Executive Summary

Blueprint for Academic Excellence
College of Information and Communications
AY2017-2018

Introduction

For the first time since its creation in 2002, the College of Information and Communications is searching for a new dean. It does so with its leadership team in place. Administrative and student services have been restructured. First-year advisement wins student praise. Enrollment and recruitment plans are in development. Faculty recruitment is strong. Scholarly productivity has increased. Both schools are in reaccreditation years. Community outreach is extensive in both schools, providing students out-of-classroom experience. SJMC's new mass communications major is attracting students. SLIS's undergraduate degree is in revision and rebranding for 2018 relaunch. CIC is fiscally sound. A busy and productive year.

Highlights

• SLIS advances "Knowledge School" concept. Dr. David Lankes is new SLIS director. SJMC reaccreditation recommended. Scholarship funding increased. Internal research grants to assess "fake news." CIC alumni magazine "InterCom" wins national awards. Cuba added to study abroad offerings. The Carolina Agency expands into new home. SJMC hosts SCETV weekly broadcast in Kennedy Greenhouse Studio. Alumni connect with students through Mentor Match and Passport to Hire. Digital signage and displays increased. Worth a visit.

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Charles Bierbauer, Dean

UNIVERSITY OF
SOUTH CAROLINA
College of Information
and Communications

Blueprint for Academic Excellence
College of Information and Communications
AY2017-2018

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Foundation for Academic Excellence

Mission Statement

The primary mission of the CIC, comprising the School of Journalism and Mass Comm and the School of Library and Information Science, is to educate the state's diverse citizens and to position South Carolina as a leader among states in an information-oriented society through teaching, research and creative activity, and service.

Teaching

The college is committed to the integration of information literacy skills into the education of the university's diverse student population and to the preparation of leaders and professionals in the fields of journalism and mass communications and library and information science through excellence in teaching and curricular development.

Research

The college seeks to create unique centers of inquiry and research that will broaden society's knowledge of our disciplines, raise our profile, and attract the finest teachers, the keenest researchers, and the brightest students to the college, thus improving the quality of life for all South Carolinians.

Service

The college is committed to using its expertise to aid in the development of the state and its citizens by increasing the ability to find, transmit, analyze, and create the information services and products that will encourage economic growth and improve the quality of life.

Updated: 01/01/2015

Vision Statement

Updated: 12/31/2069

Values

Updated: 12/31/2069

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Goals - Looking Back

Goals for the College of Information and Communications for the previous Academic Year.

Goal 1 - SJMC Undergraduate Curriculum

Goal Statement	Adapt SJMC undergraduate curriculum to better reflect industry changes
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow Spurring Knowledge and Creation Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Consistent with mission of educating graduates to find fulfilling and meaningful careers that serve the communications needs of these communities and society.
Status	Completed successfully
Achievements	New curriculum throughout SJMC has been approved and implemented.
Resources Utilized	Internal through faculty involvement and limited internal grants to develop curriculum.

Goal 2 - SJMC Graduate Program

Goal Statement	Develop graduate program in SJMC, particularly at doctoral level.
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow
	Spurring Knowledge and Creation
	Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Creates an atmosphere of research scholarship and teaching excellence.
	Develops future generation of academic leaders.
Status	Completed successfully
Achievements	
Resources Utilized	

Goal 3 - College of Information and Communication Scholarship

Goal Statement	Increase commitment to scholarship across CIC.
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners Spurring Knowledge and Creation
Alignment with Mission, Vision, and Values	Creates an atmosphere of research scholarship and teaching excellence. Develops future generation of academic leaders.
Status	
Achievements	
Resources Utilized	

Goal 4 - Create a Multiethnic and Multilingual Population

Goal Statement	Create a multiethnic and multilingual population of students, staff and faculty.
Linkage to University Goal	Spurring Knowledge and Creation Building Inclusive and Inspiring Communities Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Provide opportunity for education across all racial, ethnic and socio-economic strata of the population.
Status	
Achievements	
Resources Utilized	

Goals - Real Time

Goals for the College of Information and Communications that are in progress for AY2017-2018.

Goal 1 - Successfully Complete Accreditation

Goal Statement	Successfully complete accreditation for both schools: ALA for SLIS; ACEJMC for SJMC.
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Accreditation reflects peer and industry values and assessment of our programs' ability to deliver education at a high level of accomplishment.
Goal Status	Progressing as expected (single year goal)
Achievements	Both schools were reaccredited.
Resources Utilized	Internal resources.
Continuation	
Action Plan for Achieving the Goal	Extensive self-studies were prepared prior to accreditation team visits. ACEJMC was on campus in January 2017; ALA in March 2017.
Upcoming Plans	

Goal 2 - Complete Administrative Restructuring

Goal Statement	Complete administrative restructuring of college for efficiency and effectiveness.
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Ensure effective student services to support university aims of on time degree completion and graduation with leadership distinction. Strengthen first-year advisement for better retention.
Goal Status	Progressing as expected (single year goal)
Achievements	
Resources Utilized	
Continuation	
Action Plan for Achieving the Goal	Complete restructuring of undergraduate and graduate student services. Prepare for transition to new dean in AY2017-2018.
Upcoming Plans	Administrative restructuring should be completed in current year. Some implementation in coming year. First-year advisers in place and successful.
Resource Needs	Internal resources for restructuring. University resources for first-year advisers.

Goal 3 - Evaluate Future Space Needs

Goal Statement	Evaluate future space needs within CIC, SJMC and SLIS and acquire necessary leased space for distinct components.
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow Spurring Knowledge and Creation Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Maintain qualitative and quantitative growth within college apace with that of the university. Support community engagement through scholastic journalism programs.
Goal Status	Progressing as expected (multi-year goal)
Achievements	
Resources Utilized	
Continuation	
Action Plan for Achieving the Goal	Assess space needs within each school. Determine availability on or near campus. Request permission/assistance in acquiring leased space.
Upcoming Plans	Relocate scholastic journalism program supported by SJMC to space outside but near SJMC. Acquire project-related space for SLIS faculty/graduate students. Space for both of these is currently available in 1430 Senate Street (former state library archives building). Building is partially leased by SLIS and other USC units. Reconfigure internal SJMC space for Center for Strategic Communication.
Resource Needs	Lease funds to facilitate these relocations prior to new dean's arrival.

Goal 4 - Stabilize and Grow Enrollment

Goal Statement	Stabilize and grow enrollment consistent with university growth, industry needs and student opportunities.
Linkage to University Goal	Educating the Thinkers and Leaders of Tomorrow Building Inclusive and Inspiring Communities Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	As the university grows, our schools should grow quantitatively and qualitatively. Similarly, we should strive to be leaders in the rapidly changing fields of information and communication, providing students with meaningful careers and faculty with scholarly opportunities.
Goal Status	Progressing as expected (multi-year goal)
Achievements	
Resources Utilized	
Continuation	
Action Plan for Achieving the Goal	Aggressive recruiting of well-qualified and motivated students in coordination with university admissions. New grad recruited hired to enhance efforts to grow MLIS and MMC programs. MMC curriculum revisions approved.
Upcoming Plans	Recruit. Recruit. Recruit. Maximize impact of college facilities and professional networks. Continue working with Palmetto College to expand undergraduate degree in Information Science. Relaunch the BSIS degree with curriculum reassessment and recruiting drive in Fall 2017.
Resource Needs	Collaborative work with university admissions under way. Grad recruiter hired. New recruiting collateral needed, ideally coordinated with university materials.

Goals - Looking Ahead

Goals for the College of Information and Communications that are slated for the upcoming year.

Goal 1 - Define Leadership Objectives

Goal Statement	Define leadership objectives under new dean.
Linkage to University Goal(s)	Educating the Thinkers and Leaders of Tomorrow Spurring Knowledge and Creation Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	New leadership in the college--dean and directors--will map path forward for CIC as integral component of USC mission.
Goal Status	Newly Established Goal
Action Plan for Achieving the Goal	Assuming a new dean is in place at the start of AY 2017-2018, the college leadership team will build on its current trajectory and incorporate goals of the dean. Foundation for academic progress, faculty recruitment, enrollment growth, advisement and retention are in place.
Resources Needed	Support for faculty and staff commensurate with any areas of growth.
Notes	Substantial effort has gone into restructuring to ensure that administrative capacities have been upgraded with full emphasis on student success. Administrative and academic leadership team--school directors and associate/assistant deans--in place. Search for new college director of development begun.

Goal 2 - Student Recruitment Plan

Goal Statement	Implement student recruitment plan for undergraduate and graduate programs.
Linkage to University Goal(s)	Educating the Thinkers and Leaders of Tomorrow Spurring Knowledge and Creation Building Inclusive and Inspiring Communities
Alignment with Mission, Vision, and Values	Mission of the university is to educate the students of South Carolina in an environment of intellectual and experiential diversity. Recruitment of students at both undergraduate and graduate levels from in-state, out-of-state and international pools creates such a cohort.
Goal Status	Newly Established Goal
Action Plan for Achieving the Goal	Working with undergraduate admissions to more aggressively promote our undergraduate majors. Revise BSIS curriculum in SLIS to market to incoming 2018 class with goal of growing major to 300 students. Graduate recruiter to use more online and social media elements to reach broader audience for MLIS and MMC programs. Continue recruiting for diversity through HBCUs. SJMC goal is to increase the quality and quantity of students across our three graduate programs, doubling the number of students in our MMC program within one year and increasing the yield of top candidates to our doctoral program.
Resources Needed	Development of recruiting materials in coordination with university offices at undergraduate and graduate levels.
Notes	Increased communication with undergraduate admissions has been beneficial in planning. Welcome closer collaboration with the graduate school.

Goal 3 - Endowed Chair Positions

Goal Statement	Seek to fill endowed chairs in both schools for children's literacy and financial journalism. Expand research efforts.
Linkage to University Goal(s)	Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners Spurring Knowledge and Creation Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Faculty with national and international success and acclaim will lead significant areas of scholarship and teaching.F
Goal Status	Newly Established Goal
Action Plan for Achieving the Goal	Search for initial holder of the Baldwin Chair for Business and Financial Journalism. Search for next holder of the Augusta Baker Chair in Childhood Literacy. Chairs should be leaders in scholarship.
Resources Needed	Both chairs are partially funded by endowments. Start-up funds may be requested.
Notes	These are the premier endowed chairs in each school. Each has been endowed at the level of $1.5 million. That provides about 1/3 of the cost of the chair. The Baker chair focuses on the critical need for literacy among the state's children. The Baldwin chair focuses on the growing field of financial journalism.

Goal 4 - Development and Fund-Raising Activities

Goal Statement	Energize and expand development/fund-raising activities for the College of Information and Communications.
Linkage to University Goal(s)	Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Development provides resources for scholarship, faculty development, programmatic support.
Goal Status	Newly Established Goal
Action Plan for Achieving the Goal	College is currently searching for a new senior director of development. Assistant director and alumni coordinator are in place. Take advantage of having new dean and director to energize process and connect with alumni and donors. Prepare for next capital campaign.
Resources Needed	Senior DOD position is a cost shared by college and central development with dual reporting.
Notes	Intent is to have new Sr. DOD in place before arrival of new dean in order to work with outgoing dean on development efforts to date.

Goal 5 - Research Funding and Collaboration

Goal Statement	Increase research funding and research collaborations.
Linkage to University Goal(s)	Educating the Thinkers and Leaders of Tomorrow Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners Spurring Knowledge and Creation
Alignment with Mission, Vision, and Values	As a Carnegie research institution, USC's units enhance the university's scholarship and reputation as each expands its own research.
Goal Status	Newly Established Goal
Action Plan for Achieving the Goal	SJMC will expand external grants and research funding. This will involve working with the school's numerous junior faculty to help them develop grant writing skills and providing them with opportunities to collaborate with other USC researchers, particularly those in the Arnold School of Public Health, Geography and Social Work. Also anticipated is a relaunching of the Science and Health Research Group, which successfully increased research collaborations and funding. SLIS will expand external grants and research funding. This will involve mentoring of faculty, workshops in seeking funding, and linking to existing professional development on seeking external funding on campus including in the College of Engineering and the Vice President for Research's office. The goal is over $1,000,000 in submitted funding applications.
Resources Needed	CIC has limited internal resources for grant writing and administration. A university-wide pool available to all units would be beneficial to those with fewer opportunities to pursue.

