

CALIFORNIA STATE UNIVERSITY, LONG BEACH

VICE PROVOST FOR ACADEMIC PROGRAM

Memorandum of Understanding

Department of Journalism and Public Relations,

College of Liberal Arts

June 2021

This Memorandum of Understanding outlines the consensus reached by the Department of Journalism and Public Relations, the College of Liberal Arts, and the Division of Academic Affairs, based on the recently conducted program review (Self-study in June 2018, Accrediting Council of Education in Journalism and Mass Communications (ACEJMC) site visit in February 2020 and reaccreditation decision in April, 2020, and UPRC report in January, 2021). It describes the goals to be achieved, and the actions to be undertaken by all parties to this MOU to achieve these goals, during the next program review cycle. Progress toward goals is to be addressed in an annual report.

The Department offers a Bachelor of Arts in Journalism, a Bachelor of Arts in Public Relations (recently elevated to a stand-alone degree in 2018), and Minors in Journalism and Public Relations. In response to their last MOU in 2011 the Department developed and implemented a clear assessment plan, and they followed the recommendations set forth by ACEJMC and PARC to achieve the accrediting body's nine accreditation standards. In addition, the Department has modified and updated their curriculum, they managed a nearly 30% increase in growth with strategic faculty hiring, and they moved into a completely refurbished and updated space in LA-4 in 2015.

A number of strengths were identified in the reports.

- Update of curriculum, and resultant update of Department mission, vision, values, strategic priorities, in alignment with the University and the State of CA.
- Strong improvements noted in number of undergraduate degrees awards, while simultaneously managing the growth in FTES for the Department.
- A detailed assessment plan and implementation of the plan with signature assignments, rubrics, and closing the loop strategies.
- Student advising with faculty being

Areas of Concern and Opportunities for Development were noted in the reports.

- The number of tenured/tenure-track and entitled lecturer faculty is critically low to support the programs. The Journalism program was unable to attain the accreditation requirement that fifty percent of the core courses in the Fall 2019 semester be taught by full-time faculty. The Journalism program has 15 full-time faculty members, including 9 tenure/tenure track faculty members and 6 lecturers for a program that has grown to over 399 FTEs in Fall 2019.
- There is no consistent nor dedicated studio space despite the fact that the CSULB community has four radio/audio studios on campus and two separate TV studio spaces. It would greatly benefit students in the Journalism program if they could use existing equipment and regularly access dedicated studio space similar to that of the Film program or ASI. This would engender further opportunities for student media production.

It is therefore agreed that the Department will:

1. provide an annual assessment report (due June 1) including progress made towards the actions agreed to in this MOU to the CLA dean, the Vice Provost for Academic Programs, and the Coordinator of Program Review and Assessment. In April 2020 ACEJMC voted to grant reaccreditation for a period of 6 years through 2026. Subsequently this period was extended to 7 years through 2027, as ACEJMC is postponing reaccreditation reviews by a year due to COVID-19. The CSULB review cycle will therefore be from 2019-2027. A comprehensive self-study will be due June 2026 for 2026-2027 Academic Year program review process.
2. work with the college to assess the faculty workload and address the concern that full-time faculty members need to teach more than 50% of the core courses; look strategically at the faculty workload, re-assigned time for advising, sabbatical leaves and available resources, etc.
3. work with the College to develop a strategy that ensures adequate preparation for future accreditation visits and professional preparation to sustain the positive growth in the department.
4. work with the College and Academic Affairs to explore ways to secure access to broadcasting studios and TV studios,