**Department of Journalism**

**College of Letters and Science**

**University of Wisconsin Oshkosh**

Multimedia Journalism

Public Relations

Advertising

2020-21

**Annual Report**

**HIGHLIGHTS IN REVIEW**

The Department of Journalism moved forward on several goals and strategic initiatives for the department, as well as for the college and university, in 2020-2021.

The year was positive despite challenges with the pandemic that impacted the ways we teach, build community, support students and keep goals on track. However, it is important to recognize that the pandemic and continued budget limitations affected sustainability of workload with higher burdens on faculty and staff. For example, the pandemic increased demands on faculty for teaching in multiple delivery modes and offering virtual recruitment outreach; limited access to some internships; and reduced our visibility of students and data for reporting. And, for instance, with the budget, the department has two multimedia journalism faculty positions unfilled and two labs in need of new computers. We will continue to respond in innovative and collaborative ways and appreciate COLS efforts to address these areas of need in the year ahead.

Highlights for this year include:

* University approval of the Advertising Major, with final approval from the Board of Regents to be considered in Fall 2021.
* Development of four new nine-credit certificates for Multimedia Journalism, Public Relations, Advertising and Social Media, launching in Fall 2021; collaborative efforts for curriculum and recruitment with Radio TV Film, and other COLS departments; a new USP course on body image cross-listed with Women’s and Gender Studies; and new courses for next year for cross-listing with African-American Studies and in communicating science.
* Assessment results of 94% of students having an internship or educational experience prior to graduation from our Internship Coordinator Barb Benish, who retired from that role in Spring 2021.
* Twenty-two awards for The Advance-Titan from the Wisconsin Newspaper Association Foundation’s Collegiate Better Newspaper contest, including third-place honors for overall publication.
* National win in the Top Five for the Up to Us Competition through public relations and advertising agency simulation among two courses in a new model developed by Dr. Kristine Nicolini and Dr. Kim Kelling.
* An honorable mention award for public relations student work in the National Organ Donation Awareness Campaign from the Public Relations Society of America, a STAR Chapter Award for the department’s PRSSA chapter and National Gold Key award for its past president.
* Continued outreach to support diversity, including LGBTQ support on campus and ongoing focus on broad diversity activities in class and student life.
* Maintained retention and recruitment initiatives of increased emails, social media content and events/giveaways for students and prospective students.
* Expanded recruitment through the Northeastern Wisconsin Scholastic Press Association event, which reached students in 38 high schools in Wisconsin and Illinois for video sessions and the live online event, and included CAPP scholarships to support “Start a Titan, Stay a Titan” initiatives.
* Community engagement through intern employers and work with about a half dozen other community organizations through courses.
* Alumni and student engagement through a professional development session “Lessons Learned from the Pandemic” in April 2021, featuring three UWO alumni from multimedia journalism, advertising and public relations. The department also actively engaged with alumni through its Facebook group.
* National awards to Dr. Vince Filak for the David Adams Scholastic Journalism Division Educator of the Year Award and Teaching Excellence Award from National Society of Leadership and Success, Sigma, Alpha Pi. At UWO, the Edward Penson Faculty Award was awarded to Dr. Sara Hansen in Fall 2020.

**DEPARTMENT, FACULTY AND STAFF ACCOMPLISHMENTS**

**DEPARTMENT ACCOMPLISHMENTS**

The department completed the academic year with the following accomplishments toward strategic goals.

**Curriculum and Policy Initiatives**

* Journalism completed the authorization stage to offer the Advertising Major, which is an evolved version of the Advertising Emphasis currently in the Multimedia Journalism Major. If approved through the Board of Regents in Fall 2021, it will complete the transition of all of the department’s emphases into three majors. Advertising will join Multimedia Journalism and Public Relations as a major.
* In an effort to make programs more accessible to students, Journalism developed four new nine-credit certificates for Multimedia Journalism, Public Relations, Advertising and Social Media, which are approved and launching in Fall 2021. The Social Media Certificate also will be launched online with seven-week courses through Online and Continuing Education in Fall 2021. Further, the department is in several collaborative conversations with Radio TV Film, and other COLS departments toward opportunities to work together on curriculum and recruitment. Two new courses planned for next year reflect this collaborative effort. They include a cross-listed course with African-American Studies about diversity in the media and a course for communicating science to the public. Both courses are open to any UWO student. A new USP course on body image, cross-listed with Women’s and Gender Studies, was offered last year and will be offered again next year.
* The department completed updates to the department’s online course policy and merit and annual performance review policy. Journalism is open to ways technology can continue to benefit students through innovation in course delivery.
* The department keeps a regular focus on diversity and inclusion initiatives, including an annual review of its diversity policy and annual discussion about diversity activities in classes and student life.
  + More than a dozen classroom activities during the academic year were underway, including speakers on diversity, such as alumna Jennifer Woods from Captura Group during our professional development session.
  + Our cross-listed African-American Studies course on diversity in the media will help bring attention to this important subject area.
  + The department sponsored the UWO LGBTQ Ally March in Spring 2021.

