Memorandum

To: University Senate

From: David L. Stetson, Chair, Council on Academic Affairs

Date: June 1, 2004

PROPOSAL FROM THE COUNCIL ON ACADEMIC AFFAIRS TO CHANGE THE NAME OF THE SCHOOL OF JOURNALISM AND COMMUNICATION TO THE SCHOOL OF COMMUNICATION:

WHEREAS the school focuses on teaching and research about the broad aspects of communication; and

WHEREAS journalism is one field within the disciplines of communication; and

WHEREAS the national associations with which the school associates are the National Communication Association and the International Communication Association; and

WHEREAS the disjunction between the current name of the school and its actual programs is misleading to potential graduate and undergraduate students, donors, and faculty; and

WHEREAS the school has solicited appropriate comment and advice concerning this change; and

WHEREAS the faculty of School and the College of Social and Behavioral Sciences support this change; and

WHEREAS this proposal was discussed and approved by the reviewing subcommittee and then the full Council on Academic Affairs on May 5, 2004;

NOW THEREFORE BE IT RESOLVED that the University Senate approve the proposal to rename the School of Journalism and Communication to the School of Communication, and respectfully request concurrence from the Board of Trustees.
Carroll:

I am pleased to inform you that the proposal to change the name of the School of Journalism and Communication to the School of Communication was approved unanimously by the Council on Academic Affairs at its meeting on May 5, 2004. I am grateful to you and your colleagues for attending the meeting and responding so effectively to questions/comments.

The proposal will now be placed on the agenda for the University Senate meeting on June 10, 2004. Professor David Stetson, Chair, Council on Academic Affairs will present the proposal but it is important that you attend that meeting to respond to any detailed questions/comments that may arise. Please let me know if you are able to do so. If it is approved there, it will be sent to the Board of Trustees for final action early in July 2004.

Please note that this message represents my formal communication with you about this action. You will not receive a separate letter from me. In that regard, please keep a copy of this message for your file(s) on the proposal and I will do the same for the file in the Office of Academic Affairs.

Congratulations on the successful completion of this important phase of the review/approval process!

If you have any questions/comments about this action, do not hesitate to contact Professor Stetson(stetson.1@osu.edu) or me.

Randy

W. Randy Smith
Vice Provost
Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
614-292-5881
THE OHIO STATE UNIVERSITY
Sub-Committee A of CAA

To: Randy Smith
From: Sears, Blackwell, Noe, Pletz, and Mujumdar
Re: Recommendation Regarding Name Change of the School of
   Journalism and Communication
Date: April 12, 2004

Recommendation: Sub-Committee A recommends approving the change
in name of the School of Journalism and Communication to the
School of Communication.

Background Information

During a general faculty meeting in fall quarter, 2003, the
faculty voted 19 to 1 to request a change in the name of the
School of Journalism and Communication to the School of
Communication. The School Director reports that the faculty have
been discussing the need for a name change for several years. In
1996 the School of Journalism and the Department of
Communication were merged into one unit and needed to choose a
new name. In 1998 the faculty voted to name the school the School
of Journalism and Communication. This name reflected the faculty
composition at the time. Since 1996, eleven new faculty members
have been hired and have collaborated to design new undergraduate
and graduate curricula, increased their research productivity,
and worked together to obtain grants and recruit high quality
faculty and students.

Rationale for the Change

The School focuses on teaching and research about the broad
aspects of communication. The School is making a major
reputation for itself as one of the pioneering academic units in
the nation in studying communication phenomena as social
scientists. The name change would make the internal and external
identify of the school more clear. Other reasons noted in the
request include:

- Communication is the disciplinary term. Communication is a
  better overarching name for the School. The field of
  communication includes many sub fields of which journalism
  is one.
- The two major associations in what the school refers to as
  "our discipline" are both named as Communication
  associations—the National Communication Association and the
  International Communication Association.
• The disjunction between the current School name and their actual programs is misleading to potential graduate and undergraduate students, donors, and faculty.

• NRC will include Communication in the rankings in its upcoming study. NRC has made it clear that it will "exclude" journalism programs from these rankings. Including the name journalism in the name of the school misrepresents the focus of our programs when the School is in a strong position to compete in these rankings.

**Student Involvement**

Director Glynn reports that she notified undergraduate students via e-mail and the Director of Graduate Studies notified graduate students of the proposed name change. Discussions of the change were conducted in an honors class, two other undergraduate classes (J-Comm 644 and 660), and in one graduate class taught that the Director teaches. A forum was held by the Undergraduate Student Government to discuss the decision to change the name on December 2, 2003. Two students attended. Opposition to the change appears to be minimal with the exception of at least two students associated with the Lantern. Students have been told that there are no plans to drop the undergraduate major in journalism. A tagged BA degree in journalism will continue to be offered.

