

DEAN'S ADVISORY BOARD



October 4, 2024

IN OUR GRIT, OUR GLORY.

ENROLLMENT & BUDGET UPDATES



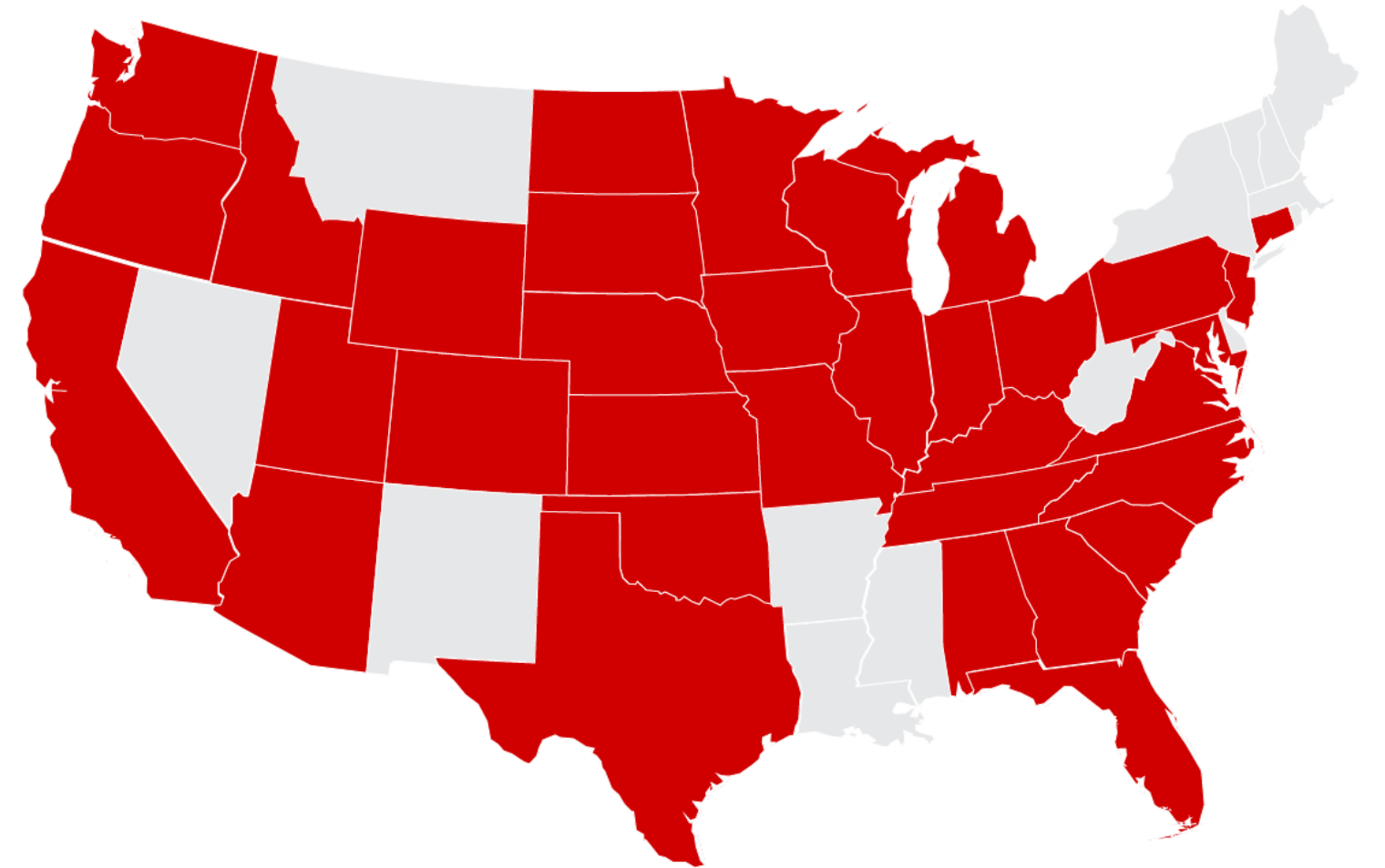
IN OUR GRIT, OUR GLORY.



ENROLLMENT UPDATES

Enrollment	2023	2024	% Change
Undergraduate	979	1047	6.9%
Graduate	64	46	-28.1%
Total	1043	1093	4.8%

Class Level	2023	2024	% Change
First-time Freshmen	181	215	18.8%
Other Freshmen	37	37	0.0%
Sophomore	207	217	4.8%
Junior	289	305	5.5%
Senior	265	273	3.0%
First-time Graduate	23	11	-52.2%
Other Graduate	41	35	-14.6%
Total	1043	1093	4.8%



Graduate Specialization	2023	2024	%Change
Integrated Media Communications	35	25	-28.57%
No Specialization	8	6	-25.00%
Professional Journalism	7	8	14.29%
Public Relations & Social Media Certificate	14	7	-50.00%
Total	64	46	-28.13%