**Research and Professional Productivity**

* Faculty members had a productive year of conference presentations and academic publications, including textbooks.

**Student and Graduate Success**

* The department shared knowledge among faculty members, and through collaborative resources and CETL training, to improve online course instruction with COVID-19 uncertainties and support student success. The department also engaged in increased communication and outreach efforts to improve the student experience.
  + Support resources from Spring 2020 were continued and enhanced to improve retention and recruitment initiatives, especially with the pandemic.
  + Increased communication with students via email and social media updates aimed to support student community and engagement. Efforts included inspirational messages throughout our hallways in Sage Hall, giveaways on social media and goodie bags during finals week to brighten the student experience during this challenging time.
* Public relations students won national honors with an honorable mention award for their work in the National Organ Donation Awareness Campaign from the Public Relations Society of America, a STAR Chapter Award for the department’s PRSSA chapter and a National Gold Key award for its past president.
* [Students at the Advance-Titan won 22 awards from the Wisconsin Newspaper Association Foundation Better Newspaper Contest awards](https://uwoshjournalism.wordpress.com/2021/04/21/advance-titan-wins-22-awards-receives-3rd-place-honors/), including third-place honors for overall publication.
* With the pandemic situation for teaching campaigns courses, Dr. Nicolini and Dr. Kelling developed a new opportunity for working with students in their senior capstone courses for public relations and advertising. They worked on two initiatives, one with a nonprofit client and another with a new competition, the national Up to Us Competition. The students placed in the Top Five nationally in the competition and won $1,000.
* Spring assessment numbers from our internship coordinator indicate 94% of students had an internship or professional experience prior to graduation.
* This fall, Patti Purcell ’89, founder of Writing by Design of Appleton, will receive the UWO Distinguished Alumni Award and Alicia Ly ’15, paid media manager at Publicis Media (third largest media company in the world), will receive the UWO Outstanding Young Alumni Award. These awards were delayed one year due to the pandemic.

**Strategic Partnerships and Community Engagement**

* Students in the department engaged with the community, working with employers through Internship Coordinator Barb Benish. Employers included: Aiden and Coco, Discount Embroidery Blanks, Oshkosh Corp., School Specialty, The Sheboygan Sun, Ross Stores and Wild Ones Natural Landscaping. Benish retired as Internship Coordinator in Spring 2021 but will continue as adviser for The Advance-Titan.
* In addition to internship employers, service learning and consulting outreach was underway with community organizations through class projects and faculty work, including:
  + 4imprint
  + Dr. Dyslexia Dude
  + Kettle Moraine Press Association
  + Northeast Wisconsin Scholastic Press Association
  + UWO Biogas Systems
* The department continued its annual engagement with its students and alumni through professional development sessions. [This year’s session, “Lessons Learned from the Pandemic” in April 2021, featured three UWO alumni: Jennifer Woods ‘91, managing director of Captura Group, specializing in Hispanic and multicultural advertising; Emily Larabell ’18 who works in digital mark](https://uwoshjournalism.wordpress.com/2021/05/12/j-alumni-panel-shares-lessons-learned-from-the-pandemic/) (this sentence just ends…..but does not mention the third participant for this session)! The department also actively engaged with alumni through its Facebook group.
* The department significantly expanded its recruitment through NEWSPA, an annual event that helps students experience UWO and aids freshmen enrollment. Since we could not host an in-person conference, we moved the sessions online and increased our outreach to many more high schools. Typically, we draw 400 students to campus for the half-day conference in April with information sessions, contest awards and a national keynote. This year, we hosted a virtual conference (from January to April) that reached 38 schools from Wisconsin and Illinois to view videos and participate in media competitions (student media, yearbook, etc.) and awarded 10 CAPP-NEWSPA scholarships to incoming freshmen.