Goal 6 - Sports Communication

Goal Statement	Expand opportunities for undergrad/grad students in sports communication.
Linkage to University Goal(s)	Educating the Thinkers and Leaders of Tomorrow Building Inclusive and Inspiring Communities Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Sports and all entertainment activities are undeniably significant components of the American society, economy and ethos. Providing opportunities for careers in these areas engages students in their communities.
Goal Status	Newly Established Goal
Action Plan for Achieving the Goal	SJMC will expand collaboration with USC Athletics to provide increased course/program offerings in the area of sports communication, an "in demand" field of study at both the undergraduate and graduate levels. One year goals include appointing a subcommittee to explore opportunities and continuing to expand course offerings. Further opportunities may exist in collaboration with HRSM and other units and should be explored as appropriate. Expand internship opportunities for CIC students in various endeavors with athletics.
Resources Needed	Joint investment by CIC and athletics.
Notes	Both CIC and Athletics seek to build on several years of collaboration in courses for sports production.

Academic Programs

Program Rankings

Academic programs that were nationally ranked or received external recognition during the Academic Year.

School of Journalism and Mass Communications
There are no official rankings for schools of journalism and mass communications in the United States or rankings for specific programs within our school at the undergraduate or graduate level. Informally, we would consider the following programs as the top 10 schools in the country (in no particular order) that are located within large, state universities:
Top Ten:
University of North Carolina - Chapel Hill
University of Georgia
University of Florida
Pennsylvania State University
University of Alabama
University of Missouri
University of Minnesota
Michigan State University
University of South Carolina
University of Illinois

Peers:
University of North Carolina - Chapel Hill
University of Georgia
University of Alabama
University of Tennessee - Knoxville

School of Library and Information Science
The Masters of Library and Information Science is ranked 18th overall, 5th in School Library Media, and 11th in Services for Children and Youth by U.S. News Report. The rankings were released March 14, 2017, and show no change in the SLIS rankings overall and for specialization. These rankings are released every 5 years.

Instructional Modalities

Innovations and changes to Instructional Modalities in unit's programmatic and course offerings that were implemented during the Academic Year.

School of Journalism and Mass Communications
New curriculum in our professional master's program (Master of Mass Communication)
After years of talk about curriculum changes to our professional master's program, our recently appointed graduate director and MMC coordinator led a winning effort to make these changes a reality. Changes reflect the changing communications profession and add more flexibility for students enrolled in the program. Students can focus their studies on one of two distinctive tracks - Strategic Communication Management or Multimedia Journalism. In November 2016, these changes were approved by the USC Graduate School. A Fall 2017 launch is anticipated.

School of Library and Information Science
We have two initiatives above our normal quality and innovation processes. The first is greater involvement in Palmetto College and the second is ensuring the quality of our distributed learning delivery of the MSLIS degree.

This year we launched our information science program within the Palmetto system. To date we have offered several BSIS courses for Palmetto students. However, most of our work has been in advising and recruiting students to the program. We have worked with Palmetto to clarify advising guidance and get candidates ready for our major.

In terms of graduate distributed learning we continue to be the second largest online program at the University of South Carolina. As such we have been an early leader in Quality Matters and developing guidance and policy for online education. As of this date we have had 12 courses approved through Quality Matters:

April 2016: 701 Introduction to Library and Information Studies; 707 Information Organization and Retrieval; 720 School Library Program Development; 731 Subject Analysis and Classification; 742 Curricular Role of the School Librarian; 757 Young Adult Materials. Notified June 29, 2016: 761 Info Technologies in the School Library Program; 765 Planning Library Facilities. Approved December 21, 2016: 706 Introduction to Information Technologies; 733 Serials; 745 Social Science Information Services; 770 Design and Management of Databases

It appears that both Palmetto and Quality Matters are currently in periods of flux. SLIS stands ready to contribute our experience and feedback to those processes.

Program Launches

Academic Programs that were newly launched during the Academic Year; those that received required approvals but which had not yet enrolled students are not included.

School of Journalism and Mass Communications

New Undergraduate Major - Mass Communications

We began enrolling students in our new major, mass communications, in Fall 2016. The major was approved by the South Carolina Commission on Higher Education in Fall 2015 and, most recently, was recommended for accreditation, along with our other five majors, from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The diverse structure of the new major provides students with the ability to explore a variety of classes within the school. The major combines the study of mass media theory, principles, policies and practices and combines that with application in global exploration, community service, civic engagement, research and leadership.

Notably, after only one full semester, the major already boasts 87 enrolled students. More than 135 students who have been admitted to USC for Fall 2017 have indicated that they will declare mass communications as their major. It is clear that this is quickly becoming a popular major within our school.

School of Library and Information Science

None to report

Program Terminations

Academic Programs that were newly terminated or discontinued during the Academic Year.

School of Journalism and Mass Communications

None to report

School of Library and Information Science

None to report

Supplemental Info - Academic Programs

Any additional information on Academic Programs appears as Appendix 1. (bottom).

Academic Initiatives

Experiential Learning for Undergraduates

Initiatives, improvements, challenges, and progress with Experiential Learning at the Undergraduate level.

School of Journalism and Mass Communications

The SJMC continues to be a campus leader in experiential learning. The school has a student-run strategic communications firm that produces real work for real clients. Called The Carolina Agency (TCA), the agency provides strategic communications solutions produced by students on behalf of a diverse selection of local, regional, national and international clients. The agency is taught as a class and is open to SJMC students as well as majors from other units. TCA features a dynamic of student and faculty leadership. The organization has an impressive record of more than 20 professional and student awards.

The school's new building features a converged newsroom where both broadcast and journalism students work together reporting and producing a live 30-minute broadcast (Carolina News), a newspaper (The Carolina Reporter), and a news website. This 12-credit hour "senior semester" engages students in multimedia, multiplatform journalism that covers the metropolitan area.

The college's alumni magazine, InterCom, is produced by students in Publication Writing and Design (JOUR 534). The course involves reporting, designing and preparing a magazine for publication, and serves an outreach role by connecting current students with a large body of alumni.

CreateAthon is an annual 24-hour-marathon designed to deliver pro bono advertising, marketing and communications solutions to nonprofits in the North America and Europe. In 2013, the school launched CreateAthon@USC to provide similar help to nonprofits in the Midlands of South Carolina. Students from all majors at the school participate in the event, which is mentored by faculty and members of the local professional advertising and design communities.

Students in all majors at the school have the opportunity to enter media competitions that can help them improve their work and learn more about opportunities in the professional world. SJMC students regularly compete in the public relations Bateman Team competition, the AAF competition, the Hearst competition, the Society of Professional Journalists Mark of Excellence Awards, the Washington Media Scholars Case Competition and the school's own A. Jerome Jeweler Advertising Award, which includes a $500 cash prize.

We are campus leaders in "study away" education, spearheading domestic and international programs to destinations including Atlanta, New York, Germany, Africa, China, Oman, and in 2017, Cuba. During this academic cycle, we launched a new scholarship program for SJMC students, awarding more than $20,000 in need-based scholarships to students wanting to participate in our study away program

During the 2016-2017 academic school year, several opportunities were put in place to promote experiential learning in the Bachelor of Science in Information Science (BSIS) program. Within the classroom, several courses provided students with either service-learning projects in the community or opportunities to engage with professionals working in the field. SLIS 201 (Introduction to Information Science) worked with Young Palmetto Books and the South Carolina Digital Library to create learning modules for k-12 educators. In SLIS 202 (Introduction to Information Literacy and Technology), an INF Carolina Core course, several sections included field trips or guest speakers related to the field. SLIS 410 (Knowledge Management) worked with the Columbia Chamber of Commerce to identify future community partners. Students in SLIS 420 (Communications and Information Transfer) prepared detailed app proposals to pitch to individuals working in app development.

In addition to experiential learning opportunities within the classroom, SLIS provided opportunities for students outside of the classroom. In 2016-2017 several students had internships. This number will increase in the future, since internships or independent study are now required in the BSIS program. The internship process is being reviewed to ensure that the proper resources are in place for the students and those supervising the internships.

During the fall semester, the BSIS program hosts Information Science Day; a research day that brings students, faculty and staff together. Students present their research, service projects, class project, or internships in a poster presentation format. Students must submit abstracts, create posters and then present their work. The goal is to get students comfortable presenting early in the program, eventually presenting at Discover USC or other professional conferences.

Moving forward experiential learning will continue to be a priority in the BSIS program. The ongoing program and curriculum review have added integrative (experiential) learning as a program value. Opportunities for experiential learning have been added to the proposed program values and curriculum.

Experiential Learning For Graduate & Professional Students

Initiatives, improvements, challenges, and progress with Experiential Learning at the Graduate or Professional level.

School of Journalism and Mass Communications

Our professional master's students must complete a practicum experience in a media organization. Graduate students also have the opportunity to participate in the experiential learning opportunities listed above. SJMC graduate students most often participate in Carolina News/The Carolina Reporter, The Carolina Agency, CreateAthon@USC and our study away travel experiences

School of Library and Information Science

73 graduate students in the MLIS program participated or are currently in internships for the academic year. These internships were in South Carolina; North Carolina; Kentucky; Virginia; Florida; and Ontario, Canada. This year, working with university counsel, we implemented a standard MOU with schools for our school media field experiences. Moving forward, we will have to help students identify internships globally as more of our distributed learning students take internships

Affordability

Assessment of affordability and efforts to address affordability.

School of Journalism and Mass Communications

SJMC administration and faculty are keenly aware of the high costs of attending a four-year college. Most recently, the SJMC overhauled its undergraduate curriculum to decrease the number of hours to graduate from 126 to 120 so that students can successfully graduate in four years. The new curriculum also increases course flexibility for students through the addition of more SJMC elective hours and fewer prerequisites for required courses. Increased flexibility allows our students to more easily progress toward graduation.

At the same time, the nature of our undergraduate program is highly professional and technical. In order to remain competitive with our peer and peer aspirant institutions, our school maintains two broadcast studios, a multimedia newsroom, five computer labs, a photo studio and a strategic communications center. We also employ a full time engineer and a studio manager to oversee these facilities.

We currently charge students course fees in a variety of lab courses in an attempt to maintain our technology and lab spaces. Over the past several months, we have been considering replacing the course fee system with a program fee for all SJMC students. During our extensive research of program fees, we have found than many units on the USC campus have implemented program fees and eliminated course fees. Many of our peer journalism and mass communications programs (i.e., University of Florida, University of Missouri) also have a program fee system in place.

We are currently working on a program fee proposal that we believe would be more transparent and predictable for families who are making budgetary plans for paying college tuition

School of Library and Information Science

At the graduate level, we have been conducting cost comparisons with peer and peer aspirant institutions. Initial analysis found the South Carolina library science program is substantially less expensive than programs ranked in the top 5 of U.S. News & World Report's rankings. In many cases, our degree costs half as much as programs at the Universities of North Carolina, Michigan, Pittsburgh, Indiana, and Maryland. We are using this data in our marketing and recruitment efforts.

Reputation Enhancement

Contributions and achievements that enhance the reputation of USC Columbia regionally and nationally.

School of Journalism and Mass Communications

Professional Organization Involvement and Judging

SJMC faculty members are involved in many local, state, regional and national professional associations including the South Carolina Press Association, Society of Professional Journalists, South Carolina Broadcasters Association, the Columbia Ad Club, the National Press Photographers Association, International Association of Business Communicators, and Public Relations Society of America.

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School of Library and Information Science

Director R. David Lankes delivered keynotes at: The Society of Chief Librarians Seminar in Warwick University, England; The Maine Library Association; and delivered the McGreal Lecture at Dominican University in Chicago.

Numerous faculty and doctoral students presented at the 2017 Association for Library and Information Science Education - the primary conference for library and information science education - where doctoral student Margaret Zimmerman won the doctoral poster competition.

Karen Gavigan presented at the Library of Congress in relation to her grant for the library in relation to the use of primary source materials.

Several faculty and doctoral students presented at the International Federation of Library Associations (IFLA). Dr. Gavigan chairs an international committee for school librarians through IFLA, and Dr. Arns is part of a group compiling learning outcomes for library professionals.