Undergrad Major	2023	2024	% Change
Advertising and Public Relations	416	423	1.7%
Broadcasting	115	122	6.1%
Journalism	125	111	-11.2%
Sports Media & Communication	323	391	21.1%
Total	979	1047	6.9%

ENROLLMENT UPDATES

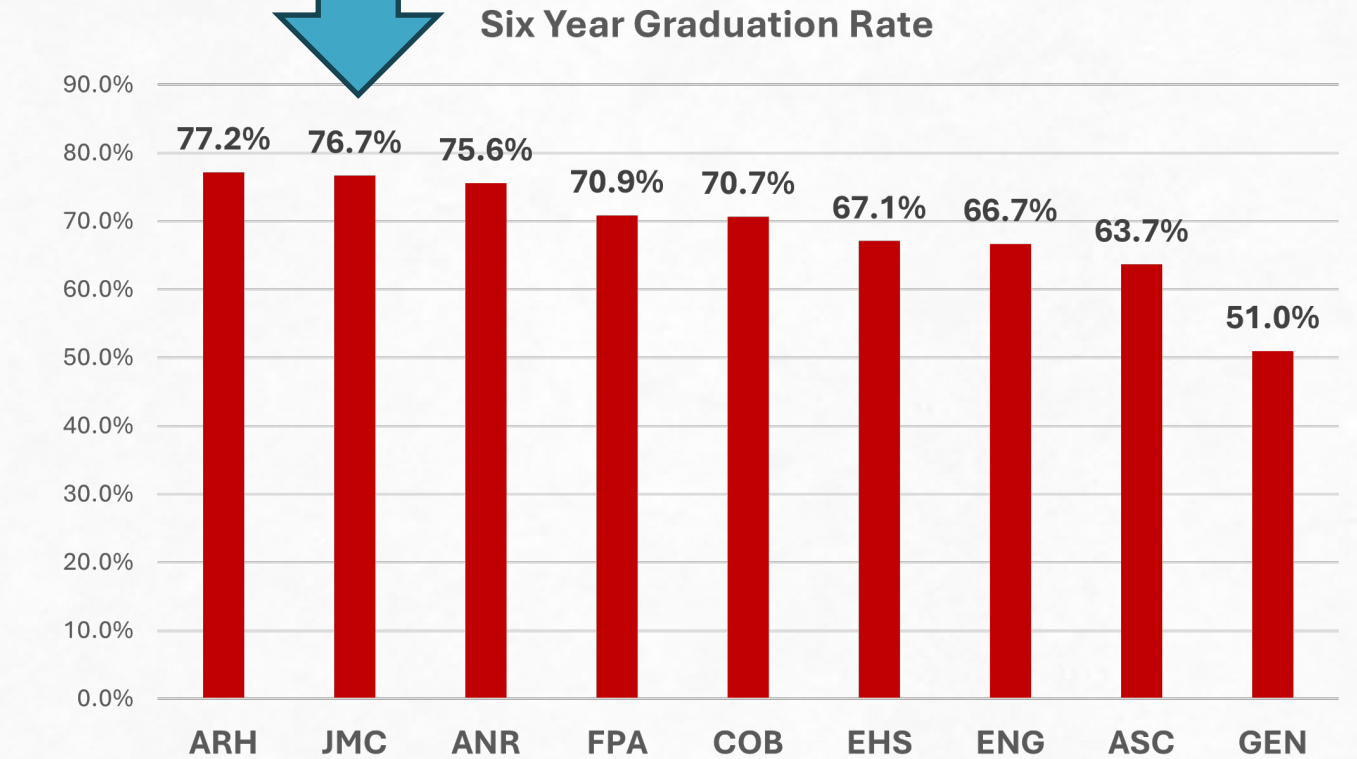