**FACULTY AND STAFF ACCOMPLISHMENTS**

**Vince Filak published two books, made progress toward a new forthcoming textbook and maintained an active blog related to his books. He also gave four professional presentations and received two awards.**

*Published*

V. Filak, Dynamics of News Reporting and Writing: 2nd Ed. Sage Publications. 2020.

V. Filak, Dynamics of Media Writing: 3rd ed. Sage Publications. 2021.

*Contracted book underway*

V. Filak, (Writing Phase) Exploring Mass Media. Sage Publications. (This is a new book that will be published in 2022-23 and will be used for Intro classes like J-141.)

*Book-related blog*

In support of the “Dynamics” textbooks, SAGE publications requested the development of an ongoing digital presence titled “DynamicsOfWriting.com,” with regularly updated blog posts.

*Professional presentations*

* How to get personality into your profiles. Panel presented at the Kettle Moraine Press Association convention, Whitewater, WI. Oct. 2020.
* Management and Editing: How to get past, “This sucks. Change it.” Panel presented at the Kettle Moraine Press Association convention, Whitewater, WI. Oct. 2020.
* Writing headlines, not punchlines. Panel presented at the Northeastern Wisconsin Scholastic Press Association convention. Oshkosh, WI. April 2021.
* Short and Sweet: Alternative story formats. Panel presented at the Northeastern Wisconsin Scholastic Press Association convention. Oshkosh, WI. April 2021.

*Awarded*

* Received Teaching Excellence Award from National Society of Leadership and Success, Sigma, Alpha Pi.
* Received the David Adams Scholastic Journalism Division Educator of the Year Award (nominated by Dr. Timothy Gleason).

**Timothy R. Gleason published one article and five encyclopedia entries.**

*Published*

Gleason, Timothy Roy. “FSA Photography as Street and Social Landscape Photography.” *Visual Communication Quarterly* (accepted for publication in May 2021; article to be published mid-late 2022).

Requested by Sage Publishing to author five entries for its forthcoming *Encyclopedia of Journalism*. The titled topics were Stock Photography, Sputnik/RT, the Russian Federation, TASS and Other News Agencies, and Propaganda. The encyclopedia’s publication is forthcoming.

**Sara S. Hansen published an article, made two conference presentations and received a grant.**

*Published*

Lee, S. Y. & Hansen, S. S. (2021). Exploring the Effects of Viewer Enjoyment of The Apprentice on Perceptions and Voting Intentions for President Trump. *Journal of Audio-visual Media and Technologies, 41*, 89-124.

*Presented*

Hansen, S.S. & Nicolini, K.M. (2020, November 19). *Not (Exactly) Your Mother’s Protest: Collective action frames and identity among activists in the Women’s March.* Paper presented at the National Communication Association convention, Virtual Conference.

Nicolini, K. M. & Hansen, S. S. (2020, November 19). *Activating activists for social justice through discursive processes: Collective action framing in the Women’s March*. Paper presented at the National Communication Association convention, Virtual Conference.

*Grant*

Faculty Development Research Grant for Summer 2021 (3.75% CAS). Project Title: Bridging the “green gap”: Exploring influencer impact on consumer intention and purchase of sustainable goods (with Dr. Lee and Dr. Nicolini).

**Kimberly Kelling published two articles, has a book chapter in press, and completed three conference presentations.**

*Published*

Kelling, K., & Tham, S. (2021). “Role” of the dice: An exploratory analysis of gamer role perceptions and interpretations of video game advertising among male gamers. *Journal of Interactive Advertising.* doi: 10.1080/15252019.2021.1875941.

Johnson, B. G., Thomas, R. J., & Kelling, K. (2020). Boundaries of hate: Ethical implications of the discursive construction of hate speech in U.S. opinion journalism. *Journal of Media Ethics*, *36*(1). doi: 10.1080/23736992.2020.1841643.

*Book Chapter in Press*

Johnson, B. G., & Kelling, K. (in press). Facebook and the boundaries of professional journalism. In L. T. Price, K. Sanders, & W. Wyatt (Eds.), *Routledge companion to journalism ethics* (pp. 405-413). Oxfordshire, UK: Taylor & Francis.

*Presented*

Wolfgang, J. D., Vos, T. P., Kelling, K., & Shin, S. (2020, August). *Political journalism and democracy: How journalists reflect political viewpoint diversity in their reporting.* Association for Education in Journalism and Mass Communication, Newspaper and Online News Division, San Francisco, CA (Virtual).

