hours	The Adviser	No	No	No	No	Yes	Yes	Yes		
6 - Student Services	a	1	87	Andrea Gaghagen	Andrea Gaghagen	Scholarship & Student Success Committee	internal communications, and faculty office hours	Advising Email Examples	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	2	41	Alex Fernando	Andrea Gaghagen	Undergraduate Curriculum Committee	Statistics on enrollment, scholarships, retention and graduation	Enrollment Statistics	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	2	89	Tiffany Groteluschen	Andrea Gaghagen	Scholarship & Student Success Committee	Statistics on enrollment, scholarships, retention and graduation	Scholarships Awarded	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	2	90	Tiffany Groteluschen	Andrea Gaghagen	Undergraduate Curriculum Committee	Statistics on enrollment, scholarships, retention and graduation	Retention Statistics	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	2	91	Tiffany Groteluschen	Andrea Gaghagen	Undergraduate Curriculum Committee	Statistics on enrollment, scholarships, retention and graduation	Graduation Rates	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	a	3	42	Haley Hamel	Andrea Gaghagen	Executive Committee	Annually updated website containing retention and graduation data that is clearly made available to the public	Accreditation Webpage	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
6 - Student Services	d	4	43	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	NNS Site	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	92	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	KRNU Site	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	93	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	Nebraska News Service Examples	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	94	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	OU Nightly Site	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	95	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	Jacht Site	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	96	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	Bouy Site	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	97	Andrea Gaghagen	Andrea Gaghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	Heartland Site	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
6 - Student Services	d	4	98	Andrea Gaghagen	Andrea Gaghagen	Scholarship & Student Success Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	Ad Club Newsletters	No	No	No	No	Yes	Yes	Yes		
6 - Student Services	d	4	99	Andrea Gaghagen	Andrea Gaghagen	Scholarship & Student Success Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	PRSA Newsletters	No	No	No	No	Yes	Yes	Yes		

Standard	Indicator	Evidence	Number	Evidence Collection	Self-Study Lead	Standing Committee	ACEJMC Description	CoJMC Evidence	16-17	17-18	18-19	19-20	20-21	21-22	22-23	Status	Link to File(s)
6 - Student Services	d	4	100	Andrea Gagghagen	Andrea Gagghagen	Scholarship & Student Success Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	ACES information	No	No	No	No	Yes	Yes	Yes		
6 - Student Services	d	4	101	Andrea Gagghagen	Andrea Gagghagen	Scholarship & Student Success Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	NBS information	No	No	No	No	Yes	Yes	Yes		
6 - Student Services	d	4	102	Nicole Blackstock	Andrea Gagghagen	Undergraduate Curriculum Committee	Examples of student media, information about student professional organizations, and guest speakers and other extracurricular activities associated with the unit's mission	Guest Speakers Lists	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
7 - Resources, Facilities & Equipment	a	1	44	Haley Hamel	Haley Hamel	Executive Committee	A detailed budget	Budget	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
7 - Resources, Facilities & Equipment	b	2	45	Haley Hamel	Haley Hamel	Technology & Facilities Committee	Tour of buildings and review of equipment		N/A	N/A	N/A	N/A	N/A	N/A	N/A		
7 - Resources, Facilities & Equipment	d	3	46	Shari Veil	Haley Hamel	Committee	Details of private annual fund-raising efforts	Fundraising Reports	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
7 - Resources, Facilities & Equipment	d	4	47	Shari Veil	Haley Hamel	Capital Campaign Committee	Details of unit endowments for faculty chairs and professorships, programs, scholarships and other restricted accounts	Endowment Reports	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
7 - Resources, Facilities & Equipment	b	5	48	Haley Hamel	Haley Hamel	Executive Committee	Evaluation of adequacy of resources and an assessment of their fairness in relationship to similar units on campus		N/A	N/A	N/A	N/A	N/A	N/A	N/A		
8 - Professional & Public Service	c	1	49	Tiffany Groteluschen	Haley Hamel	Executive Committee	Faculty vitae	Full Time Faculty Vitae	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	a	2	50	Kaitlin Van Loon	Haley Hamel	Strategic Planning Committee	Unit records, brochures and publications of public service activities related to its mission and strategic plan	Workshop promotional examples	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	a	2	106	John Bender	Haley Hamel	Executive Committee	Unit records, brochures and publications of public service activities related to its mission and strategic plan	Faculty Service Records	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	a	3	51	Kaitlin Van Loon	Haley Hamel	Strategic Planning Committee	Alumni advisory boards, newsletters, surveys, social media initiatives, reunions and other activities	Alumni Newsletter	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	a	3	103	Nicole Blackstock	Haley Hamel	Strategic Planning Committee	Alumni advisory boards, newsletters, surveys, social media initiatives, reunions and other activities	Drinks with the Dean Examples	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	a	3	104	Nicole Blackstock	Haley Hamel	Strategic Planning Committee	Alumni advisory boards, newsletters, surveys, social media initiatives, reunions and other activities	Reunion/Homecoming Examples	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	b	4	52	Kaitlin Van Loon	Haley Hamel	Strategic Planning Committee	Information about courses and services available to professionals and the public	Workshop Promotional Records	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	d	5	53	Alex Fernando	Haley Hamel	Strategic Planning Committee	Activities such as workshops, visiting lectures and critiques of student work in support of scholastic journalism	A la Carte Records	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	d	5	107	Tiffany Groteluschen	Haley Hamel	Strategic Planning Committee	Activities such as workshops, visiting lectures and critiques of student work in support of scholastic journalism	High School workshop presentation records	No	No	No	Yes	Yes	Yes	Yes		
8 - Professional & Public Service	d	5	108	Tiffany Groteluschen	Haley Hamel	Strategic Planning Committee	Activities such as workshops, visiting lectures and critiques of student work in support of scholastic journalism	Contest Judging Records	No	No	No	Yes	Yes	Yes	Yes		