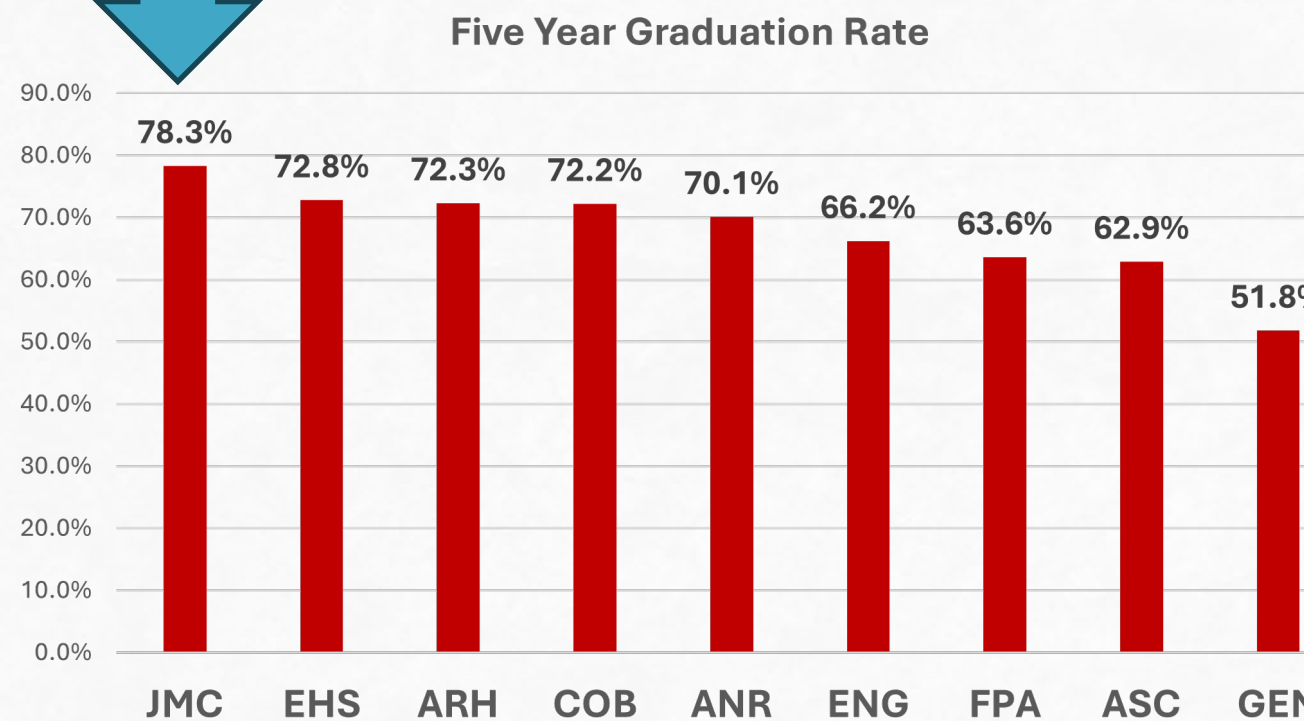
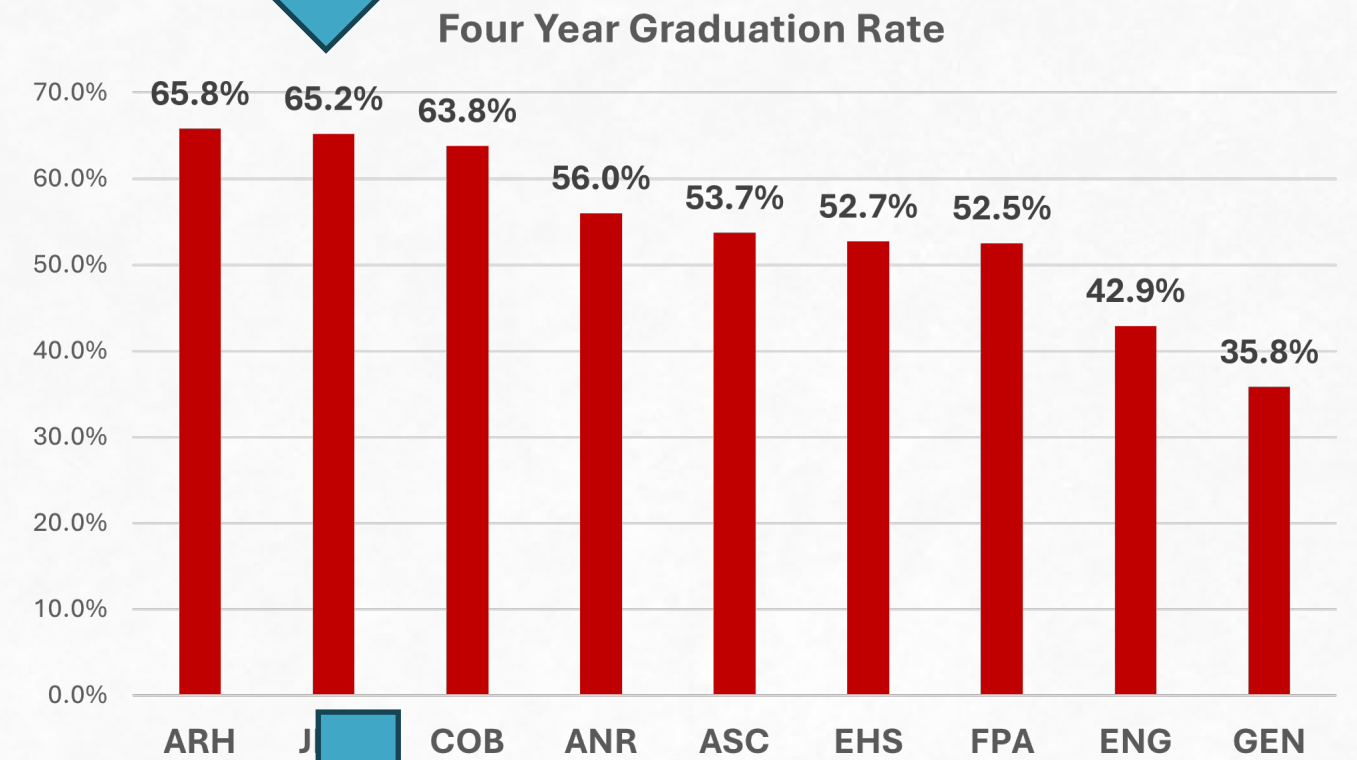
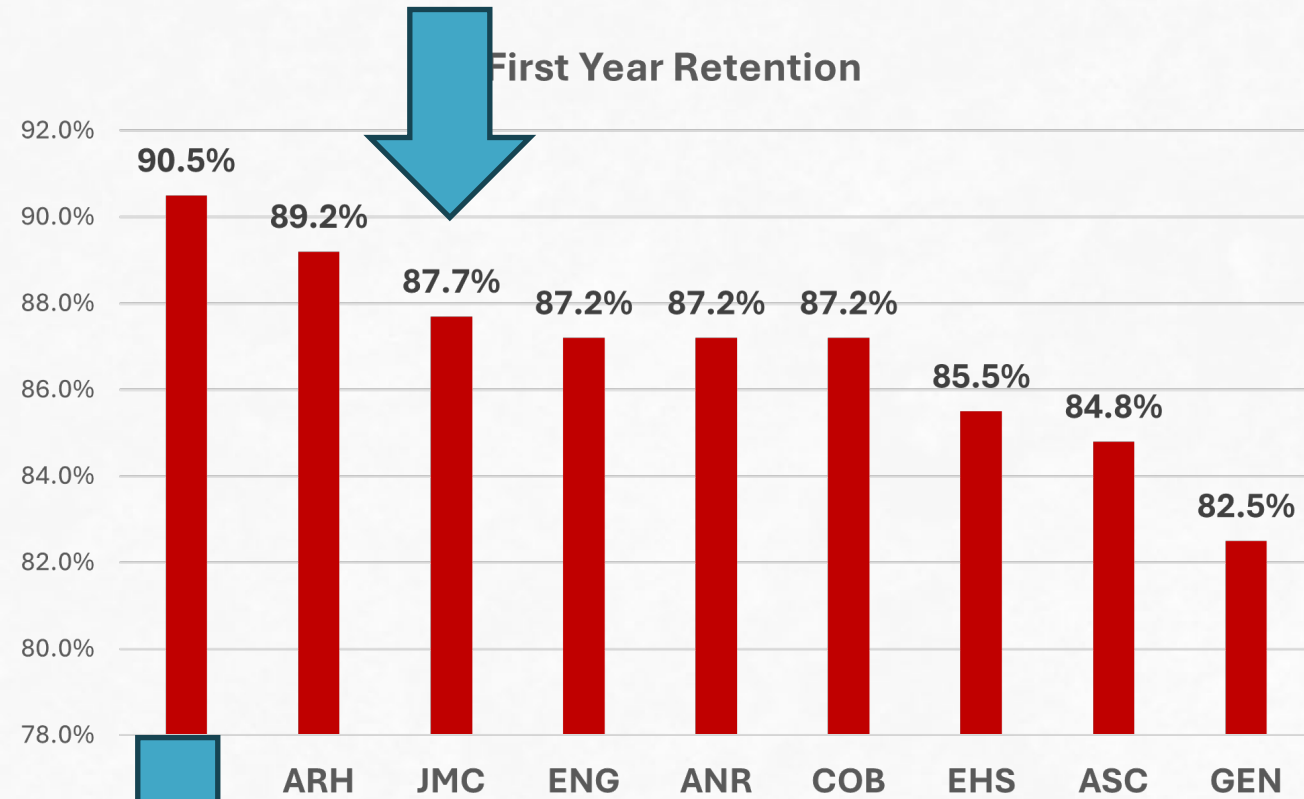
Race/Ethnicity	2023	2024	% Change
American Indian or Alaska Native	0.2%	0.3%	43.1%
Asian	1.9%	1.9%	0.2%
Black or African American	4.0%	3.3%	-18.2%
Hispanic	9.2%	8.9%	-3.6%
Native Hawaiian / Pacific Islander	0.0%	0.1%	
Two or more races	4.8%	5.0%	5.0%
U.S. Nonresident	2.5%	1.7%	-30.3%
Unknown race and ethnicity	0.7%	0.4%	-45.5%
White	76.7%	78.4%	2.2%