Tham, S., & Kelling, K. (2020, August). *The dynamics of problematic gaming in FIFA 20.* Association for Education in Journalism and Mass Communication, Entertainment Studies Interest Group, San Francisco, CA (Virtual).

Kelling, K. (2020, August). *Thinking, feeling, & reporting: An exploration into emotionality in U.S. political journalism.* Association for Education in Journalism and Mass Communication, Entertainment Studies Interest Group, San Francisco, CA (Virtual).

**Shu-Yueh Lee published two articles and received a grant.**

*Published*

Lee, S. Y. & Hansen, S. S. (2021). Exploring the Effects of Viewer Enjoyment of The Apprentice on Perceptions and Voting Intentions for President Trump. *Journal of Audio-visual Media and Technologies, 41*, 89-124.

Lee, S. Y. (2020). Media Use and Materialism. In J. van den Bulck Ed., The *International Encyclopedia of Media Psychology*, 1-9. NY: Wiley-Blackwell.

*Grant*

Faculty Development Research Grant for Summer 2021 (3.75% CAS). Project Title: Bridging the “green gap”: Exploring influencer impact on consumer intention and purchase of sustainable goods (with Dr. Nicolini and Dr. Hansen).

**Kristine M. Nicolini published two articles and completed three presentations, along with earning one grant. She also provided professional activity through the Business Success Center.**

*Published*

Nicolini, K. M., & Filak, V. F. (2020). Overt censorship, self-censorship, and gender bias: an examination of high school journalism students and controversial media topics. *Atlantic Journal of Communication*, 1–10. doi:10.1080/15456870.2020.1832094.

Nicolini, K. M. & Cole, A.W. (2020). Minimizing the Gap: A Theoretical Thematic Analysis of Student Peer Feedback Perceptions in FtF and Online Speech Workshops. *Communication Teacher*, *34*(3), 231-247. <https://doi.org/10.1080/17404622.2019.1653487>

*Presented*

Hansen, S.S. & Nicolini, K.M. (2020, November 19). *Not (Exactly) Your Mother’s Protest: Collective action frames and identity among activists in the Women’s March.* Paper presented at the National Communication Association convention, Virtual Conference.

Nicolini, K. M. & Hansen, S. S. (2020, November 19). *Activating activists for social justice through discursive processes: Collective action framing in the Women’s March*. Paper presented at the National Communication Association convention, Virtual Conference.

Bourdeau, D., Velez, M., Goering, B., O’Grady, D.P., & Nicolini, K.M. (2020, November 20). *e-Portfolios in Communication: At the crossroads of university requirements, outcomes and assessment*. Panel presentation at the National Communication Association convention, virtual presentation.

*Professional Activity*

Nicolini provided consulting for personal branding for 4imprint, through the Center for Customized Research and Services.

*Grant*

Faculty Development Research Grant for Summer 2021 (3.75% CAS). Project Title: Bridging the “green gap”: Exploring influencer impact on consumer intention and purchase of sustainable goods (with Dr. Lee and Dr. Hansen).

**FACULTY AND STAFF SERVICE**

Members of the department provided service to the department and campus. Below is a listing of service beyond routine committee service.

**Vincent Filak**

* Filak served as a team fellow for the UWO women’s volleyball team, a component of the athletic department’s Academic Game Plan.
* He served as a reviewer for the following publications and organizations:
  + Scholarship Reviewer, Howard Journal of Communication
  + Scholarship Reviewer, Mass Communication and Society
  + Scholarship Reviewer, New Media and Society,
  + Scholarship Reviewer, Journalism Studies
  + Scholarship Reviewer, Journalism
  + Editorial Advisory Board Member, Journalism and Mass Communication Educator
  + Article Review Board, Atlantic Journal of Communication
  + Editorial Review Board, Newspaper Research Journal
  + Reviewer, AEJMC Scholastic Journalism Division: Annual National Conference
  + Reviewer, BEA: Annual National Conference
  + Reviewer, Office of Grants and Faculty Development research panelist
* He served as a judge for the following publications:
  + Judge, several categories for the annual NEWSPA convention (2020-21)
  + Judge, Missouri Collegiate Media Association annual contest
  + Judge, Kansas Collegiate Media Association contest
  + Judge, Arkansas College Media Association annual contest
  + Judge, Indiana Collegiate Press Association annual contest
  + Judge, Texas Intercollegiate Press Association annual contest
  + Judge, Associated Collegiate Press, Clips and Clicks contest
* He was an external reviewer for a promotion at the University of Alaska-Anchorage.

