

# Self-Study Report

## for Accreditation in Journalism and Mass Communications

Undergraduate site visit during 2019-2020

Submitted to the  
Accrediting Council on Education in Journalism and Mass Communications

**Loyola University New Orleans**

**School of Mass Communication**

**6363 St. Charles Ave. Campus Box 201 New Orleans, LA 70118**

**Date of Scheduled Accrediting Visit: October 6-9, 2019**

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

Journalism/mass communication administrator:

**Sonya Forte Duhé, Ph.D.**

**Director**

**Signature:**

Administrator to whom journalism/mass communication administrator reports:

**Kern Maass, M.F.A.**

**Dean**

**Signature:**

# PART I: General Information

**Name of Institution:** Loyola University New Orleans

**Name of Unit:** School of Mass Communication/School of Communication and Design\*  
(In February 2019, the School of Mass Communication's name changed to School of Communication and Design, bringing together Advertising, Journalism, Public Relations, Visual Communication, Film, Design and Art. The first four departments are the ones up for accreditation; those are the programs that have been in the School of Mass Communication.)

\*For this self study, we shall use the term School of Mass Communication (SMC) as the School name. What were called sequences, including journalism, advertising, public relations and visual communication, are now part of two departments: Journalism and Strategic Communication. Visual Communication was created in 2016 and is now part of this accreditation.

Year of Visit: 2019-2020

## 1. Check regional association by which the institution now is accredited.

- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North Central Association of Colleges and Schools
- Northwest Association of Schools and Colleges
- Southern Association of Colleges and Schools
- Western Association of Schools and Colleges

*If the unit seeking accreditation is located outside the United States, provide the name(s) of the appropriate recognition or accreditation entities:*

## 2. Indicate the institution's type of control; check more than one if necessary.

- Private
- Public
- Other (specify)

## 3. Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state.

On July 10, 1912, Louisiana's governor signed the act authorizing Loyola to grant university degrees. According to Loyola University New Orleans' charter and bylaws (amended June 10, 2008), the university is organized exclusively for charitable, religious and educational purposes.

**4. Has the journalism/mass communications unit been evaluated previously by the Accrediting Council on Education in Journalism and Mass Communications?**

Yes

No

**If yes, give the date of the last accrediting visit:** 2014

**5. When was the unit or sequences within the unit first accredited by ACEJMC?** 2014

**6. Provide the unit's mission statement. Statement should give date of adoption and/or last revision.**

The mission of the School is to “educate students in the Jesuit tradition to become intellectual, ethical and creative practitioners and leaders in the professions and industries of journalism and mass communication.” The overarching goal of the School is to “position the School of Mass Communication for excellence and growth within a rapidly changing media environment.” Because journalism and strategic communication are essential to a well-informed, engaged and socially just world, the School of Mass Communication at Loyola University New Orleans aspires to be recognized among the premier mass communication programs in the country.

Adopted 2009

**7. What are the type and length of terms?**

Semesters of **16** weeks

Summer sessions of **Two 4-week sessions or one 8-week session**

Intersessions of two weeks

**8. Check the programs offered in journalism/mass communications:**

Bachelor's degree

Master's degree

Ph.D. degree

**9. List the specific undergraduate degrees as well as the majors or sequences being reviewed by ACEJMC.**

B.A. in Mass Communication

Departments of Journalism and Strategic Communication (Advertising, Public Relations and Visual Communication)

**10. Credit hours required by the university for an undergraduate degree:**

120 hours

**11. Give the number of credit hours students may earn for internship experience.**

Students may earn up to three hours of credit. Each internship, working 120 hours, is worth one hour of credit.

**12. List each professional journalism or mass communications sequence or specialty offered and give the name of the person in charge.**

<b>Name of Sequence or Specialty</b>	<b>Person in Charge</b>
Journalism (for multiple platform)	Michael Giusti, M.B.A.
Strategic Communication (Advertising, Public Relations, Visual Communication)	Alvaro Bootello, Ph.D.