Minors	2023	2024	%Change
Advertising and Public Relations	6	89	1383.3%
Broadcasting	25	20	-20.0%
Total	31	109	251.6%





GRADUATION AND RETENTION RATES



BUDGET

FY 25			
State-Aided Budget	Budget	Planned Expense	Variance
Faculty	\$ 3,437,426	\$ (3,881,138)	\$ (443,713)
Faculty Reversion	\$ 14,415	\$ -	\$ 14,415
Staff	\$ 706,875	\$ (706,875)	\$ -
Graduate Assistants	\$ 79,662	\$ (79,662)	\$ -
Student Workers	\$ 31,738	\$ (145,300)	\$ (113,562)
Benefits	\$ 1,119,766	\$ (1,119,766)	\$ -
Operating	\$ 391,893	\$ (455,489)	\$ (63,596)
Total	\$ 5,781,775	\$ (6,388,230)	\$ (606,455)



HOW ARE WE GOING TO COVER THE GAP?

Source	Purpose	Amount
EVC Commitment	Dual Hire	\$ 24,000
EVC Commitment	Lecturer	\$ 67,000
EVC Commitment	Lecturer/T	\$ 340,917
Gift	Student Workers	\$ 139,200
William H. Thompson		\$ 18,000
Course Buyouts		\$ 47,109
Total		\$ 636,226



**CAMPAIGN
WINS**



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RECENT CAMPAIGN WINS

- **Recruitment and Retention**
 - \$50,000 | 5-year pledge
- **International Student Travel**
 - \$50,000 | 5-year pledge
- **Journalism Excellence**
 - \$50,000 | 5-year pledge
- **Kathryn Duerfedt Memorial Scholarship**
 - \$50,000 | Outright Gift
- **Student Experience Fund**
 - \$100,000 | 5-year pledge
- **Student Worker Support**
 - \$145,000 | Outright Gift