**Timothy R. Gleason**

* Gleason served as director of Interactive Web Management, which offers a major in the B.B.A., B.A., and B.S. degrees through two colleges. In 2020-2021, he attended online student recruiting sessions and meetings with employers. He oversaw two board meetings, one with an alumni speaker from Facebook and another with the owner of a consulting agency in California. The IWM Committee reelected Gleason to another three-year term in May 2021.
* Gleason judged article submissions to *Journalism History* and *Howard Journal of Communications.* He judged conference papers for the Association of Education in Journalism and Mass Communication.
* Gleason chaired the department assessment committee, and he served on the curriculum and personnel committees.
* Supplied online photography video tutorials to NEWSPA and judged the photography entries.

**Sara S. Hansen**

* Hansen served as:
* Member of the Provost Advisory Committee on University-Wide Academic Structure, which included providing extensive qualitative analysis of findings during Summer 2020 to help write the final report in Fall 2020.
* Panelist for “Navigating Post-Pandemic Tenure & Renewal: A Panel Discussion for the Equity, Diversity, and Inclusive Climate Committee,” November 2020.
* Panelist for Media Literacy Panel, sponsored by the UWO Women’s Center to inform voters, October 2020.
* Panelist for career networking and job preparation for Ad Club, May 2021
* Member of the Environmental Health and Safety Committee.
* Reviewer for the Howard Journal of Communication, Journal of Computer-Mediated Communication, Social Network Analysis and Mining, and UWO Faculty Development Grant proposals.
* Hansen received the Edward Penson Faculty Award in Fall 2020.
* Hansen’s efforts included:
  + Outreach toward recruitment initiatives through NEWSPA to grow enrollment and connections with CAPP and Admissions to engage high school students.
  + Creation of video session about creative careers for NEWSPA.
  + Ongoing work with regional employers to aid internship and employment opportunities for our students.
  + Overseeing STEP student work in updating social media and website.
  + Collaborative outreach to other COLS programs, which led to creating new cross-listed courses (such as with African-American Studies) and ideas for recruitment.
  + Organizer, as department chair, for fall and spring meetings for both the Journalism Advisory Board and the Advance-Titan Advisory Board.

**Kimberly Kelling**

* Kelling served as an ad hoc manuscript reviewer for the journal *Journalism*, as well as for the 2021 Association for Education in Journalism and Mass Communication annual conference.
* She co-led the student I-RISE (Inclusivity, Resilience, Inspiration, Strength and Excellence) Award as part of her service with the COLS Equity, Diversity, and Inclusive Climate Committee.
* Kelling served on the UW Oshkosh Gender Equity Council, which is working toward ensuring equal opportunities, access and amenities for all genders across all three UWO campuses.
* She created two recorded lectures for the 2021 Northeast Wisconsin Scholastic Press Association (NEWSPA) virtual conference.
* She reviewed high school student yearbook and advertising submissions for the 2021 NEWSPA virtual conference.
* Kelling served as a guest on WHBY’s “Fresh Take” with Josh Dukelow, making monthly appearances between July and November 2020.
* Kelling taught the Spring 2021 Strategic Campaigns in Advertising course, which worked collaboratively with the Public Relations Campaigns course. Students in these classes placed fifth overall in the national Up to Us Competition, bringing $1,000 of prize money to the Journalism Department.
* For the department, Kelling:
  + Reviewed and approved necessary changes to course prerequisites in order to make journalism courses more accessible to underclassmen and those outside of a journalism/public relations major, including Interactive Web Management.
  + Pushed through the necessary paperwork for the advertising major, which will help bring more visibility to the department and University.
  + Engaged UWO alums through a panel discussion that drew interest from journalism majors across all disciplines.

**Shu-Yueh Lee**

* Lee taught a new USP course, J259 Body Image in the Media, which is cross-listed with Women’s and Gender Studies.
* She served as the point person for the Instructional Resource Technology Committee and as adviser of Kappa Tau Alpha.
* Lee served as a reviewer for:
* UWO Faculty Development Grant.
* Mass Communication and Society.
* Journal of Broadcasting & Electronic Media.
* Lee served as an honors thesis advisor for Natalie Dio.
* She created a video for the NEWSPA online sessions and served as a judge for NEWSPA, website division.