Dr. Tu-Keefner presented at an international information science conference in Japan. Dr. Arns presented at a prestigious Copenhagen Business School design conference. Dr. Kawooya was selected to serve on a research team for the World Intellectual Property Organization.

Challenges

Challenges and resource needs anticipated for the current and upcoming Academic Years, not noted elsewhere in this report and/or those which merit additional attention.

School of Journalism and Mass Communications

The SJMC has several challenges/opportunities over the next 1-3 years.

Enrollment management in our undergraduate program: The SJMC had a record high enrollment in Fall 2016 (1523 undergraduate students). With the move to our new building, and the addition of our mass communications major, we foresee that our enrollment numbers will continue to grow. While we most certainly want to grow at a rate that is in line with the university's enrollment goals, we are concerned about our faculty-to-student ratio and student services advisor-to-student ratio. We also have a large number of students minoring in journalism and mass communications (nearly 400). We are working on two plans to increase our revenue so that we can address these disparities. These plans include a program fee for all SJMC students and moving our courses for minors to a "summer institute" model.

Recruiting a higher quality and quantity of students across our graduate programs: The SJMC graduate director is working diligently to recruit students into our graduate programs. For our MMC program, we have updated our curriculum, implemented an "accelerated" program where current students can obtain a bachelor and master's degree in five years, and promoting our program more heavily.

At the doctoral level, it is increasingly difficult to recruit top candidates because of USC's policy not to waive tuition for these students. We routinely lose applicants to other universities (so far this year Universities of Georgia and Missouri) because of a better funding package at these schools.

Increasing our national visibility and reputation: We are well known regionally, but would like to grow our visibility and reputation nationally. With no reputable national rankings of journalism and mass communications programs, there is currently no metric to systematically compare ourselves to other schools.

School of Library and Information Science

One of the biggest challenges will be in attempting to grow our reputation internationally given the current climate around immigration. Executive branch policies, executive orders, and lack of coherent guidance at the federal level are already effecting our ability to recruit faculty, and to support experiential learning outside of U.S. borders.

Supplemental Info - Academic Initiatives

Any additional information on Academic Initiatives appears as Appendix 2. (bottom)

Faculty Population

Faculty Employment Summary

Table 1. Faculty Employment by Track and Title.

	Fall 2016	**Fall 2015**	**Fall 2014**
Tenure-track Faculty			
Professor, with tenure	10	11	9
Associate Professor, with tenure	14	17	17
Professor	1	0	0
Associate Professor	0	0	0
Assistant Professor	17	14	13
Librarian, with tenure	0	0	0
Librarian	0	0	0
Assistant Librarian	0	0	0
Research Faculty			
Research Professor	0	0	0
Research Associate Professor	0	0	0
Research Assistant Professor	0	0	0
Clinical/instructional Faculty			
Clinical Professor	0	0	0
Clinical Associate Professor	0	0	0
Clinical Assistant Professor	0	0	0
Instructor/Lecturer	14	14	14
Adjunct Faculty	19	27	23

Faculty Diversity by Gender and Race/Ethnicity

Note: USC follows US Department of Education IPEDS/ National Center for Education Statistics guidance for collecting and reporting race and ethnicity. See https://nces.ed.gov/ipeds/Section/collecting_re

Table 2. Faculty Diversity by Gender and Race/Ethnicity, Fall 2016, Fall 2015, and Fall 2014.

|	Fall 2016	Fall 2015	Fall 2014
Gender	75	83	76
Female	34	44	40
Male	41	39	36
Race/Ethnicity	75	83	76
American Indian/Alaska Native	0	0	0
Asian	5	6	5
Black or African American	5	7	6
Hispanic or Latino	1	2	2
Native Hawaiian or Other Pacific Islander	1	1	0
Nonresident Alien	4	4	2
Two or More Races	2	1	1
Unknown Race/Ethnicity	4	3	2
White	53	59	58

Illustrations 1 and 2 (below) portray this data visually.

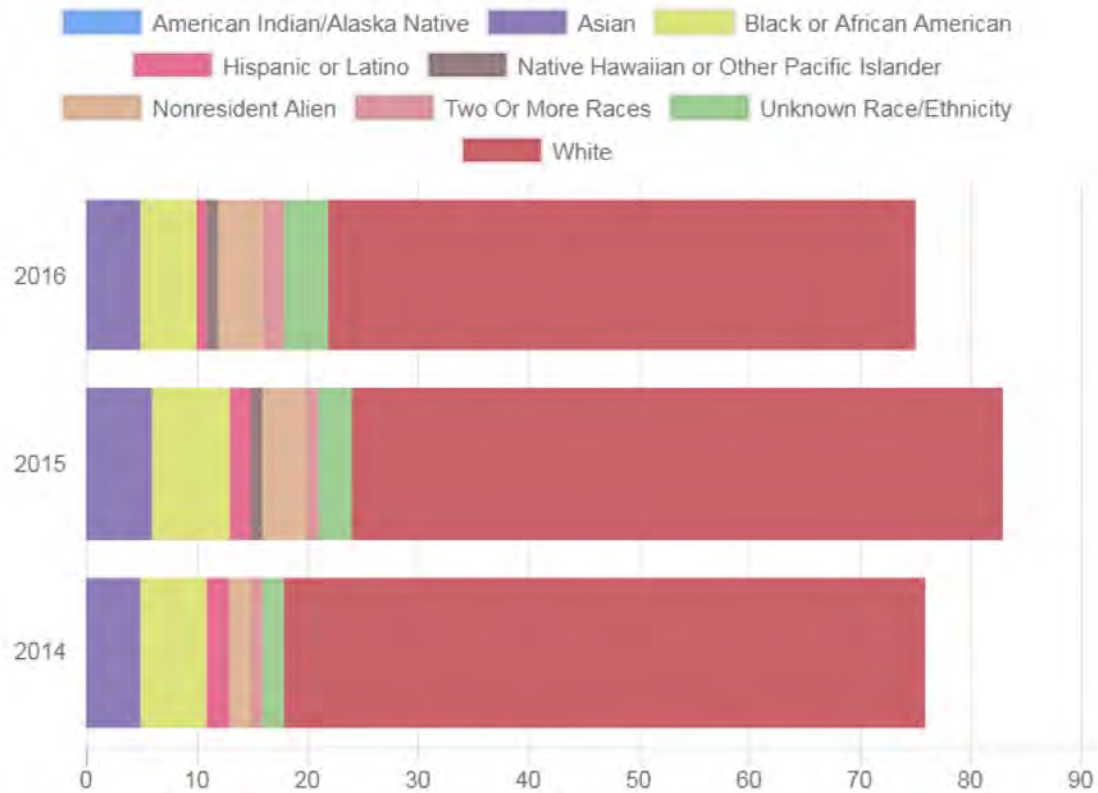**Illustration 1. Faculty Diversity by Gender**

2016 Faculty Gender   2015 Faculty Gender   2014 Faculty Gender
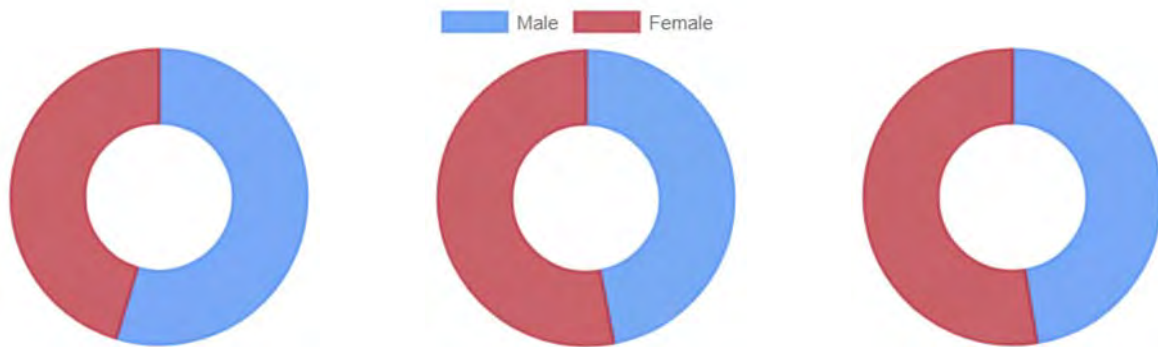
Illustration 2. Faculty Diversity by Race & Ethnicity

Faculty Information

Research and Scholarly Activity

Please refer to Appendix 3, which provides detailed information from the Office of the Vice President for Research, department of Information Technology and Data Management, including:
1) The total number and amount of externally sponsored research proposal submissions by funding source for the appropriate Fiscal Year.
2) Summary of externally sponsored research awards by funding source for the appropriate Fiscal Year. Total extramural funding processed through Sponsored Awards Management (SAM) in the Fiscal Year, and federal extramural funding processed through SAM in the Fiscal Year. (Available at: http://sam.research.sc.edu/awards.html) Amount of sponsored research funding per faculty member in FY YYYY (by rank, type of funding; e.g., federal, state, etc., and by department, if applicable).
3) Number of patents, disclosures, and licensing agreements for three most recent Fiscal Years.

School of Journalism and Mass Communications

Faculty research productivity continues to increase. As the SJMC was recently recommended for reaccreditation, it is notable that research productivity has increased significantly since the SJMC was last accredited in 2011.

Recent faculty searches have focused on hiring faculty with a blend of strong scholarly and professional credentials who can contribute to the research and teaching missions of the SJMC. This strategy has led to an increase in research quantity and quality. We have a large number of recently hired junior faculty who are highly productive and committed to working collaboratively.

Due to numerous retirements over the past several years, the SJMC has a large number of junior faculty working toward tenure who are not experienced grant writers. At the same time, several senior faculty members who landed external research funding over the past five years have moved into administrative roles and are no longer fully engaged in grant writing and seeking. The school has the opportunity to develop our highly productive junior faculty into scholars who apply for, and are awarded, external research funding.

School of Library and Information Science

The tenure track faculty continue to be productive. Dr. Copeland, Dr. Moorefield-Lang, and Dr. Lankes have all either published books this year, or signed to book contracts. Drs. Freeburg, Moorefield Lang, and others have had new journal publications.

The primary challenge in terms of research and scholarly activity is in the area of external research funding. A quick analysis of the College of Information and Communications external research funding (excluding development and gifts) shows that college has brought in $1,006,478 over the past 4 years ($104,567 for the

School of Library and Information Science and $901,911 for Journalism and Mass Communications). During the same period the Information School at the University of Washington averaged $8,000,000 per year, the School of Information at the University of Texas averaged $2,000,000, and the iSchool at Syracuse University averaged $4,700,000 per year . The Universities of Texas and Washington are particularly relevant because a decade ago each averaged under $10,000 a year in awards.

There are clearly funding opportunities available in the field of library and information science. However, there are several barriers that must be removed. The first is simply a matter of numbers. Our current faculty have to balance teaching, research, and service obligations. Bringing on new hires next year should provide more manpower toward research. Also, the hiring for those positions focused on raising capacity and priority for research. The new hires have an impressive publication record and were trained in active funding environments.

The next barrier is in terms of mentorship and support. Right now, this mentorship for untenured faculty focuses on publications, a necessary emphasis for successful tenure cases. However, there is needed support for grant writing, and support at the university level for sponsored research proposals. There have been numerous changes in the school's designated contacts.

The last barrier relates to our doctoral program. This year we will graduate our largest Ph.D. class, 7. The program is important to the research life of the school and helps in recruiting top faculty. However, the program to this point has been funded on large grants, especially federal IMLS grants, that have ended. Costs of the program are being covered through teaching assistantships. However, current tuition policies for doctoral students position the program as an income generator, as opposed to research cost. Tuition waivers for doctoral students, at the very least for dissertation hours, would dramatically increase the research profile and productivity of the whole school.

This year, the faculty and staff have been consumed in accreditation efforts and faculty hires. Next year, we should have the necessary cycles to focus on a larger funding profile.

Faculty Development

Efforts at Faculty Development, including investments, activities, incentives, objectives, and outcomes.

Optional

School of Journalism and Mass Communications

The SJMC has a Faculty Development Fund that provides financial resources to faculty members seeking to improve teaching and research and/or creative skills. Funds are available to those wanting to attend workshops and seminars or to cover professional memberships that are required to serve as student advisers (e.g. PRSSA). Faculty members who receive funding through this initiative are encouraged to share their knowledge with colleagues in formal and informal

settings.