NEW FACES & SPACES



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NEW FACULTY AND STAFF



Leslie Klein

Assistant Professor of
Practice Journalism



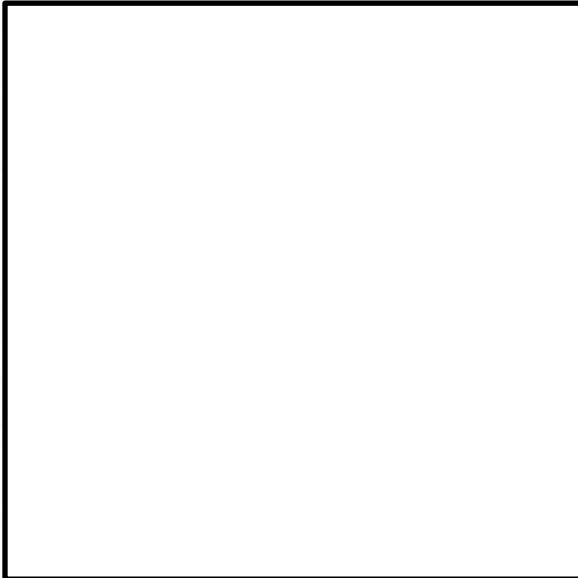
Betsy Emmons

Associate Professor
Sports Media & Communication



Vanessa Killen

Academic Advisor

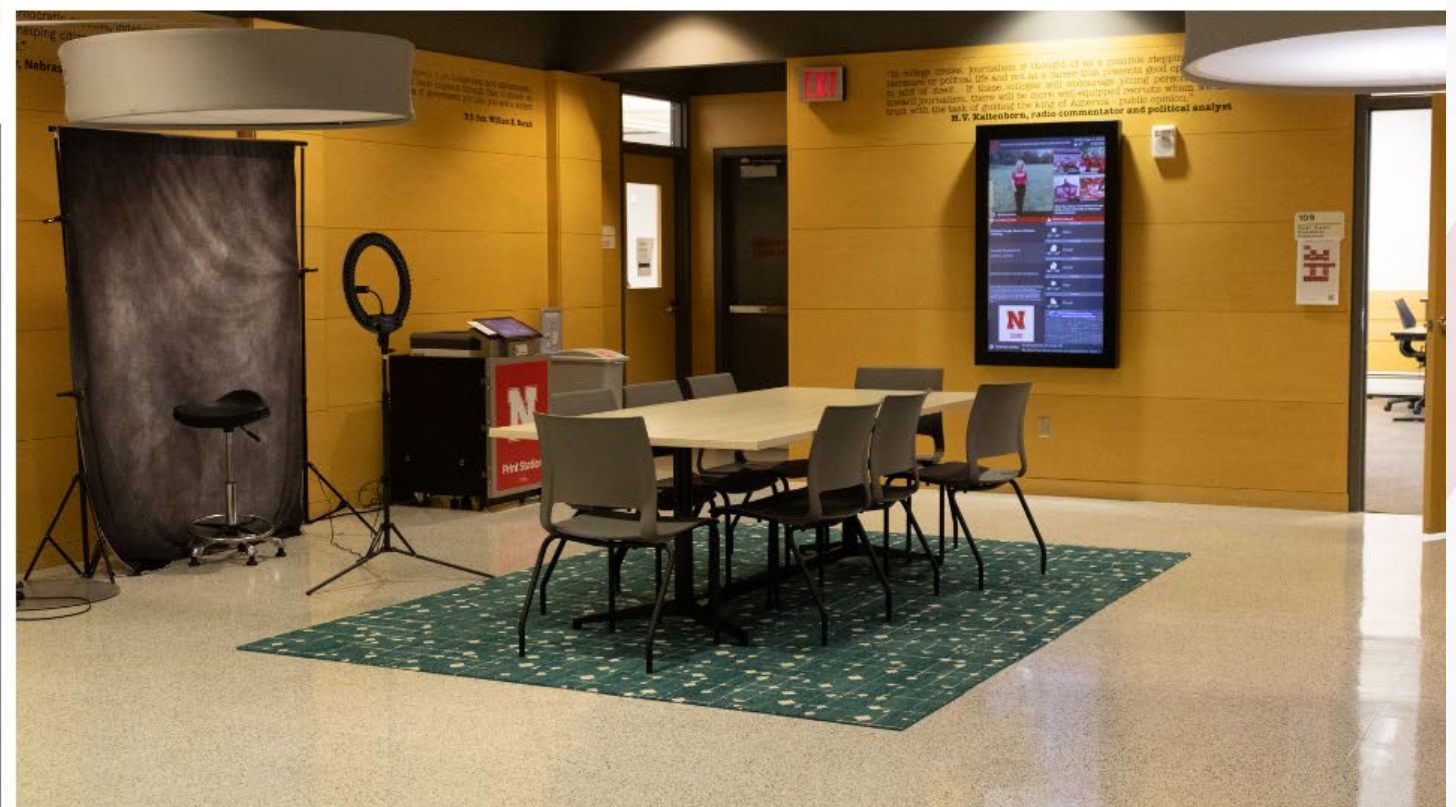


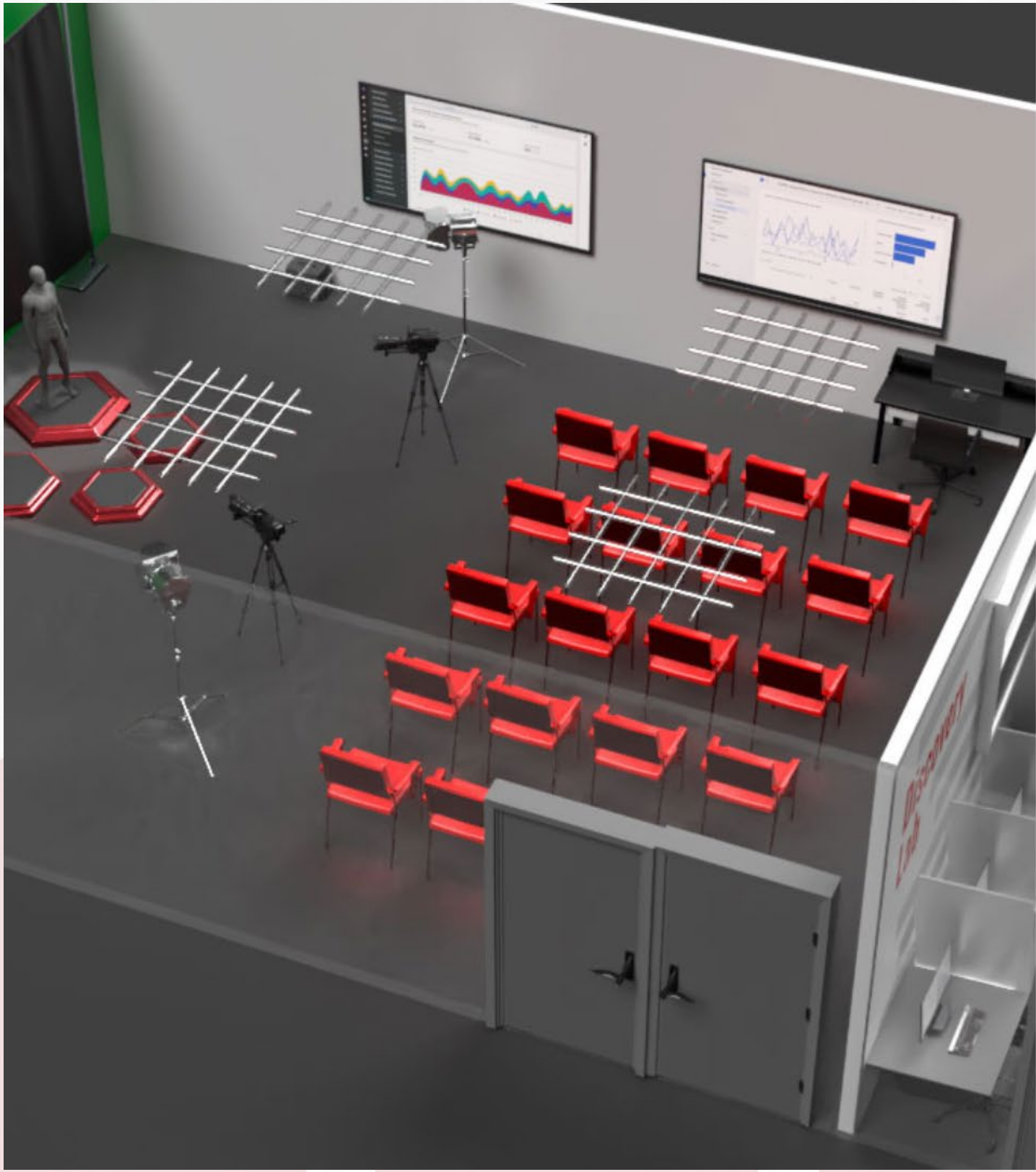
Coming Soon

Academic Advisor



FREEDOM FORUM

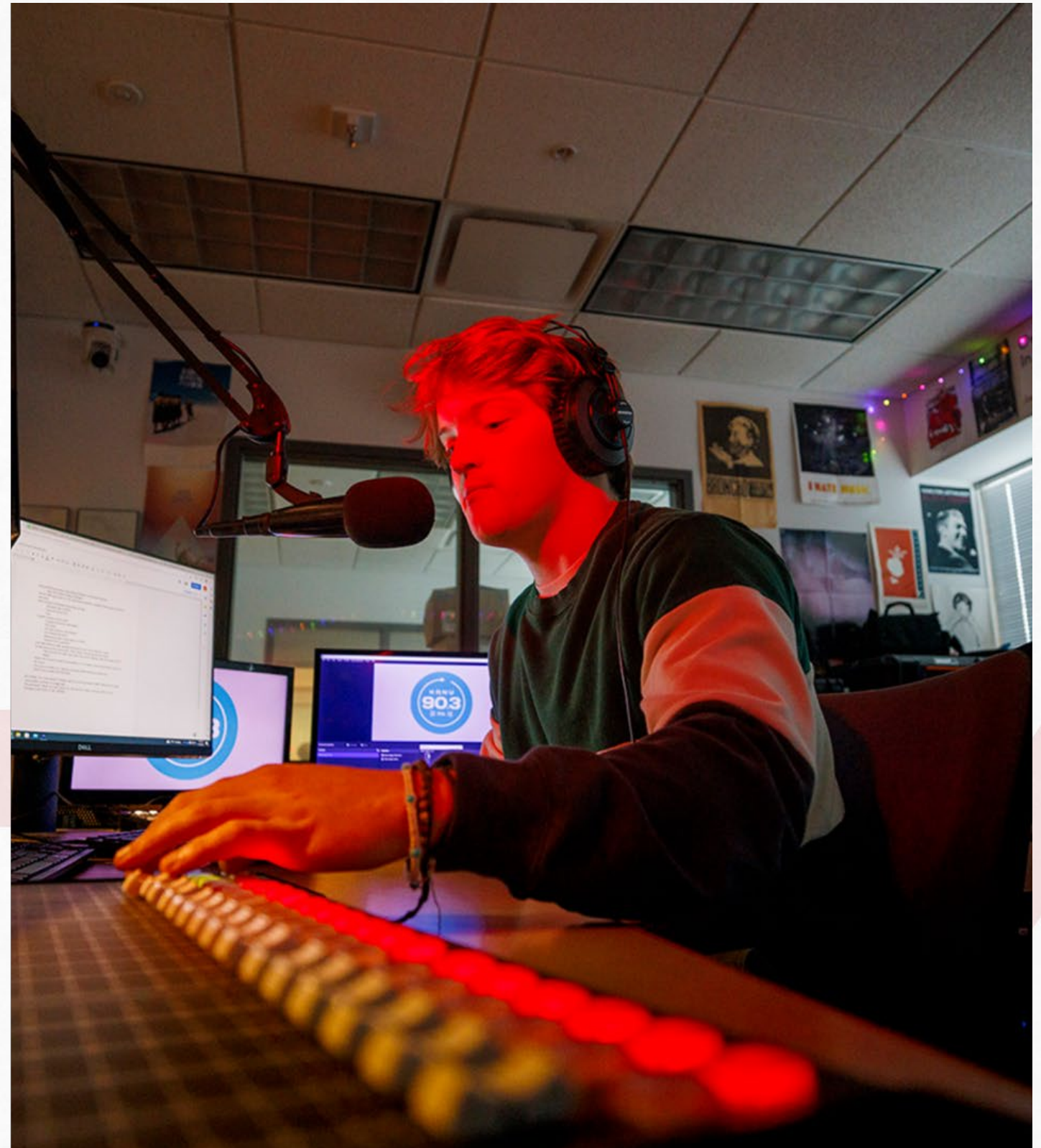






Key Upgrades

- **Equipment:** New transmitter, enhanced remote capabilities, updated studios, and audio routing systems.
- **Construction:** New safety glass, improved HVAC, acoustic treatments, and lighting upgrades.
- **Networking:** Robust network backbone for all new equipment.



CURRICULUM UPDATES



IN OUR GRIT, OUR GLORY.

Accelerated Master's Degree

The Accelerated Master's Program allows undergraduate students to integrate graduate credits into their schedules, letting them earn their bachelor's and master's degrees in five years.