**Kristine M. Nicolini**

* Nicolini chaired Curriculum Committee during the creation of the advertising major and certificates to enhance department offerings through diverse modalities.
* She led the initiative to transition the NEWSPA Multimedia Journalism conference into a virtual event, extending outreach for recruitment to 38 high schools across Wisconsin and Illinois; expanding visibility with the statewide Wisconsin Journalism Education Association; and joining with CAPP and Admissions to leverage outreach toward prospective students.
* Nicolini serves as adviser to the UWO chapter of the Public Relations Student Society of America (PRSSA), which won national awards during the year.
* She contributed to Public Relations Society of America (PRSA) initiatives at the local and national level.
  + PRSA – Northeast Wisconsin Board Member, Assembly Delegate and Membership Chair.
  + PRSA national – Silver Anvil national competition judge.
  + PRSA Accreditation in Public Relations judge.
* Nicolini taught the Public Relations Campaigns course, which worked collaboratively with the Strategic Campaigns in Advertising course. Students in these classes placed fifth overall in the national Up to Us Competition, bringing $1,000 of prize money to the Journalism Department.

**Cindy L. Schultz continued to contribute significantly to the department and university.**

* Schultz was re-elected to serve as a senator on the University Staff Senate (USS) and will serve a three-year term. She continues to serve on the Administrative Support Team and chair the USS Grants Committee and Sally Margis Grant Fund.
* Schultz was asked to serve on the University Staff Senate Awards & Recognition Committee.
* She managed the Ellie Maslowski Memorial University Staff Scholarship. Schultz was integral in the building of this scholarship to the point of making it an endowed fund. This scholarship supports University Staff members pursuing a degree or certificate at UWO. In Fall 2020 the third scholarship was awarded to Amy Ready.
* Schultz served as a voting member on the PACUAS Committee this year.
* Schultz managed NEWSPA contest entries electronically to save NEWSPA and the department significant money from having entries submitted and judged online and returned to advisers electronically as well.
* She helped keep student’s spirits up during this time of COVID-19 by providing and hanging inspirational quotes on the third floor of Sage Hall, and submitting a quote a day to the UWO email list she manages.

**ISSUES TO CONSIDER FOR PLANNING FOR NEXT ACADEMIC YEAR**

**Lab Modernization**

The department is thankful for COLS permanent property funding received last year to support updated computers for one of its three journalism computer labs. Two labs are nearing their end of life so they will need to be considered in the next year. Writing and many multimedia, public relations and advertising courses happen in these labs. Each lab has 16 desktop iMacs that are necessary for using Adobe Suite for InDesign, Illustrator, Photoshop and other programs in core journalism and advanced courses.

**Multimedia Equipment Updates**

As noted previously, our current photography/videography equipment is outdated with many cameras broken. We need 15 multimedia kits at $1,000 each ($15,000 total) to service lab classes. Currently outdated models can service only half of a lab class.

**Concerns with Faculty Workload and Instructional Demands**

As noted previously, faculty members were required to teach an additional course for the 2019-2020 and 2020-2021 years, and the 2021-2022 year. The journalism faculty members are productive with active research projects and perform high-quality teaching and service, including service learning with community partners, that require investments of time. It is difficult to see relief for this situation in the near term.

**Accreditation Funding**

The department now makes the annual payment of $2,000 for accreditation fees from its reduced budget. Looking ahead, additional costs will be requested in Fall 2022 with the site visit for re-accreditation. Our accreditation is highly valued and we appreciate support from COLS for this ongoing initiative.

**Faculty Line for Multimedia Journalism**

As stated previously, with the retirement of Miles Maguire, and the unfilled faculty line from Michael Cowling’s retirement in 2016, the department has two faculty lines that need to be filled for writing and editing foundational across the three program areas, and specifically for multimedia journalism. We realize the COLS budget reductions make the situation difficult, but this need remains important.

**Professional Development Opportunities**

Professional development has been lacking for training. Our classes require knowledge of web, social media, Adobe Creative Suite and constantly changing certifications & technologies, such as Google, Hubspot, etc. The department would appreciate further support if available in this area.