We have the Caldwell Excellence in Teaching Award, which is awarded each fall to a SJMC faculty member (tenure-track or non-tenure track). The faculty member is honored at our fall alumni award banquet and receives a plaque and a $1500 monetary award.

Faculty may apply for funding to support their professional development. A faculty committee reviews proposals and awards funding from the Caldwell Faculty Development Fund. Approximately $15,000 is awarded each academic year.

New tenure track and tenured faculty typically receive start-up funding to support their research and/or creative endeavors and aid them in their pursuit of tenure and promotion. If a faculty member is making successful progress toward tenure, this funding is given annually until a faculty member applies for tenure and/or promotion.

School of Library and Information Science

Faculty development is an important part of the school's work. Each faculty member receives startup research funds, many with multi-year investments. These funds, typically $5,000 per year for up to three years, can be used for research-related travel, GA support, software, or any research-related expenses.

This year, the new chair of the Tenure and Promotion Committee, Karen Gavigan, has begun a lunch series of "Tenure Tuesdays." These monthly events have included topics such as: understanding the university tenure process; developing a coherent research agenda; using institutional repositories to increase citations; and citation analysis. While these efforts are clearly focused on tenure, they have direct impact on increasing scholarly productivity and impact.

Dr. Charles Curran, an emeritus professor, receives an annual stipend to work with untenured faculty on scholarly writing. Activities include writing clubs and one-on-one mentoring sessions. Next year, this will be expanded to include mentoring on securing research funds.

The director is working to align outcomes in faculty output to those presented by the Vice President for Research.

Other Activity
Efforts at Faculty Development, including investments, activities, incentives, objectives, and outcomes.

Optional

Bierbauer, Charles, This Week in South Carolina, weekly public affairs show hosted on SCETV, beginning January, 2017.

Supplemental Info - Faculty

Any additional content on Faculty Information appears as Appendix 4. (bottom)

Supplemental Academic Analytics Report

Content from Academic Analytics appears as Appendix 5. (bottom)

Teaching

Faculty to Student Ratio

The formula used to compute the ratio uses data from Faculty Population by Track and Title and Student Enrollment by Time Basis, as follows:

$$\frac{(Total\ Full\text{-}time\ Students\ +\ 1/3\ Part\text{-}time\ Students)}{((Total\ Tenure\text{-}track\ Faculty\ +Total\ Research\ Faculty\ +\ Total\ Clinical/Instructional\ Faculty)\ +\ (1/3\ Adjunct\ Faculty))}$$

Table 4. Faculty-to-Student Ratio, Fall 2016, Fall 2015, and Fall 2014

Fall 2016	Fall 2015	Fall 2014
1: 27.8	1:25.64	1:28.32

Analysis of Ratio

Analysis of the ratio, agreement with the data, and plans for the future to impact this ratio.

Because of our unique configuration at USC--two semi-autonomous, separately accredited schools within one college--we have also calculated the ratio for each school. Since the university data does not break out the SJMC and SLIS enrollments and faculty count, these are based on our own counts. For example, we believe the adjunct faculty numbers provided to be an undercount

School of Journalism and Mass Communications

*The student to faculty ration calculation is as follows: (Total FT Students + 1/3PT Students)/(Total FT Instructional Faculty +1/3 PT instructional Faculty)+Staff who teach.

1573 SJMC undergraduate and graduate students in Fall 2016

39 full time faculty (does not include director who does not teach regularly or dean)

17 adjuncts

35 to 1 faculty to student ratio

Based on the formula, the SJMC has a 35 to 1 faculty to student ratio. To be an accredited school of journalism and mass communication, we must have a 20 to 1 ratio in our lab/skills courses, which comprise more than half of the courses taught in the school. We often rely heavily on adjuncts for these courses. More full time faculty are needed to keep the school in line with accreditation standards.

School of Library and Information Science

*The student to faculty ration calculation is as follows: (Total FT Students + 1/3PT Students)/(Total FT Instructional Faculty +1/3 PT instructional Faculty)+Staff who teach.

405 SLIS undergraduate and graduate students in Fall 2016

14 full time faculty (not including the director)

14 adjuncts

22 to 1 faculty to student ratio

Faculty Awards Nominations

Faculty nominated for the following awards in the categories of Research, Service, Teaching, or Other, during AY2016-2017.

Research Award Nominations

Recipient(s)	Award	Organization
Williams, Jeff	Best Cinematography at the Brightside Tavern Film Festival	Brightside Tavern Film Festival

Teaching Award Nominations

Recipient(s)	Award	Organization
Ranta, Jeff	Mungo Teaching Award	The School of Journalism and Mass Communications
Mortensen, Tata	Caldwell Excellence in Teaching Award	The School of Journalism and Mass Communications

Faculty Awards Received

During AY2017-2018 faculty of CIC were recognized for their professional accomplishments in the categories of Research, Service, and Teaching.

Research Awards

Recipient(s)	Award	Organization
Karami, Amir	Discovery Day Award	USC
Karami, Amir	New Faculty Academy Certificate	USC
Holmes, Holmes	Religion News Association's 2016 William A. Reed Lifetime Achievement	Religion News Association

Service Awards

Recipient(s)	Award	Organization
Bierbauer, Charles	Honorary Life Membership Award	South Carolina Broadcasters Association
Ranta, Jeff	SCPRSA George Johnson Community Spirit Award for Service to the PR Professions	South Carolina Public Relations Society of America

Teaching Awards

Recipient(s)	Award	Organization
Sisk, Lisa	Caldwell Excellence in Teaching Award	The School of Journalism and Mass Communications

Student Recruiting and Retention

Student Recruitment

Efforts, including specific actions, to recruit students into College/School programs.

This year marks a significant shift in strategies and efforts to recruit students to the College of Information and Communications. With new leadership for both the School of Journalism and Mass Communications and the School of Library and Information Science and the new Assistant Dean for Student Services, a thorough review of the student life cycle produced engagement opportunities to strengthen our partnership with admissions, college recruiting and outreach to admitted students to increase yield. The first step was to strengthen our relationship with the USC Visitors Center and set an established Information Session for prospective students. We have expanded these sessions to twice a week hosted by a professional staff member from the Office of Student Services. This, coupled with the inclusion of the SJMC on the official campus tour, has extended the overall exposure of our programs. Additional emphasis was placed on the college participation in Undergraduate Recruiting Special Events including Open House, Discover Carolina and Admitted Student Days.

Our next effort was to increase the marketing of our majors. We worked with a graduate seminar to create a promotional brochure for each major. This allows for a visual representation of our academic programs in a handy take-away. We also strengthened the promotion of each major through a complete webpage redesign and mobile optimization process to improve user experience across all platforms. For the Fall 2016 admissions cycle, we expanded our outreach to admitted students with regular outreach from the dean, directors and assistant dean. This outreach was meant to yield admitted students and produced an increase in enrolled freshman for fall 2016.

This year marks a significant shift in strategies and efforts to recruit students to SLIS, as well. A focus of the school this year has been in recruiting undergraduates. This is seen as the first year of a three-year plan: year 1 outcomes, messaging and greater university awareness; year 2 curriculum revisions and robust recruiting; and year 3 a relaunch of the Information Science degree. This year's activities started with site visits to successful information science programs at the University of Washington and Syracuse University. This was followed up with a series of stakeholder meetings including: an alumni focus group, meeting with regional education coordinator from the Department of Commerce, and coordination meetings with the College of Engineering.

This all provided excellent input to developing strong program outcomes and a refinement in messaging. Using the tongue-in-cheek tag line "In Search of Geeks with Social Skills," we have met with university admissions and are hosting university recruiters to make clear what the program is and how it relates to programs such as computer science. We have also strengthened our relationship with the Honors College to make our courses available to honors students and educate Honors College advisors about our offerings. This messaging was also used in fall open houses where the information science program was promoted as part of a unified outreach from the College of Information and Communications. This intentional blurring of the lines between undergraduate programs in the to schools was continued to great success in Admitted Students Day activities.   We are also working to engage school alumni, particularly school librarians in high schools, to develop and disseminate marketing materials related to the programs. This internal work has already resulted in a marked increase in admitted students and information science minors.

We have an increased effort in the area of graduate recruiting. A new graduate recruiting coordinator was hired in fall 2016. The position was restructured at the time. We were without a graduate recruiter for several months, and this has negatively affected the spring admissions for the MLIS program and appears to part of a small decline for the summer and fall. With a new recruiter in place, we have been deliberately shifting our efforts from conferences and travel to use of social media and AdWords. We have launched a Google AdWords campaign and increased our social media presence. For the SJMC graduate programs, the Master of Mass Communication program has been redesigned and an accelerated 4+1 program has been designed and promoted to our existing undergraduate populations. We are confident the restructuring of the recruiter position will strengthen our enrollment across the graduate programs.

Student Retention

Efforts at retaining current students in College/School programs.

The College of Information and Communications takes a proactive approach to support student development, success in academic majors, and lifelong engagement for graduates. The Office of Student Services develops and implements programs and processes encompassing recruiting, academic advising, and retention programming that facilitate student academic success, career development, and personal growth for all students. Advising efforts consist of proactive, interactive, and holistic approaches to addressing academic and personal concerns of students. The primary effort to retain current students has been with our increased emphasis on quality professional academic advising. We have supported the implementation of the First-Year Advisor program and hired two outstanding FYAs who have transformed the advising culture. Based on a student-focused approach, we provide students with an assigned academic advisor who serves as the first point of contact for class registration, financial aid application and preparation for graduation. The main objective in student services is to provide quality supportive services to ensure students have a positive academic experience while earning their degree from USC.

Student Enrollment & Outcomes

The following data was provided by USC's Office of Institutional Research, Assessment, and Analytics. Please note that Fall 2016 and AY2016-2017 data, where presented, are preliminary and unofficial.

Note: Student enrollment and outcomes data are calculated by headcount on the basis of primary program of student only.
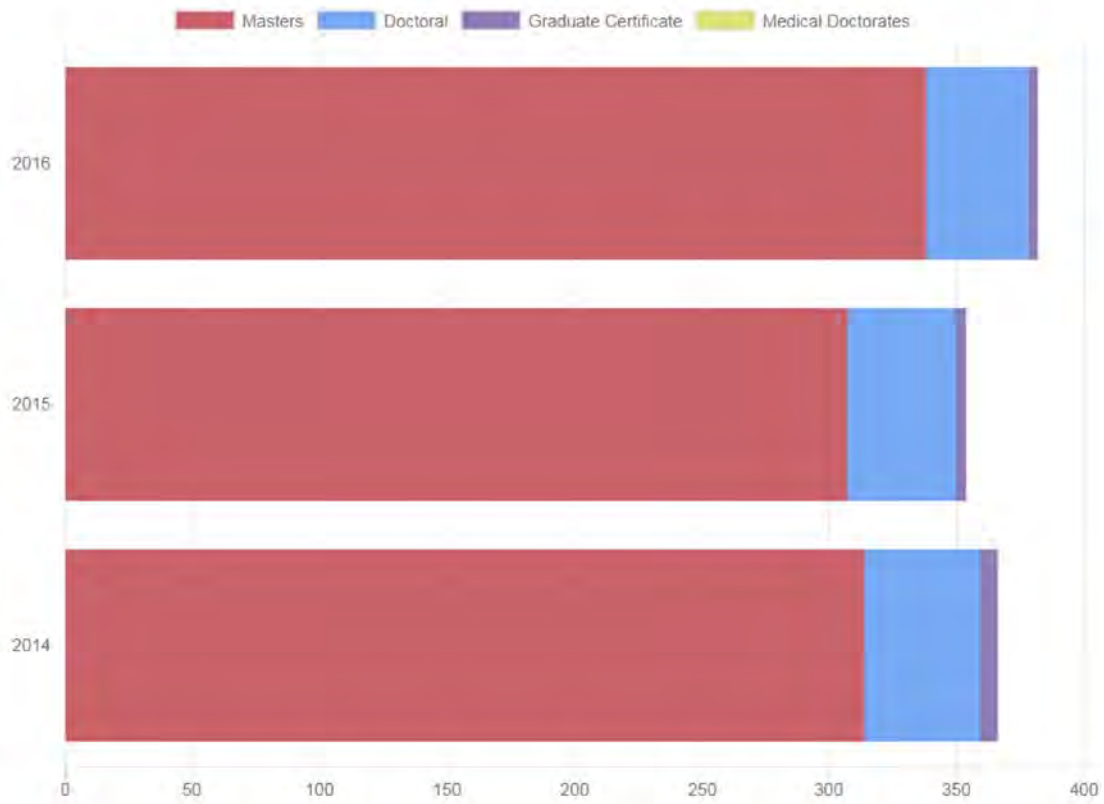
Student Enrollment by Level & Classification

