

Indiana State University

2005 - 2006 Administrative Annual Report

Student Publications

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

- The Indiana Statesman was beneficiary of an Experiential Learning and Community Engagement Curriculum/Research Award in the amount of \$4,000 that was secured by Dr. David Worley of Communication for readership survey. The survey was conducted by students in Worley's Communication 303 (Research Methods) class. The survey results shows some valuable data concerning student readership of the Statesman, student consumption of other media and students' local spending habits. The class also conducted focus group interview sessions to refine questions for the survey instrument. The survey was conducted online relying on a randomly drawn sample of students.
- Slightly more than 115 students were employed on the student staffs of the two publications during the academic year. At various times, students constituting a third to half of that number were deeply involved; others were on staff but not frequent contributors. Students were employed as editors in chief, ad managers, sub-editors, sub-managers in advertising, photographers, ad salespersons, reporters, designers, Web page coordinators, computer specialists, delivery personnel and office staff.
- Two Indiana Statesman efforts were judged national finalists in the Society of Professional Journalists Mark of Excellence competition for college journalists. Alex Brown won national finalist honors for a collection of his "Seriously, folks" opinion columns. The team of Brandy Emily, Kati McQueen and Jennifer Hanson won national finalist honors for in the Photo Illustration category for "Covering the Court," the graphic image used on the cover of the Statesman's pre-season basketball section. Both efforts qualified for national judging after winning first place in their categories at the regional level.
- iQ magazine, edited by Jessica Dyer, also won first at the regional level in the SPJ Mark of Excellence competition, but did not place in national judging, which consisted of a rejudging of entries from all regional winners.
- Also winning regional honors in the Mark of Excellence contest were: the Statesman staff, second place for best all-around non-daily student newspaper (published 2-3 times per week); Beth White, second for best news story; and Jennifer Hanson, second for best news photo.
- In national competition conducted by the College Newspaper Business and Advertising Managers association, the Indiana Statesman advertising staff won two awards: to Megan Clark, second for best display ad in spot color, and Lora Shanks, third for best display ad in black and white.
- In competition with all other student newspapers in Indiana, Indiana Statesman students won nine awards in a contest conducted by the Indiana Professional Chapter of the Society of Professional Journalists. The winners: staff for first, second and third places in best page one layout/design; first and second by Jennifer Hanson for best sports photograph; second to Hanson for best news photograph; second to Beth White for best deadline news; second to Matt Douthett for best sports story; and third to the team of Kati McQueen, Brandy Emily and Hanson for best layout/design other than page one.
- In a Hoosier State Press Association-sponsored competition with all other student newspapers in Indiana, three Statesman students shared in two awards: Brandy Emily, second in photography; and Kati McQueen and Beth White, third for news writing.
- In Indiana Collegiate Press Association competition against all

other Indiana college newspapers and magazines, the Indiana Statesman/iQ magazine advertising staff won 12 awards. Winners were: Lora Shanks, first for best display and first for best design of a full-color ad; Becky Pittman, first and third for most creative use of ad copy; Megan Clark, first for best use of photography or graphic art and seconds for best ad design in a special section or supplement and best design of a spot-color ad; Kelly Aschliman, first for best ad design in a special section or supplement and second for best ad layout; the team of Shanks and Clark, second for best rate card; the team of Aschliman and Clark, third for best self-promotional campaign by a publication; and the Statesman ad staff, second as ICPA Print Advertising Publication of the Year. • Also in Indiana Collegiate Press Association competition, iQ magazine, competing against magazines from Ball State and Notre Dame, won five awards: Sarah Taylor, first in investigative reporting; Jared Sexton first in the opinion column category; Megan Clark, second for best illustration; Sam King, second in sports writing; and to the staff, third place in news magazine of the year competition. • And also in the Indiana Collegiate Press Association newspaper contest, the Statesman, competing against the daily newspapers at Indiana, Ball State and Notre Dame, also won five awards: the summer staff, under the editorship of Samantha Brown, first place for best special section, the Back to School issue; Beth White, first for best breaking news reporting; Jennifer Hanson, second for best news photo; Hanson, second for best sports photo; and Brandy Emily, third for best feature photo. • Merv Hendricks, director of Student Publications, served as an adviser member of the Indiana Collegiate Press Association, an organization for which he earlier this decade served three years as executive director. • Alex Brown, Indiana Statesman opinions editor, was elected in April as Indiana Collegiate Press Association vice president for larger newspapers for 2006-2007. • The Student Publications professional staff completed two assessment activities. During first semester, it conducted a self-assessment process, which first involved writing a set of CAS-like standards (adapted from CAS, which has not established guidelines for student media) and second involved conducting an internal survey using those guidelines as the basis. During second semester, the department worked with the Student Publications Board, which conducted an administrative unit review of the Student Publications. The department produced a report on behalf of the review committee. • During the 2005-2006 academic year, Student Publications was able to take nearly three dozen students to state, regional and national conventions, conferences and workshops: to a national College Media Advisers convention in New York City, to a national Associated Collegiate Press Association convention in Kansas City, to a College Newspaper Business and Advertising Managers convention in Philadelphia, to a Hoosier State Press Association Newsroom Seminar in Indianapolis, to the Indiana Collegiate Press Association convention in Indianapolis and to the Society of Professional Journalists Region 5 conference in Indianapolis. All of those experiences added to students' knowledge base, exposed them to current thought within the professions and presented them a basis for comparing ISU's Student Publications' strengths and weaknesses to universities from across the nation. At least one adviser (Merv Hendricks or Marcy Shonk) accompanied students on all of those trips, which presented career development and networking opportunities for those advisers. • The Indiana Statesman/iQ magazine student advertising staff sold slightly more than \$223,000 of advertising into the two publications during the 2005-2006 fiscal year. • For the third straight summer, Student Publications Director Merv Hendricks was selected by the Hoosier State Press Association to conduct a series of on-site workshops for newspaper editorial staffs. In the last three years, Hendricks has presented at newspapers in Brazil, Crawfordsville, Goshen, Greencastle, Greenfield, Linton, Michigan City, New Albany (jointly with Jeffersonville) and Seymour.