**Revised Bylaws Held Up**

The revised bylaws, previously held up by Faculty Committee and Faculty Senate because of process issues, made some progress but are not resolved. We requested review this year but were told by the Faculty Committee that we should wait until Fall 2021 with updates regarding new student opinion survey language.

**OBJECTIVES FOR THE YEAR AHEAD**

The department seeks to advance the university’s goals and the department’s strategic plan with focus on key objectives in this challenging environment for the next year.

**Promotion of the Advertising Major**

We are looking forward to promoting the new advertising major through the authorization of the BA and BS degrees, starting in Spring 2022, if Board of Regents approval happens in Fall 2021.

**Preparation for National Accreditation Review**

The department is preparing for the documentation and site visit for its national accreditation review from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). This review was delayed for all programs for one year because of the pandemic.

**Policy Updates**

The department continues to await approval of its bylaws and updated renewal-tenure-promotion policy for tenure-track faculty.

**Engagement Through Partnerships, Recruitment and Retention**

The department is on the lookout for opportunities to partner with alumni and partners in our community to raise visibility in the community, support our mission and grow recruitment. We will continue to work with corporations and organizations, building on examples from this year, such as efforts with our professional development session and our active alumni group. We also will build on our expansion efforts and collaborative conversations with other departments regarding recruitment and retention. The department demonstrated results in gaining visibility with 38 high schools through NEWSPA this year and through planned efforts with CAPP to better connect high school students with opportunities in journalism and other fields at UWO.

**INTEGRATION OF FACULTY AND COURSES FROM ACCESS CAMPUSES**

We are exploring ways to improve student degree plans for media majors for the access campuses to the Oshkosh campus. We have had multiple conversations with advisers at the access campus in this regard. We also are working with partner programs like Radio TV Film toward improving visibility at the access campuses.

**GRADUATE APPLICATIONS AND MATRICULATIONS**

The department is aware of a few graduate school applications from our alumni this year. The department reports matriculation and retention information annually for its national accreditation. That information, provided through the Office of Institutional Research, is available at <https://uwosh.edu/journalism/retention-and-graduation-data/>.

**EFFECTS OF MODES OF COURSE DELIVERY IN LAST YEAR**

Journalism faculty adapted to online and hybrid course options for students during the past year. Technology is part of media learning so faculty were skilled and innovative with new modes of delivery. Faculty were trained through CETL to follow best practices for online delivery. Extra communication to students was provided to help them feel engaged with our journalism community despite the limited in-person experience. Despite those efforts, we still saw some students struggle with the isolation and separation from peers and faculty through distance learning. We employed many strategies to engage and keep in touch with every student, and accommodate their issues and concerns as possible. But in our department, as seen across campus, there were students struggling to succeed this year with all aspects of the pandemic.

**CHANGES IN MODES OF COURSE DELIVERY**

The department is open to additional delivery modes. In the short term, there are not specific changes planned for course delivery. However, the department did update its online course policy toward innovative opportunities to reach students using additional delivery modes. For example, the three courses for our new social media certificate being offered through OCE in Fall 2021 will be offered online in seven-week sessions. These classes do not replace in-person versions in our standard curriculum but provide another means for students to work toward degree plans with flexibility and shorter timeframes.

**COLS PLANNING PROCESS: EXAMINATION OF PROGRAMS**

The department is open to examining its programs. These updates were addressed earlier, so they are briefly listed:

* Created the Advertising Major, the only advertising major in UW System. If approved by the Board of Regents this fall, the new major will be offered in Spring 2022.
* Launched four nine-credit certificates: Multimedia Journalism, Public Relations, Advertising and Social Media. While a major or minor provides important depth for media careers from our accredited program, the certificates provide access to skills that can improve marketability for students from any program at UWO.
* Engaged in collaborative conversations with RTF and other COLS departments toward curriculum and recruitment. Ideas to integrate curriculum and majors and minors have been discussed, as well as ways to pair up for outreach to improve visibility of career paths for recruitment.

**COLS PLANNING PROCESS: STUDENT SUCCESS AND RECRUITMENT**

**Student Success**

The department assesses student success in the classroom and in internships and professional activities. The department monitors internship experiences and student skills that align with our ACEJMC accreditation through its Internship Coordinator. After surveys of students and employers, a report is provided each semester for assessment to see how students rated in the internship work. Of all Spring 2020 (should this read Spring 2021 graduates??) graduates, nearly 94% had an internship or relevant experience in the field before graduating.