Table 5. Student Enrollment by Level & Classification.

|	Fall 2016-2017	Fall 2015-2016	Fall 2014-2015
Undergraduate Enrollment			
Freshman	287	279	262
Sophmore	408	373	374
Junior	413	391	353
Senior	443	447	538
Sub Total	1551	1490	1527
Graduate Enrollment			
Masters	338	307	314
Doctoral	40	43	45
Graduate Certificate	4	4	7
Sub Total	382	354	366
Graduate Enrollment			
Medicine	0	0	0
Law	0	0	0
PharmD	0	0	0
Sub Total	0	0	0
Total Enrollment (All Levels)	**1933**	**1844**	**1893**

Illustration 3. Undergraduate Student Enrollment by Classification
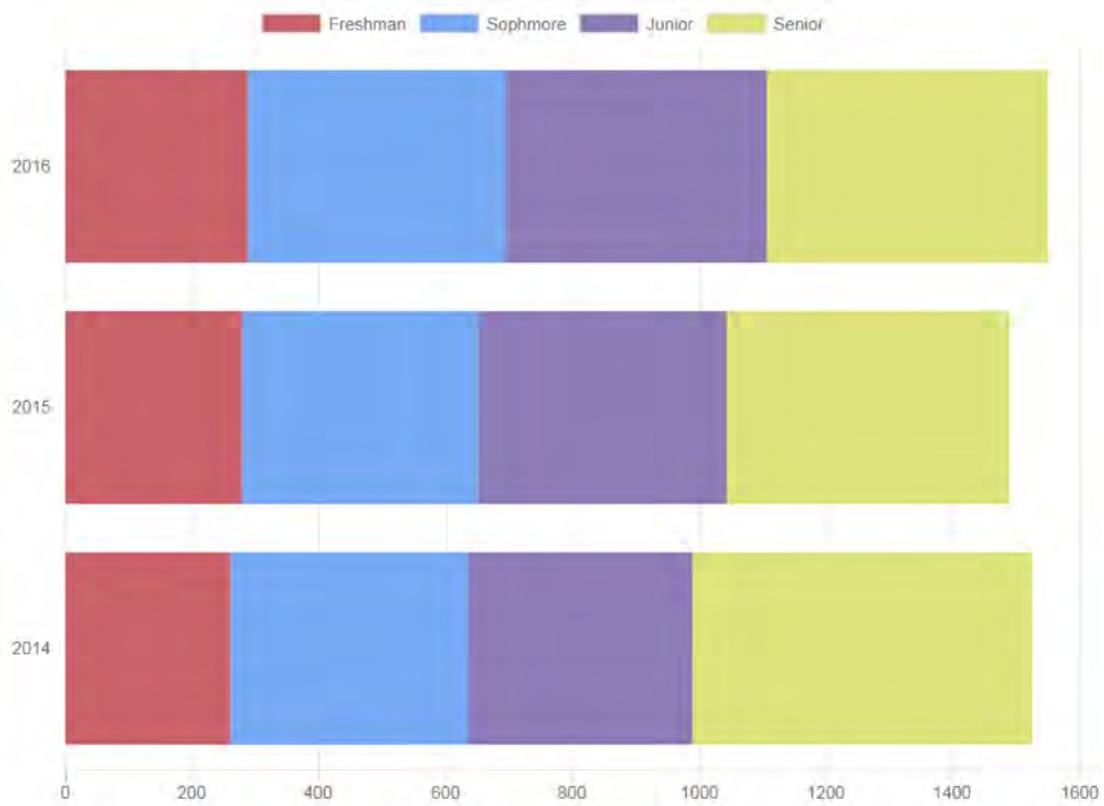
Illustration 4. Graduate/Professional Student Enrollment by Classification

Illustration 5. Total Student Enrollment by Classification (All Levels)
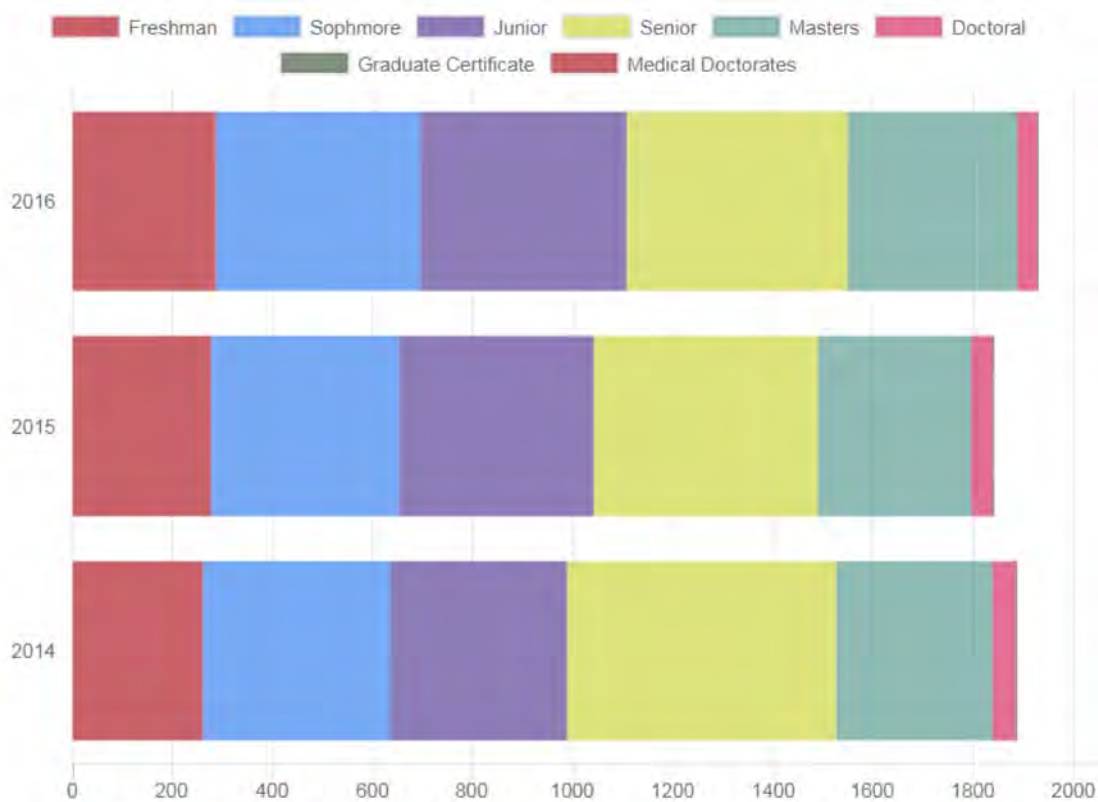
Enrollment by Time Status

Table 6. Student Enrollment by Level and Time Status.

	Fall 2016 (preliminary)	Fall 2015 (official)	Fall 2014 (official)
Undergraduate	**1551**	**1490**	**1527**
Full-Time	1506	1449	1491
Part-Time	45	41	36
Graduate/Professional	**382**	**354**	**366**
Full-Time	130	129	140
Part-Time	252	225	226
Total - All Levels	**1933**	**1844**	**1893**
Full-Time	1636	1578	1631
Part-Time	297	297	297

Student Diversity by Gender

Table 7. Student Enrollment by Gender.

	Fall 2016 (preliminary)	Fall 2015 (official)	Fall 2014 (official)
Undergraduate	**1551**	**1490**	**1527**
Female	1140	1102	1150
Male	411	388	377
Graduate/Professional	**382**	**354**	**366**
Female	308	291	300
Male	74	63	66

Illustration 6. Undergraduate Student Diversity by Gender

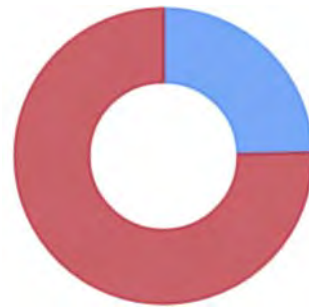2016 Undergraduate Gender   2015 Undergraduate Gender   2014 Undergraduate Gender
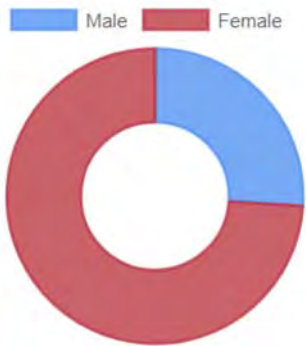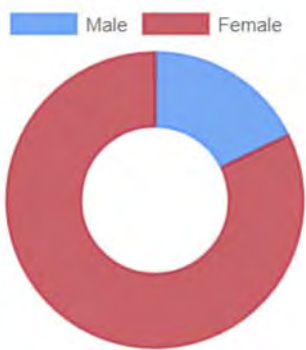

Illustration 7. Graduate/Professional Student Diversity by Gender

2016 Graduate Gender   2015 Graduate Gender   2014 Graduate Gender

Student Diversity by Race/Ethnicity

Table 8. Student Enrollment by Race/Ethnicity.

	Fall 2016 (preliminary)	Fall 2015 (official)	Fall 2014 (official)
Undergraduate	**1551**	**1490**	**1527**
American Indian/Alaska Native	0	1	2
Asian	18	19	16
Black or African	156	144	132
Hispanic or Latino	67	63	61
Native Hawaiian or Other Pacific Islander	1	1	1
Nonresident Alien	4	3	3
Two or More Races	55	52	46
Unknown Race/Ethnicity	11	12	12
White	1239	1195	1254
Graduate/Professional	**382**	**354**	**366**
American Indian/Alaska Native	0	0	0
Asian	1	1	4
Black or African	34	29	32
Hispanic or Latino	6	5	5
Native Hawaiian or Other Pacific Islander	0	0	0
Nonresident Alien	18	22	23
Two or More Races	8	11	11
Unknown Race/Ethnicity	12	9	5
White	303	277	286