- Must be admitted to an undergraduate program in the College of Journalism and Mass Communications
- Have at least sophomore standing
- 3.0 GPA or higher
- Current, full-time student
- Have one or more terms of enrollment remaining before completing a bachelor's degree



Undergrad Certificate (Fall 2025)

Esports Media and Communication

Required Courses (9 credits)

- SPMC 291: Introduction to Esports
- JOMC 317: Video Games & Society
- SPMC 464: Sports Media Relations & Promotion

Electives (6 credits)

- BRDC 369 Advanced Videography
- BRDC 477: Broadcast Performance
- SPMC 350: Sports Data Visualization & Analytics
- SPMC 460: Advanced Sports Data
- JOUR 307: Data Journalism
- ADPR 358: UX/UI Design
- ADPR 362: Digital Content Strategy
- ADPR 434: Digital Insights & Analytics
- ADPR 458: Interactive Media Design
- ADPR 484: Brands & Branding

Open to all undergraduate students



Graduate Certificate (Fall 2025)
Sports Promotion

Required Courses (3 credits)

- ADPR 884: Brands & Branding

Electives (9 credits)

- SPMC 864: Sports Media Relations & Promotions
- SPMC 875: Sports Promotion and Engagement
- SPMC 876: Planning for Sports Event Production
- SPMC 877: Content Strategy in Sports Promotion
- SPMC 878: Social and Digital Media for Sports

Open to all graduate students



DEI DISCUSSION

We are an inclusive community: All are welcome here. We respect the dignity of humanity and advocate for social justice. We are committed to diversity, equity and inclusion. We care for and encourage each other as we work together to create a better future.



IN OUR GRIT, OUR GLORY.

Strategic Plan (Adopted 2021)

- **Aim:** Prioritize community building that recognizes, respects and celebrates diversity

Diversity, Equity & Inclusion Plan (Adopted 2023)

- **Aim:** Develop a diverse and inclusive culture and climate
- **Aim:** Create an Academic Environment for Student Success
- **Aim:** Incorporate DEI in the College Curriculum
- **Aim:** Enhance efforts to recruit and retain diverse faculty and staff



2021-2022

- Relaunch high school workshop program
- Workshops with the Boys and Girls Club of Lincoln
- High School Summer Camps launched
- Cooper Foundation Grant to launch Bay High Partnership
- Task force evaluation of Global Eyewitness
- Canvas policy
- Increased first-year student outreach
- Launch of DEI Book Club
 - White Fragility*
 - How to be an Antiracist*
- Multicultural Homecoming: Kevin Abourezk
- Depth Report: Omaha World-Herald Race Coverage
- Robert F. Kennedy Award: Being Black in Lincoln
- Launch of Bailey Lauerman Design Diversity Challenge



Omaha World-Herald



2022-2023

- Diversity Ambassadors added to searches
- FIE series launched
- Staff Lunch and Learns launched
- DEI Toolkit updated
- New course requirement: JOMC 222 Social Justice, Human Rights & the Media
- Global Eyewitness Relaunch: Pine Ridge
- Spain: Global Sports, Media, and Entertainment
- England: The Monarchy and the Media
- Community workshops with Upward Bound, Girls, Inc., Junior Achievement, Youth Leadership Lincoln
- Academic Navigator started
- Course Outlier Dashboard launched
- Multicultural Homecoming: Roberto Ayala Flores
- DEI Book Club:
 - *American Prison*
 - *Real Queer America*

DEI@COJMC





2023-2024

- Expanded FIE to CIE series
- DEI Book Club
 - *Community as Rebellion*
 - *Look Like Somebody: (Documentary)*
- Global Eyewitness: Vietnam
- Depth Reporting: Missing, Murdered Women
- Roper Lecture: Drake Keeler
- Launched Multicultural Students in Media Club
 - Next Meeting 9/17
- Bay High Partnership expanded
- Student Climate Survey launched
- Multicultural Homecoming: Adrian Whitsett
- Developed Best Practices Guide for job searches
- Rural Journalism Internship Program Launched
- International Perspectives Lectures
 - Dionne Searcey, NYT Reporter
 - Ronald Ng, Global Chief Creative Officer, MRM

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Plans for 2024-2025

- Empowered Conversations Facilitator Training
- JOMC 100 Empowered Conversations
- Understanding Today's Students
- DEI Book Club
- The Atlantic: State of the Union
- Global Eyewitness: Vietnam
- Scotland: Travel Influencing
- Belgium: Military Public Affairs
- London/Cannes/Madrid: Creative Excellence
- Depth Reporting: Nebraska Prison System
- Student Climate Survey
- Hearst Lecture: Ed Yong - Science Reporting in a Hyper-polarized Era
- Roper Lecture?
- Seline Lecture?



GRAD PROGRAM DISCUSSION



IN OUR GRIT, OUR GLORY.

Graduate Curriculum

What are the most important skills and research areas that should be included in the required courses to prepare students for a career in the industry, and are there any that are currently missing?

In your opinion, what are the most important emerging trends in the industry that should be included in the curriculum?

Based on your experience, are there any courses or topics in the current curriculum that are outdated or should be revised?

How well does the program prepare students to advance their careers in the industry, and are there any changes or improvements that could be made?

Are there any changes or updates to the program that you would recommend to keep up with changes in the industry and better serve students?

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2025 Meetings

- January 29 | 2:30-4 p.m. | Virtual
- April 29 | 2:30-4 p.m. | Virtual
- July 29 | 2:30-4 p.m. | Virtual
- TBD – Homecoming | In person

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