The department also will continue its longstanding support for active clubs – The Dr. Julie Henderson PRSSA Chapter, Advertising Club, Society of Professional Journalists and Photo Club – and related organizations, such as The Advance-Titan.

Demonstrations of student success include:

* National win in the Top Five for the Up to Us Competition through public relations and advertising agency simulation among two courses in a new model developed by Dr. Kristine Nicolini and Dr. Kim Kelling.
* An honorable mention award for public relations student work in the National Organ Donation Awareness Campaign from the Public Relations Society of America, a STAR Chapter Award for the department’s PRSSA chapter and National Gold Key award for its past president.
* Twenty-two awards for The Advance-Titan from the Wisconsin Newspaper Association Foundation’s Collegiate Better Newspaper contest, including third-place honors for overall publication.
* Carter Uslabar, editor in chief at The Advance-Titan, was selected as commencement speaker for the spring UWO commencement.
* Two students were initiated in the journalism honors society Kappa Tau Alpha – Anna Murphy-Pociask and Jared Jirschele.
* Three students who major or minor in our program received the Chancellor’s Award for Excellence: Amber Raygo, Erin Thompson and Megan Sullivan.
* A dozen entries in the Hearst Competition for students in nationally accredited journalism programs to enter multimedia, writing, photography and other created work.

**STUDENT SUCCESS AND RECRUITMENT**

The department participated in university and college initiatives for online and video recruitment outreach for Titan Takeoff, USP Open House, virtual tours and other university recruitment activities.

* Most activities shifted to online formats with the pandemic. With the return to in-person formats, we expect to return to our traditional outreach through these activities, our department open houses each semester and our activities in CAPP classrooms.

This year the department significantly expanded its recruitment through NEWSPA, an annual event that helps students experience UWO and aids freshmen enrollment. In follow-up discussions with CAPP, we are planning to build on this success for next year to offer both online and in-person sessions toward recruitment goals.

* Since we could not host an in-person conference, we moved the sessions online and actually increased our outreach to many more high schools. Typically, we draw 400 students to campus for the half-day conference in April with information sessions, contest awards and a national keynote. This year, we hosted a virtual conference (from January to April) that reached 38 schools from Wisconsin and Illinois to view videos and participate in media competitions (student media, yearbook, etc.) and awarded 10 CAPP-NEWSPA scholarships to incoming freshmen.
* Videos were provided on media topics to college/career planning and they were heavily viewed. The most watched videos aligned with content from each of the majors offered in the Department of Journalism. The top five watched videos included: Social Media Tips and Tricks, The Art of the Interview, Creating Memorable Ads, How to Thrive in College and Creative Careers in Media. Our YouTube channel that hosted the videos received 9,100 impressions and 1,619 views. The online conference content videos watch time was over 100 hours and 77.5% of the traffic was referred from the uwosh.edu website. Facebook and Instagram were also strong external traffic sources. Departments involved included Journalism (public relations, advertising, multimedia journalism), RTF, IWM, Communication Studies, etc.
* To celebrate the participating students’ many achievements through the competitions, several live sessions were offered on April 21. Sessions included a NEWSPA/CAPP informational session for advisers, Kahoot Journalism Smackdown and a live awards ceremony.
* Thanks to the leadership of Dr. Kristine Nicolini, extensive marketing efforts increased virtual attendance and raised visibility of UWO for media and other programs. Dr. Nicolini worked with CAPP and Admissions, and led email marketing and social media campaigns to increase participation and video views. She also engaged with state media education groups for the first time, as well as CAPP lists, both of which increased attendance.

**EVENTS THAT RELATE TO DIVERSITY, EQUITY AND INCLUSION**

The department regularly supports DEI events, such as the Ally March each spring. In the last year, the department also supported DEI in several ways.

* DEI was an aspect of our professional development session for students and alumni, which focused on how work and careers changed with the pandemic.
* Each spring, the department reviews its diversity policy and reviews all diversity activities in the classroom as part of its assessment with ACEJMC accreditation.
* In alignment with public relations industry efforts to enhance DEI in the field, Dr. Nicolini is focusing on building more DEI activities into the public relations curriculum. She is using the PRSA DEI teaching materials as a guide during this process.
* As part of its social media efforts on Facebook and Instagram, the department actively re-posts content from programs supporting DEI events on campus.

NOTE: The last two bullet points – the bullet looks smaller?!?! I tried to fix but it would not let me!