Illustration 8. Undergraduate Student Diversity by Race/Ethnicity
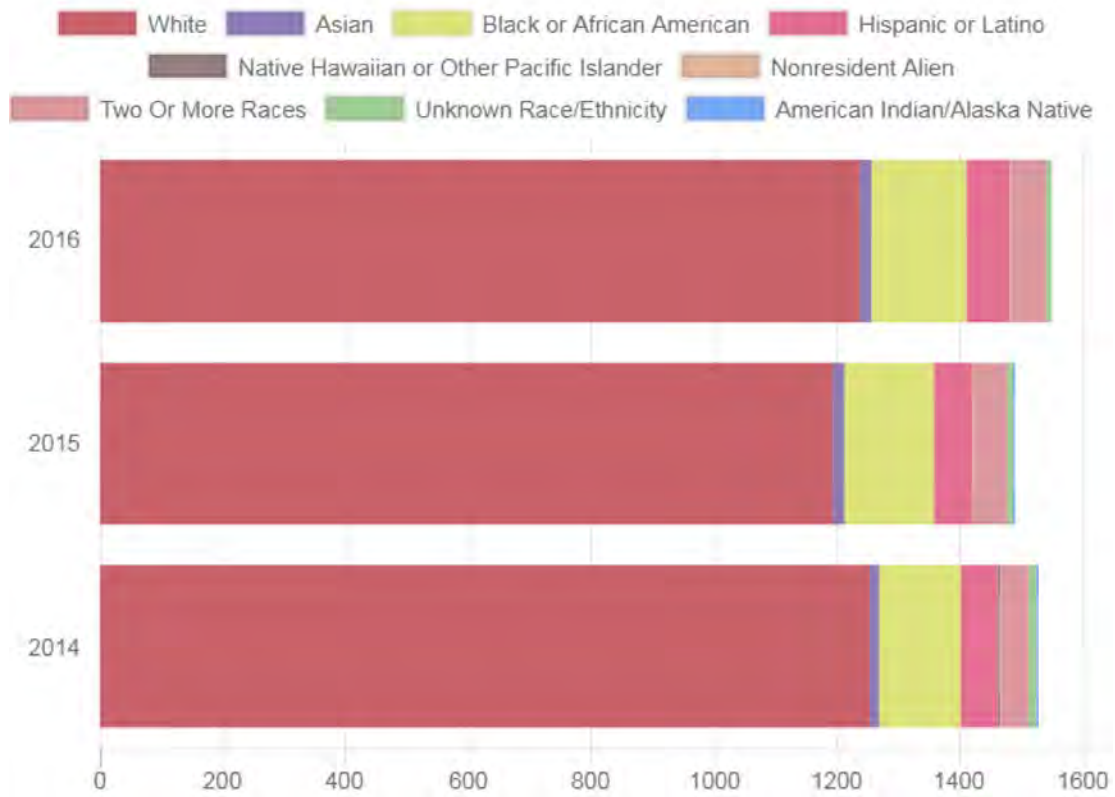
Illustration 9. Graduate/Professional Student Diversity by Race/Ethnicity
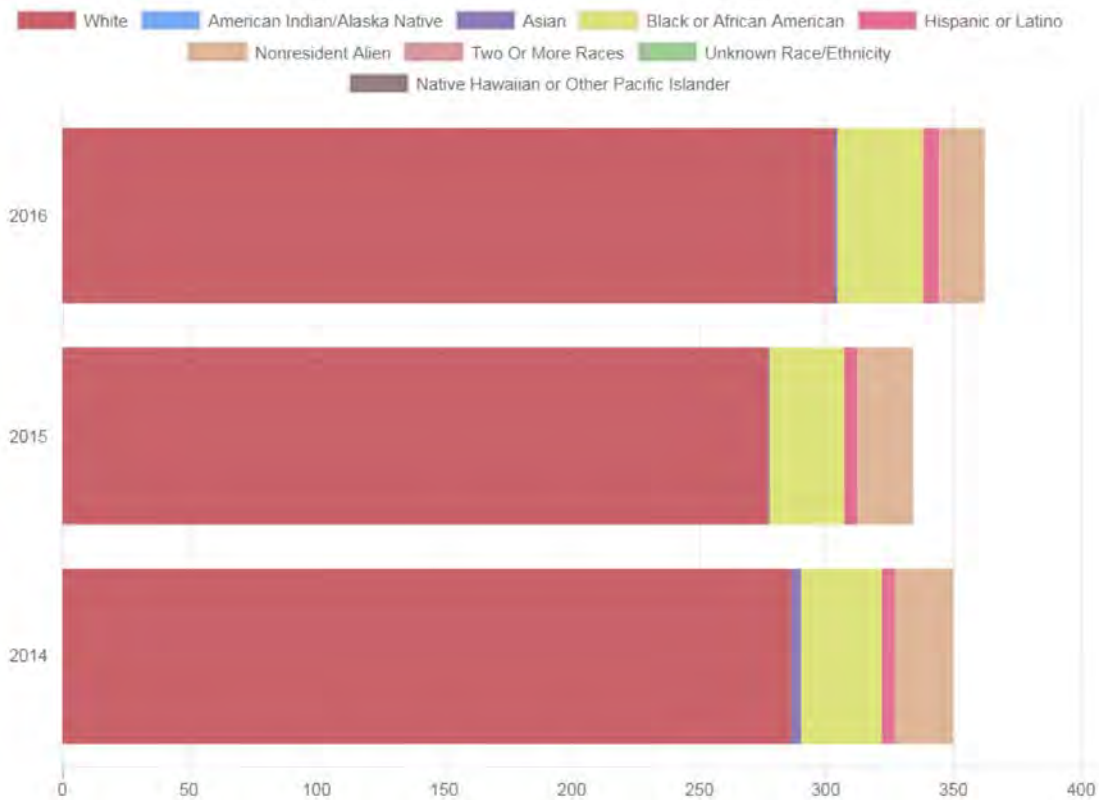
Undergraduate Retention

Table 9. Undergraduate Retention Rates for First-time Full-time Student Cohorts

	First Year	Second Year
Fall 2015 Cohort	92.6%	N/A
Fall 2014 Cohort	90.4%	86.8%
Fall 2013 Cohort	87.3%	80.1%
Fall 2012 Cohort	91.8%	82.7%

Illustration 10. Undergraduate Retention, First- and Second Year

First Year

Second Year
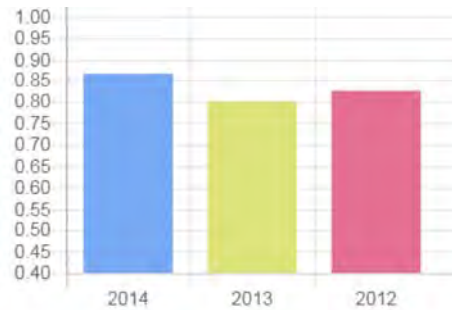
Student Completions

Graduation Rate - Undergraduate

Table 10. Undergraduate Graduation Rates for First-time Full-time Student Cohorts at 4-, 5-, and 6 Years.

	4-Year	5-Year	6-Year
Fall 2010 Cohort	69.1%	77.1%	78.2%
Fall 2009 Cohort	60.5%	71.1%	72.8%
Fall 2008 Cohort	66.9%	77.8%	79%

Degrees Awarded by Level

Table 11. Degrees Awarded by Level.

	AY2015-2016	AY2014-2015	AY2013-2014
Bachelors	381	425	365
Masters	108	123	134
Doctoral	7	5	8
Medical	0	0	0
Law	0	0	0
Pharmacy Doctorate	0	0	0
Graduate Certificate	3	1	2

Illustration 11. Degrees Awarded by Level
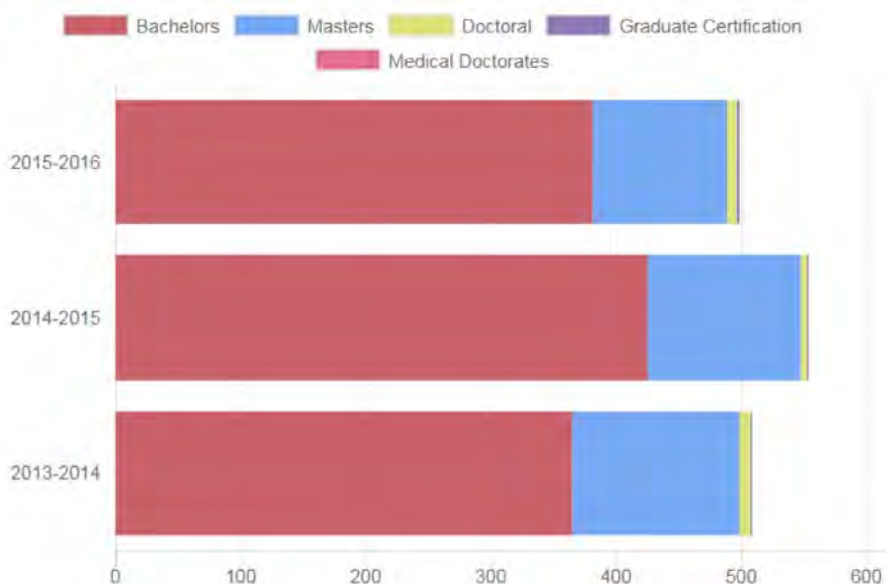
Alumni Engagement & Fundraising

Alumni
Substantial activities, engagements, and initiatives with alumni during AY2016-2017, focusing on relationships and activities with alumni.

College of Information and Communications

The college hosts its own CIC Alumni Society managed by a steering committee of alumni from both schools. The Alumni Society conducts several student-oriented activities annually. In fall, Mentor Match links alumni with students interested in their professional disciplines. These mentorships often last through a student's entire academic career. In spring, Passport to Hire is a workshop in which alumni provide insights into careers, interviewing and resume preparation.

The CIC Alumni Society funds annual scholarships for students in both schools.

School of Journalism and Mass Communications

Significant progress was made this academic year to create an SJMC Professional Advisory Board. In Fall 2016, faculty and alumni nominated nearly 45 professionals for the board. Approximately 30 of these professionals indicated that they would serve on the newly formed board. The first meeting is scheduled for March 21, 2017. The SJMC director will oversee and manage the board, with input and administrative support from the CIC development staff.

Alumni receptions to engage with students and development staff are frequently held by development staff in conjunction with such programs as the Maymester public relations tour to Atlanta or the Maymester advertising tour to New York. Faculty who develop these programs engage alumni professionals in those locations to meet with students.

School of Library and Information Science

Most of our current alumni outreach is in the form of conference teas and receptions. This year we had receptions at the South Carolina Library Association, the Maine State Library Association, and the South Carolina School Association of School Librarians. We have also sent out postcards requesting donations, and the director has begun monthly update emails to alumni.

Development, Fundraising and Gifts
Substantial development initiatives and outcomes during AY2016-2017, including Fundraising and Gifts.

CIC exceeded its goal by more than $2.5 million in the university's Carolina's Promise capital campaign completed in 2015. The college fundraising totaled $14,009.981 during the campaign. Since then, fundraising has focused on further gifts to the SJMC building, the literacy initiative, completing the endowment of the Baldwin chair, expanding scholarship, fellowship and faculty development funds. FY2015 was the peak year during the capital campaign, yielding $3,295,622. Fundraising continued to be effective in FY2016, in part boosted by SJMC building gifts. In the current year, FY2017, fundraising has been difficult. To date, $232,563 has been raised. Donor fatigue may be a factor. The development staff has sought to increase its prospect list. The staff is also in a transition.

The college has a three-person development staff. A search has just begun to replace Senior Director of Development Elizabeth Quackenbush who moved to a position in central development in March. Assistant director of development Hope Branham works in identifying donor prospects, connecting with younger prospects to create a spirit of giving, building the Dean's Circle of donors and expanding alumni relations. Rebekah Friedman is responsible for college communications and alumni relations. She coordinates publication of the college's semi-annual alumni magazine, InterCom, and its monthly electronic newsletter, eNews.

The dean is directly and extensively involved in all aspects of development.

School of Journalism and Mass Communications

The SJMC director launched a professional advisory board in 2017. The board is comprised of approximately 30 members. Participants must be active donors to the school and be willing to participate in two meetings per year, along with other activities related to the school. The first meeting was held in March 2017.

School of Library and Information Science

Our primary means of development within the school are through the South Carolina Center for Children's Book and Literacy. They have received $111,365 in gifts for the year, with an additional $253,394.60 pending requests.

This year Cocky's Reading Express was the first crowdfunding campaign conducted by the university. That campaign yielded $25,390.

Supplemental Info - Alumni Engagement & Fundraising

Any additional information on Alumni Engagement and Fundraising appears as Appendix 6. (bottom)

Community Engagement

Description

Community engagement and community based research, scholarship, outreach, service or volunteerism conducted during AY2016-2017, including activities at the local, state, regional national and international levels.

School of Journalism and Mass Communications

Academic Conferences

During the 2016-2017 academic year the SJMC will host two national academic conferences. The most visible is our biennial Media and Civil Rights History Symposium (MCRHS), which will take place in Spring 2017 and focuses on the role of print and broadcast images in the African American freedom struggle and other civil rights struggles. The first MCRHS was held in 2011 and coincided with the AEJMC Southeast Colloquium, which the SJMC hosted that year.

In Fall 2016, the SJMC hosted the Broadcast Education Association's first super-regional conference, with more than 100 people in attendance. Dr. Laura Smith co-chaired the three-day conference.

Also in Fall 2016, the SJMC hosted Media Law School 2016, a fellowship program designed to help working journalists better understand and cover the courts and judicial process. Thirty-two journalists (broadcast and multimedia) from 15 states attended the three-day conference. Dr. Carmen Maye co-directed Media Law School 2016; Professor Jay Bender was co-director of the 2015 event. The Media Law School is a joint endeavor by SJMC and the USC School of Law.

As our new building provides an ideal atmosphere for academic and professionally-oriented conferences, we anticipate hosting more events in the near future, including a public relations-focused conference sometime in 2017 or 2018.