**13. Number of full-time students enrolled in the institution:** 4,302

**14. Number of undergraduate majors in the accredited unit, by sequence and total (if the unit has pre-major students, list them as a single total):**

**Fall 2019**

<b>Name of Sequence or Specialty</b>	<b>Undergraduate majors in:</b>
Journalism	95
Strategic Communication/Advertising	49
Strategic Communication/Public Relations	66
Strategic Communication/Visual Communication	37
Total	<b>247</b>

**Fall 2018**

<b>Name of Sequence or Specialty</b>	<b>Undergraduate majors in:</b>
Journalism	92
Strategic Communication/Advertising	41
Strategic Communication/Public Relations	73
Strategic Communication/Visual Communication	15
Total	<b>221</b>

**15. Number of students in each section of all skills courses.**

**Fall 2019**

CMMN 101-001	Communication Writing	20
CMMN 101-002	Communication Writing	13
CMMN 201-001	Digital Communication	20
CMMN 201-002	Digital Communication	20
CMMN 260-051	Intro to Layout and Design	19
CMMN 260-052	Intro to Layout and Design	13
CMMN 265-001	Photography	20
CMMN 266-001	Videography	12
CMMN 336-001	Content Creation	15
CMMN 336-002	Content Creation	19
CMMN 350-001	Advanced Journalism	11
CMMN 350-002	Advanced Journalism	10

CMMN 380-002	Donnelley Center	12
CMMN 380-003	Drone Piloting	19
CMMN 380-006	TV News Producing	13
CMMN 382-001	Social Media Strategies	19
CMMN 394-001	Digital Production	5
CMMN 486-001	Brand Lab	12

**Spring 2019**

CMMN 101-001	Communications Writing	20
CMMN 101-002	Communications Writing	20
CMMN 101-003	Communications Writing	17
CMMN 201-002	Digital Communication	20
CMMN 250-001	Journalism	20
CMMN 250-002	Journalism	9
CMMN 260-051	Intro to Layout and Design	19
CMMN 265-001	Photography	20
CMMN 266-002	Videography	20
CMMN 380-001	TV News Producing	17
CMMN 380-002	Data Journalism	17
CMMN 380-003	Donnelley Center	13
CMMN 380-004	Donnelley Center Apprentice	2
CMMN 382-001	Social Media Strategies	26 (work in teams)
CMMN 384-001	Brand Lab*	20
CMMN 394-001	Digital Production	17
CMMN 415-001	Advanced Ad Campaigns	8
CMMN 419-001	Advanced Public Relations	5
CMMN 490-001	Journalism Capstone	20

\*Brand lab was renumbered 486 fall 2019

**16. Total expenditures planned by the unit for the 2019–2020 academic year:  
Give percentage increase or decrease in three years:**

Amount expected to be spent this year on full-time faculty salaries:

Full-Time salaries: FY 16-17: \$665,865  
 Full-Time salaries: FY 17-18: \$719,624 ↑8%  
 Full-Time salaries: FY 18-19: \$637,337 ↓11.4%  
 Full-Time salaries: FY 19-20: \$651,051 ↑2.2%

Operating budget: FY 16-17: \$58,920  
 Operating budget: FY 17-18: \$45,332 ↓23%  
 Operating budget: FY 18-19: \$38,856 ↓14.3%  
 Operating budget: FY 19-20: \$38,856 0%

**17. List name and rank of all full-time faculty in the accredited unit in fall 2019.**

Alvaro Bootello, Ph.D., assistant professor, tenure track  
Lisa Collins, M.A., assistant professor, non tenure track  
Cornelius Denson, M.F.A., assistant professor, non tenure track  
Sonya Forte Duhe', Ph.D., full professor, tenured  
Michael Giusti, M.B.A., assistant professor, non tenure track  
Cathy Rogers, Ph.D., full professor, tenured  
Robert "Bob" Thomas, Ph.D., full professor, tenured  
David Myers, Ph.D., full professor, tenured (sabbatical, fall 2018, spring 2019) phased retirement (online teaching only)

**18. List names of part-time/adjunct faculty teaching at least one course in fall 2019. Also list names of part-time faculty teaching spring 2019.** (If your school has its accreditation visit in spring 2020, please provide the spring 2020 adjunct list in the updated information.)

**Fall 2019**

David Badie, B.A.  
Joe Duke, B.A., professional-in-residence  
Albert Dupont, B.A.\*  
Cheryl Dejoie-Lacabe, M.F.A.  
Desmond Lavelle, B.A.  
David Grunfeld  
Jordy Luft, B.A.  
Joel Mandina, M.A.  
Nikita Milton, M.A.  
Robert Riddick, B.A.  
Will Sutton, B.A., visiting professional-in-residence  
Gina Swanson, M.S., visiting professional-in-residence

**Spring 2019**

Joe Duke, B.A., professional-in-residence  
Cheryl Dejoie-Lacabe, M.F.A.  
Albert Dupont, B.A. \*  
David Grunfeld  
Laura Jayne, M.S.\*  
Jordy Luft, B.A.  
Nikita Milton, A.B.D.  
Michelle Clarke Payne, M.P.A.  
Robert Riddick, B.A.

*\*part of full-time School staff*