Enrollment

What steps did you take this year to aid ISU in overcoming enrollment challenges?

Our area's main contributions to dealing with enrollment challenges remain: • Offering learning opportunities in a supportive, collaborative environment such that students involved will use that

experience as a reason to substantiate their decision to return to ISU for their second, third and fourth years. • To meet with incoming first-year students and transfers students who have interest in studying journalism and/or working on the publications' staffs.

Action Steps

Do you have any further progress you would like to report?

Really, the material entered under "Future Goals" also applies here: -- EL= In the upcoming months and years, we plan to strive to improve upon the training that we provide to the students who serve on the news, editorial, advertising, business office and distribution staffs of the Indiana Statesman and iQ magazine. To date, our training has consisted of staff retreats, occasional in-service workshops during the semesters, sending relevant information via email and supporting students' attendance at state, regional and national media conventions. We need to expand training in all areas so that it is provided in more of an ongoing manner and spread more consistently over each semester and also provided during the summer. -- CE= We need to continue to reach out to the Terre Haute and Vigo County communities in terms of news and feature coverage in both publications, in terms of advertising contacts and in terms of distributing our publications to city and county audiences. Students, faculty and staff will always remain our primary audiences, but we need to continue to cultivate the publications' roles in the larger communities. -- TCH= We need to expand the technological reach of our publications by better utilizing such means as online content, podcasting, blogging, online video and online audio. Ideally, this would involve the addition of either an assistant director for technology or an upper-class student or graduate student to specialize in this area.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

- During fall semester, the director wrote a detailed, 13-area adaptation of CAS guidelines for Student Publications as part of a departmental self-study. (CAS had no set of guidelines for student media operations.) The resulting document of criteria measurement was administered with the professional and student staffs. The results were shared with those who took part in the self-study and with the Student Affairs administration and assessment specialist. Others in student media across the country are now seeking access to the director's adaptation of CAS guidelines for reference as they produce their own assessment programs. A journal article is planned for early academic year 2006 in a national college media review.
- During spring semester, those standards adapted from CAS were part of the criteria used in an administrative unit report. The Student Publications Board analyzed the department using a Strength-Weaknesses-Opportunities-Threats model. A report of the Board's findings was submitted to the Student Affairs administration and assessment specialist.
- Additionally, the Statesman partnered with a Communication research class during fall semester to produce an online-administered readership survey.
- As every year, we have assessed quantitatively our advertising staff's sales performance compared against monthly sales goals. We have produced and shared with the student sales staff monthly reports to demonstrate progress against goal, supplemented by a revenue sheet for each issue of both publications.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

- The increasing ability to greatly supplement student fee funds with revenues from advertising sales

has allowed the department to keep up with its budget challenges. In 2005-2006, the student ad sales staff produced more than \$223,000 in revenue, which is twice as much as student fee support.

Strategic Initiatives

Development Activities

What role might your unit play during the silent phase of the comprehensive fundraising campaign?

Occasional news coverage of the progress, or lack, of the campaign.

Future Goals

Future Goals

Have you considered any action steps your department could make to enhance Indiana State University's reputation as a University of choice? If so, please indicate what you are planning to do and tell us which area of planning your steps fall under.

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