Newsplex

The SJMC is home to the Newsplex initiative, which keeps the school in touch with journalism around the globe. Newsplex works in partnership with the World Association of Newspapers and News Publishers (WAN-IFRA) to provide consulting and training to media organizations worldwide. In the fall of 2016, Newsplex was in the final stages of its U.S. Department of State-funded project to develop investigative reporting in the former Soviet states in the Baltics. The reporting collaboratives in Lithuania, Latvia and Estonia completed and published their stories. In summer 2016, Newsplex received a grant to work with

ETV+ in Narva, Estonia.

Scholastic Journalism

The school houses the South Carolina Scholastic Press Association (SCSPA) and the 15-state Southern Interscholastic Press Association (SIPA), which support and promote journalism programs in middle and high schools throughout the Southeast. Through conventions and conferences, evaluative services, scholarship opportunities and various individual competitions, SCSPA and SIPA strive to empower and educate scholastic journalists.

Pre-collegiate Workshop for Business and Investigative Journalism

Each summer, the SJMC hosts the annual Pre-Collegiate Workshop for Investigative Journalism and provides funding to participants who do not have the financial means to attend such a program. This workshop is led by SJMC associate professor Ernest Wiggins.

Special Lectures

The school hosts many speakers throughout the year that benefit not only SJMC students and faculty, but the community at large.

We have two ongoing lecture series. The 2016-2017 lectures/speakers are noted below:

Buchheit Lecture

Each school year, the SJMC hosts a prominent journalist to give a public lecture, made possible by a fund provided by the Buchheit family. This year's speaker was Michael LaForgia, two-time Pulitzer Prize-winner and investigative editor at the Tampa Bay Times. He is also a USC graduate.

Baldwin Lecture

Mr. Kenneth Baldwin, a significant donor to the school, provides funding for a lecture series, in addition to his other generous partnerships with the school. This year's speaker was David Leonhardt, New York Times Op-Ed columnist, who spoke to a standing room only crowd.

Research Roundtables

The SJMC's Research Roundtable series is sponsored by the school's graduate program and is held monthly during the academic year. Speakers are from inside and outside of the school, and focus on research and professional scholarship of interest to our faculty and students.

This year's lectures include:

TV x Twitter: Media At The Speed Of #NOW, Thomas Ciszek,@TwitterLA

AEJMC Award Winning Research Panel, comprised of faculty/students who won top papers at AEJMC

Getting Your Research Published in Academic Journals: Opportunities and Challenges, comprised of faculty who serve as academic journal editors in our field

Professional Organization Involvement and Judging

SJMC faculty members are involved in many local, state, regional and national professional associations including the South Carolina Press Association, Society of Professional Journalists, South Carolina Broadcasters Association, the Columbia Ad Club, the National Press Photographers Association, International Association of Business Communicators, and Public Relations Society of America.

Academic Involvement and Judging

Academic Involvement and Judging

Faculty members are actively involved in academic organizations and publications, in many instances, holding leaderships roles. For example, Dr. Augie Grant is the current president of BEA; Dr. Carol Pardun is an elected member for ACEJMC; and Dr. Ran Wei is the editor of Mass Communication and Society. Research faculty routinely serve as reviewers for academic journals and conferences. Many are on the editorial boards of academic journals.

Student Media

Campus media are operated independently from the school, and are under the Office of Student Media. School faculty members and staff, however, do serve in advisory roles to each of the four media: The Daily Gamecock newspaper, Garnet & Black magazine; SGTV and WUSC-FM radio.

School of Library and Information Science

Our most visible community engagement program within the state of South Carolina is Cocky's Reading Express managed by the South Carolina Center for Children's Books and Literacy. CRE has now distributed 108,000 new books to the children of South Carolina, and we have increasing evidence that we make a difference. This work is being expanded with the College of Education to link early literacy to workforce development.

In 2016, CRE provided a variety of in-school visits and family literacy events and supported many community activities - 32 events total. It led 2500+ students and librarians on a march on the state capital to promote reading. During Young Lawyers Community Law Week - it organized a week of reading events with young lawyers in SC. It partnered with SCE&G to provide in-school programming and family literacy events in counties in their service area. It served Richland, Allendale, Colleton and Aiken.

In 2017, we are continuing our work with SCE&G and have proposed a Summer Slide Bus Tour. We have requested $31,600 to support this project. We are also partnering with the Boeing Company and USC alumni at Boeing to provide service opportunities for their team. Our first joint event is March 24.

The faculty of SLIS continue to work with front-line professionals to deliver staff development. Offerings include Dr. Moorefield-Lang delivering makerspace workshops across the southeast; Dr. Lankes delivering staff development and planning activities for librarians in Southeast Florida, Florence, South Carolina, and Maine. Dr. Gavigan, Dr. Moorefield-Lang, and instructor Geri Solomon have also been doing staff development for teachers across the state in using primary documents in the classroom as part of a Library of Congress grant. The faculty have teamed with the State Library and Richland Library to offer staff development for the Columbia area.

Our students have also been active in community engagement. In the aftermath of flooding this year in Louisiana and North Carolina, students organized book and material drives for effected schools. These efforts started within the school, but eventually become campuswide efforts to rebuild education programs.

Community Perceptions
How unit assesses community perceptions of engagement, as well as impact of community engagement on students, faculty, community and the institution.

School of Journalism and Mass Communications

The SJMC maintains close contact with hundreds of alumni, professionals and professional organizations to keep the school current. Day-to-day alumni involvement includes speaking in classes, mentoring current students, participating in school events, offering portfolio critiques, and doing whatever they can to help assure that our soon-to-graduate students succeed. It is clear that alumni understand the value of their education and often look for ways to "pay back" the school.

For example, alumni work with faculty to provide public relations students opportunities to do real work for real clients. A large proportion of members and board leadership of the International Association of Business Communicators' (IABC) and Public Relations Society of America's (PRSA) local chapters are our alumni, and they are extraordinarily connected with our student chapters.

The advertising community in Columbia has a close working relationship with faculty in the advertising sequence. Alumni serve as judges for the sequence's annual student ad show competition and frequently speak in classes. The majority of board members of the American Advertising Federation of the Midlands are alumni who welcome students and faculty to monthly meetings, involve them with the ADDY competition, and give two scholarships.

Journalism and broadcast journalism alumni routinely drop in to our capstone senior semester to give students advice on how to land their first jobs. They do an excellent job preparing students for the questions they may face in interviews They'll often talk about what their job is really like, giving students a realistic view of what to expect when they land that first job.

SJMC alumni are instrumental in key SJMC educational and public-service programs. These include:

Baldwin-funded Initiatives

Alumnus Ken Baldwin established a financial journalism endowment with a $500,000 gift in 2009. The interest from the Baldwin Business and Financial Journalism Endowment fund supports student and faculty initiatives that include research, symposia, lecturers, visiting professors, student assistantships and related programs. In addition, Baldwin established the Baldwin Business and Financial Graduate Journalism

fellowship, which enables a distinguished business journalist to earn a doctoral degree. Finally, the donor's recent $1.5 million gift will establish the SJMC's first endowed faculty chair position. The search to hire someone for this position is underway and the successful applicant will lead efforts to expand the school's business journalism and business communication program.

Alumni Society

Alumni services are housed at the college level, serving both SJMC and SLIS. The CIC Alumni Society, launched in 2005 and one of the first at a college level at USC, is led by the steering committee which meets monthly with the staff alumni relations coordinator to share ideas about alumni programs, events, communications and fundraising. The steering committee has four sub-committees: events, communications, development and mentoring.

Formal Mentoring Programs

Together with SLIS, the SJMC has a formal mentoring program, Mentor Match, also coordinated with the Alumni Society. The event opens each fall with an interactive "speed dating" style event. Feedback from the event is used to pair mentors with students. Participants are provided with a schedule of monthly topics and goals at the beginning of the program, and continuing engagement is encouraged with email communications.

Each year the SJMC holds a spring career preparation event, Passport to Hire. Designed to prepare students for seeking employment, it is a collaboration between the USC Career Center and SJMC faculty, staff and alumni. Passport to Hire includes panels of alumni in various stages of their careers. These panels are divided by major so that students can ask questions specific to their interests.

School of Library and Information Science

We are teaming with the College of Education to develop effective metrics around the school's literacy work. In addition, Dr. Hastings - the departing director - is developing a toolkit to assess community impacts of literacy programs. This is being done in conjunction with SCCCBL and South Carolina ETV.

Incentivizing Faculty Engagement
Policies and practices for incentivizing and recognizing community engagement in teaching and learning, research, and creative activity.

School of Journalism and Mass Communications

The SJMC has a service award and the Caldwell Teaching Excellence Award that are given annually to faculty who have excelled in these areas. Because of the unique mission of the school, we have dual track tenure system, a more traditional research track and a professional track. Professional track faculty are more heavily involved in service to the community and professional practice.

Direct support is given to faculty (i.e., graduate assistants, travel funding for research, other monetary support) for community engagement activities. Some of the school's largest initiatives include CreateAthon@USC, Pre-collegiate Workshop for Business and Investigative Journalism, the Media and Civil Rights History Symposium and The Carolina Agency.

School of Library and Information Science

Societal impact is the cornerstone of SLIS' Knowledge School Initiative. This initiative, involving speakers, faculty development efforts, presentations and the like, focuses on the role of academic programs in information science to go beyond studying the world to improve it. This engagement approach can be seen in scholars studying and promoting literacy, then going out to the poorest communities to give books and, more importantly, to show that athletes and undergraduates from all walks of life value learning. It can be seen in scholars who go beyond studying graphic novels in schools to working with incarcerated gang members to create graphic novels to take on the scourge of AIDS. It is evident in data scientists teaming with knowledge managers to connect to faith-based organization to ensure media and information literacy. In essence, It is seen in a school's move beyond a clinical view of information to an active view of knowledge.

Direct support is given to these activities in social media coverage, travel funding, and in some cases, course releases.

Supplemental Info - Community Engagement

Any additional information on Community Engagement appears as Appendix 7. (bottom)

Collaborations

Internal Collaborations

School of Journalism and Mass Communications

"Fake news" initiative with the School of Library and Information Science

Graduate Certificate in Health Communication with the Arnold School of Public Health and the School of Library and Information Science

Science and Health Communication Research Group at USC

Pharmacuetical Ethics project with College of Pharmacy

School of Library and Information Science

Literacy and the Workforce with the College of Education

Fake news with the School of Journalism and Mass Communications

Health Communications with the School of Journalism and Mass Communications and the Arnold School of Public Health

Anita Lobel's Material Gift Thomas Cooper Library

SLIS 202 Information Technology and Literacy course as part of the INF Carolina Core Requirements

Developing Data Science and Knowledge Management Courses for the Honors College

Global Carolina @ CIC with School of Journalism and Mass Communication

Flood Research with the School of Medicine Columbia

External Collaborations

School of Journalism and Mass Communications

Bierbauer, Charles. This Week in South Carolina. SCETV weekly public affairs show. Hosted in SJMC Greenhouse studio with student production assistance.

Billings, A. C., & Moscowitz, L. (under contract, 2017). When the dam broke: The coming out of

American gay athletes in the media. Urbana, IL: University of Illinois Press.

Bowen, S. A., Hung-Baesecke, C. J. F., & Chen, Y. R. R. (2016). Ethics as a precursor to organization

public relationships: Building trust before and during the OPR model. Cogent Social Sciences, 2(1).

Bowen, S. A. (2016). Finding strategic communication & diverse leadership in the ancient world: The case of Queen Cleopatra VII, the last pharaoh of Egypt. Cogent Arts & Humanities, 3(1), 1154704.

Duvall, S., & Moscowitz, L. (2016). Snatched: Child Abductions in U.S. News Media. New York, NY: Peter Lang Publishing.

Men, R., Bowen, S. A., & Burton, K. (2016). Excellence in internal relations management. New York, NY: Business Expert Press.

Wei, R. (2016). Mobile media, political participation, and civic activism in Asia: Private chat to public communication. London & Singapore: Springer.

Wei, R., Lo, V., & Zhou, S. (2016). Media effects and social change: A cognitiveapproach.Beijing, CN: People's University Press.

Guerrazzi, D., A. E. Grant, & J. S. Wilkinson (2016). Engaging the Online Audience: Web News Appearance, Nature and Value. Newspaper Research Journal, 37(2), 167-179.

