

# Indiana State University

## 2006 - 2007 Administrative Annual Report

### Student Publications

#### Vision Statement

#### [View/Modify Vision](#)

**The following is your vision statement loaded from previous submissions. Some administrative units, but not all, may wish to revise their vision statements based on the direction of the University toward pre-eminence. If this pertains to you, then please make changes in the box below:**

By January 2010, the Office of Student Publications, from which the Indiana Statesman newspaper and I.Q. magazine are published, will have seen a four-year period, from this writing, characterized by these developments: • Further refinement of the experiential learning opportunities the department offers to students who join the publications' staffs • Continuation of the department's assessment efforts • Comprehensive training for all publications students • Continuing support of students' and advisers' attendance at state, regional and national college media workshops, conferences and conventions • Increased attention to the quality of editorial and advertising content in the publications • Continuing opportunities in student leadership positions • Refinement of the publications' appeal to readers • Expanded use of computer, photographic and online technologies • Continuing expansion of advertising sales revenues • Maintenance of high-quality payroll and support services from SP Business Office These envisioned improvements would exceed even the significant improvements achieved by both publications and in the SP departmental office in the previous five years — improvements that have raised the local reputations of both the Statesman and I.Q. and that have produced state, regional and national college media awards for both. The single greatest improvement involved in this vision would be in the areas of recruitment, orientation, training and assessment. The initiative would consist of a formal orientation program that students would be required to complete before taking assignments, a series of training workshops throughout each school term, a one-on-one assessment with an adviser at least once per term and refresher training for returning staffers each term. The publications' recruitment goals would include increasing the number of students involved on the student staffs in an attempt to spread the load more equitably among the Statesman and I.Q. editing, reporting and advertising staffs. We also would expand efforts to improve the multicultural nature of our student staffs. We would seek to expand recruitment beyond classroom visits (journalism, English, art, etc.) to include visits to local high schools. We also would have revived a small speakers series started in 2004 (in cooperation with The Tribune-Star and the journalism area) in which state, regional and national journalists of renown (one per semester) would be brought to campus to associate with, inform and inspire our students. Funding considerations have prevented the full deployment of the idea, first expressed when in the department's vision statement of 2001. By 2010, both publications will, we believe, continue to exist primarily in printed formats, but the effects of society's expanded adoption of online and wireless technologies (including such developments such as Apple's iPod) that are certain to continue to change the balance between print readers and those who access the publications through alternate technologies. As a result, we may need to print fewer paper copies of the publications, especially the Statesman. The content of the printed publications also will show greater linkages with their online versions. As predicted in 2001, these changes will make even greater the publications' reliance on the latest computer and photographic technologies. By 2006, the publications have, as predicted, converted to all photos being digital and taken in color. The publications' old "wet" darkroom has been adapted for other uses. In the environment of 2010, both

publications will undoubtedly find increased competition for their readers' time and attention. That means, among other things, that an annual readership survey of the campus will need to be conducted, and student editors will need to be even more aware of and alert to their readers' feedback. A statement made in 2001 remains true in 2006: To provide the greatly expanded levels of training, critique and assessment that are anticipated in this vision statement, a second full-time assistant director will need to be added to the professional staff. This person would be expert in the technologies (computers, online and photography) associated with publishing nearly 105 editions per year. This addition will allow the director and existing assistant director to devote their full attentions to matters much less operations-intensive than currently is the case. (This addition is actually needed immediately.) Physical remodeling in 2003 has afforded Student Publications all of the space on the Hulman Memorial Student Union's seventh floor. That remodeling has allowed a dedicated multipurpose conference and training room, a greatly expanded Statesman newsroom, an integrated ad sales-ad design staff room, a dedicated space large enough for the I.Q. editorial staff's needs, centralized administrative office spaces, a dedicated computer room, expanded storage space and a break room to accommodate students who spend many hours producing the publications.