Grant, A. E., Y. Zhu, J. S. Wilkinson, & D. Guerrazzi (2016). Studying global news: Methodological issues. Paper presented to the Broadcast Education Association Super-Regional Fall Conference, October 2016, Columbia, South Carolina.

Grant, A. E., J. S. Wilkinson, D. Guerrazzi, & Y. Zhu (2016). Defining news: A ten nation perspective. Paper presented to the World Journalism Education Conference, July 2016, Auckland, New Zealand.

Hull, K., & Dodd, J. E. (accepted for publication). Faculty use of Twitter in higher education teaching. Journal of Applied Research in Higher Education.

Kim, S.-H., Thrasher, J. F., Rose, I. D., & Craft, M.-K. (accepted for publication). Ties to the Local Community and South Carolinian Newspapers' Coverage of Smoke-Free Policies. Health Communication.

Kim, H., Kim, S.-H., Frear, C., & Oh, S.-H. (accepted for publication). Picturing the scientists: A content analysis of the photographs of scientists in the New York Times. Newspaper Research Journal.

Pressgrove, G., McKeever, R., McKeever, B.W., & Waters. R. (May, 2017). Redefining Stakeholder Support: Connecting Perceptions of the Organization-Public Relationship, Communicative Action, and Behavioral Intentions. Paper presented to the Public Relations division at the annual meeting International Communication Association, San Diego, CA.

Pressgrove, G.N., McKeever, B.W. (2016). Nonprofit relationship management: Extending OPR to loyalty and behaviors. Journal of Public Relations Research, 28(3/4), 193-211. doi: 10.1080/1062726X.2016.1233106

Zheng, Y., McKeever, B.W. (2016). Communicating to improve health: Using theory to improve fundraising for health-related events. Nonprofit and Voluntary Sector Quarterly, 45(6), 1276-1296. doi:10.1177/0899764016649694

Zheng, Y., McKeever, B.W. (2016). Nonprofit communication and fundraising in China: Exploring the theory of situational support in an international context. International Journal of Communication, 10, 4280-4303.

McKeever, B.W., McKeever, R., Holton, A., Li, J-Y. (2016). Silent majority: Childhood vaccinations and antecedents to communicative action. Mass Communication & Society, 19, 476-498. doi: 10.1080/15205436.2016.1148172

McKeever, B.W., Pressgrove, G.N., McKeever, R., Zheng, Y. (2016). Toward a theory of situational support: A model for exploring fundraising, advocacy and organizational support. Public Relations Review. doi: 10.1016/j.pubrev.2015.09.009

Waters, R.D., & Ott, H.K. (2017). Communicating social responsibility efforts: A success strategy for

nonprofits or a shift from stakeholders' priorities? In

B.A. Brunner (Ed.), The moral compass of public relations.

Yang, F. & Ott, H.K. (2016). What motivates the public? The power of social norms in driving public participation with organizations. Public Relations Review, 42(5), 832-842.

Ott, H.K., Wang, R., & Bortree, D.S. (2016). Communicating sustainability online: An examination of corporate, nonprofit, and university websites. Mass

Communication & Society (Climate and Sustainability Communication Special Issue), 19(5), 671-687.

Wen, J., & Wu, L. (2016). Communicating ALS to the public: The message effectiveness of social-media-based health campaign. Accepted for publication in Health Marketing Quarterly.

Wu, L., & Dodoo, N. A. (2016). Reaching goals and doing good: Exploring consumer responses to meaningful advertisements. Accepted for publication in Journal of Promotion Management.

Wu, L., & Kalyanaraman, S. (2017, May). "How much do you say? What do you say?" Exploring the interplay between information complexity and interactivity. Paper accepted for presentation at 2017 ICA Annual Conference, San Diego, CA.

Wu, L., & Wen, J. (2017, May). Affective persuasion of comparative advertisements: Interplay between context-induced and ad-induced affect. Paper accepted for presentation at 2017 ICA Annual Conference, San Diego, CA.

Wu, L., & Wen, J. (2017, March). Understanding the influence of context-induced affect on effectiveness of comparative advertisements. Paper accepted for presentation at 2017 AAA Annual Conference, Boston, MA.

Wen, J., Dodoo, N. A., & Wu, L. (2017, March). The underlying mechanisms of sequential mixed emotions: Matching regulatory focus and goal-oriented processing. Paper accepted for presentation at 2017 AAA Annual Conference, Boston, MA.

Coyle, E. & Robinson, E. (2017). Chilling Journalism: Can Newsgathering be Harassment or Stalking?, Communication Law and Policy, 22:1, 65-122, DOI:10.1080/10811680.2017. 1250571

Robinson, E. and Lambert, M. (2017), Internet Law Essentials: U.S. Social Media Law. Vancouver: Specialty Technical Publishers.

School of Library and Information Science

Staff and Leadership Development with the Richland County Public Library

Staff and Leadership Development with the State Library of South Carolina

ALL Literacy Awards with the State Library of South Carolina

Supplemental Info - Collaborations
Any additional information about Collaborations appears as Appendix 8. (bottom)

Campus Climate & Inclusion

Activities unit conducted within AY2016-2017 that were designed to improve campus climate and inclusion.

School of Journalism and Mass Communications

The SJMC is one of the nation's leading contributors to the American Advertising Federation's (AAF) Most Promising Multicultural Student competition. We had two students named as 2017 Most Promising Multicultural Students in the current academic cycle and have had students selected since the inception of the program.

The school will host its biennial Media and Civil Rights History Symposium on March 30-April 1. This symposium, one of the first of its kind in the nation to focus on media, civil rights and social justice issues, is co-sponsored by the SJMC and the USC history department. The keynote speaker for this year's event is Stanley Nelson, Jr., a MacArthur "genius grant" fellow and civil rights documentary filmmaker of the triple Emmy Award-winning Freedom Riders (2011).

We are campus leaders in study abroad education, spearheading international programs to destinations including Germany, Africa, China, Oman, and in 2017, Cuba. The SJMC's international focus also includes the Newsplex Initiative, which provides media training and consulting services to a worldwide client base.

Diversity and inclusiveness is clearly emphasized in our unit's learning outcomes. The "diversity" outcome states that "Every graduate of the SJMC will understand the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society." We have assessment instruments to demonstrate whether our students achieve this outcome.

School of Library and Information Science

SLIS continues to take diversity and inclusion very seriously. This can be seen in our recruiting efforts, including participation at HBCU open houses, and in a number of scholarships we provide to minority candidates. Recent immigration issues have allowed us to reach out to and demonstrate our commitment to inclusion of all nationalities.

SLIS has a standing Diversity Leadership Group. The Diversity Leadership Group is a volunteer group composed of practicing library professionals and students at the School of Library and Information Science. The group has sponsored a program on recruitment, retention, and advancement of African-Americans in libraries, set up a mentoring network for students and practicing professionals from under-represented

populations, and written and presented faculty/staff and student diversity plans for the school which were adopted by the faculty. The group is also designated as a part of ongoing accreditation preparation.

Supplemental Info - Campus Climate & Inclusion

Any additional information about Campus Climate and Inclusion appears as Appendix 9. (bottom)

Concluding Remarks

Quantitative Outcomes

Explanation of any surprises with regard to data provided in the quantitative outcomes throughout this report.

As noted earlier, our faculty numbers do not wholly agree with numbers provided us in data package. This may be a matter of when snapshots were taken. Minor discrepancies occur in full time faculty, but we count a larger number of adjunct faculty, a number which varies from semester to semester but does have an impact on our student:faculty ratios.

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

School of Library and Information Science

While this may seem tangential, we are pleased and excited with the new Cocky statue that will be dedicated on campus this fall. Because of our success with Cocky's Reading Express, we have worked closely with the USC Visitors Center to support the design and fundraising effort to create the statue. Because of our statewide literacy initiative, we are especially pleased that the bronze replica of Cocky will be situated close by Davis College, home of SLIS, and that Cocky will be seated with a stack of books at hand. For us, that's cool stuff.

School of Journalism and Mass Communications

One of the SJMC's biggest accomplishments this year was accreditation. The school hosted a site team for the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) in February 2017. All SJMC undergraduate programs and our professional master's programs were recommended for reaccreditation (MA and PhD programs are not evaluated by ACEJMC). Listed below are the biggest "strengths" of the school that the site team discussed in their report:

Undergraduate program:

Spectacular renovated building is a boon to teaching, mindset and will only help in student recruitment.

A new school leader, whose energy, commitment and devotion to the school is making a difference.

Outstanding faculty across the disciplines, who are committed to their students and teaching.

Curriculum that is up to date, has increased flexibility for students, and prepares students well for the workplace.

Strong scholarly output.

Student services, a weakness six years ago, now provides outstanding advising and service to students.

Converged newsroom experience provides students outstanding real-world preparation

Professional master's program (MMC):

Curriculum revision puts the program in advantageous position.

Strong leadership of program from graduate director and staff.

Good mix of appropriate professional and theoretical coursework.

Rigorous expectation of students, e.g. comprehensive exams.

College of Information and Communications

We have substantially upgraded digital signage in Davis College to reflect the increased use of such messaging and coordinated internal communications across the college. In SJMC's second year in its new building, we have added a number of decorative and artistic features that highlight the school's disciplines. As noted at the start of this report, we always like to think our schools are worth a visit.

Appendix 1. Academic Programs

Appendix 2. Academic Initiatives

Appendix 3. Research & Scholarly Activity

Office of Research
Information Technology & Data
Management

College of Information & Communications

**Fiscal Year 2016
and prior**

UNIVERSITY OF
SOUTH CAROLINA

Faculty Information

RESEARCH AND SCHOLARLY ACTIVITY

The following refers to Appendix 1, 2 & 3 , which provides detailed information from the Office of the Vice President for Research, department of Information Technology and Data Management, including:

1) The total number and amount of externally sponsored research proposal submissions by funding source for the appropriate Fiscal Year.

2) Summary of externally sponsored research awards by funding source for the appropriate Fiscal Year. Total extramural funding processed through Sponsored Awards Management (SAM) in the Fiscal Year, and federal extramural funding processed through SAM in the Fiscal Year. (Available at: http://sam.research.sc.edu/awards.html) Amount of sponsored research funding per faculty member in FY YYYY (by rank, type of funding; e.g., federal, state, etc., and by department, if applicable).

3) Number of patents, disclosures, and licensing agreements for three most recent Fiscal Years.

Identified areas of challenge and opportunities with faculty research and scholarly activity, referencing Academic Analytics data (through 2015) and the report provided by the Office of Research's Information Technology and Data Management, including specific plans to meet these challenges or take advantage of the opportunities.

Summary of Extramural Proposal Submissions by Source

Appendix 1

PI Home Department	Amount First Year	Commercial	Federal	Other	Private, Non-Profit
Journalism & Mass Communications	1,204,567		5	1	
Library & Information Sciences	1,568,996	1	7	0	1
Total Count	*15*	*1*	*12*	*1*	*1*
Total Amount First Year	*2,773,563*	*82,773*	*2,683,790*	*2,000*	*5,000*

Extramural Funding by Source, Department, Faculty & Rank

Appendix 2

PI Home Department	PI Name	Primary Job/Rank	Tenure Status	Total Funding	Federal	Private, Non-Profit
Journalism & Mass Communications	Covington, Randy	INSTRUCTOR		499,994	499,994	
Library & Information Sciences	Hastings, Samantha	PROFESSOR	TENURED	5,000		5,000
Total FY2016 Funding				**504,994**	**499,994**	**5,000**

Patents, Disclosures, and Licensing Agreements
Fiscal Year 2014, 2015 and 2016
Appendix 3

COLLEGE OF INFORMATION & COMMUNICATIONS FY2014 - FY2016				
	Invention Disclosures	Provisional Patent Applications	Non-Provisional Patent Applications	Issued Patents
TOTALS:	0	0	0	0
Breakdown				
School of Journalism & Mass Comm.	0	0	0	0
School of Library & Information Science	0	0	0	0

Note: Nationalized-PCTs, divisionals, and continuations are not included in these numbers.
Source: Office of Economic Engagement

Appendix 4. Faculty Information

Appendix 5. Academic Analytics Report

Appendix 6. Alumni Engagement & Fundraising

Appendix 7. Community Engagement

Appendix 8. Collaborations

Appendix 9. Campus Climate & Inclusion