**Additional Information**

Director Glynn, two faculty members, and the undergraduate coordinator responded to questions from the committee and provided an email note confirming the faculty's intention to strengthen the Journalism portion of the undergraduate curriculum. See attached email.
This note is to confirm that we intend to strengthen the Journalism portion of our undergraduate curriculum in the School. More specifically, I have asked a journalism faculty member to work with me on developing a stellar revision of the Journalism curriculum. This revision will include examining how best to provide professional skill development (and examination of current Lantern courses) as well as examining how best to provide the liberal arts core of the Journalism major. The proposal will be presented to the faculty for discussion and debate in September, 2004. After final tweaking it will then be presented to undergraduate journalism majors for discussion and review. We also will share our proposal with various alumni and with the College deans. In addition to a revised curriculum, we plan to eventually address ways to build the honors component of our programs, undergraduate research opportunities, and the internship program. While the draft journalism curriculum will be presented in autumn, 2004 these other components will take more time and will be part of the planning process for the entire School.

I hope this helps the subcommittee in their deliberations. Thank you for your help in this process.

Carroll
ACADEMIC UNIT NAME CHANGES

Proposals for renaming academic units should include the rationale for the name change, an indication of how the unit faculty voted on the change, and whether the undergraduate major name, name of the graduate program, degree titles and/or Course Offerings Bulletin listings would also be changed. The proposal should be accompanied by letters of concurrence or objection from related units. Name change requests are to be submitted by the Dean of the College to the Office of Academic Affairs. The Office of Academic Affairs will submit the proposal to the Graduate School, if appropriate, and to the Council on Academic Affairs. After the Council on Academic Affairs takes action, the request will be forwarded to the University Senate and then to the Board of Trustees for final approval.
Memorandum

To: Council on Academic Affairs
   Subcommittee A

From: W. Randy Smith, Vice Provost

Subject: Name Change Proposal
         School of Journalism and Communication
         College of Social and Behavioral Sciences

Date: January 9, 2004

Enclosed please find a proposal from the School of Journalism and Communication to change its name to the School of Communication. The proposal has the full support of the College of Social and Behavioral Sciences.

Also enclosed are the guidelines for academic unit name changes.

The contacts for this proposal are Carroll Glynn, Director, School of Journalism and Communication (2-3400; glynn.14@osu.edu) and Randall B. Ripley, Dean, College of Social and Behavioral Sciences (2-8448; ripley.1@osu.edu)

This is the most recent in a set of proposals to the Council from this academic unit. In that regard, I think it would be useful if David Stetson, Chair, Council on Academic Affairs and I met briefly with the Subcommittee once it has reviewed this proposal to put it in context.
Date: Nov. 3, 2003

To: Randy Smith, Vice Provost
    Copy: Barbara Snyder, Provost

From: Randall Ripley, Dean

Re: Request for Name Change, Present School of Journalism and Communication

Attached is paperwork submitted to me by Professor Carroll Glynn, Director of the School of Journalism and Communication, requesting that the School change its name to the School of Communication.

I strongly support this request.

In supporting the request, I underscore the following points:

1. The faculty members in the School have discussed this carefully, at length, and over a substantial period of time. They voted 19 to 1 in favor of the change. The rationale for the change is contained in the materials submitted by Director Glynn.

2. There has been substantial discussion of the change with students in the programs in the School. When the rationale for the change is explained to students they generally support the change. In effect, the amount of change for students is virtually non-existent. All present undergraduate and graduate programs, including the tagged B.A. in journalism, remain unchanged.

3. The school focuses on teaching and research about the broad aspects of communication. Journalism is an important subcategory of communication and is recognized as such, but it is not an equally broad concept. The School is making a major reputation for itself as one of the pioneering academic units in the country in studying communication phenomena as social scientists. This name change makes the external and internal signature/identity of the school more clear.

The arguments for this change are very clearly and well summarized in the material submitted by Director Glynn. All that she writes make sense.

If you need more information please let me know.
October 30, 2003

TO: Dean Randall Ripley

FROM: Carroll J. Glyn

RE: School of Journalism and Communication Name Change

The faculty of the School of Journalism and Communication have elected to change the name of the School to the School of Communication. Attached is the rationale for that decision. Faculty in the School have been discussing the possibility and need for a name change for a number of years. This past summer several faculty approached me and asked me to reopen discussion concerning this matter at the fall faculty retreat (held on September 22, 2003). At the retreat there was general discussion and it was clear that there was a great deal of consensus. The faculty asked for a straw poll concerning this matter. The straw poll reflected near unanimous consensus for the name change.

At the first faculty meeting of the year (September 26, 2003) the faculty asked for a formal vote on the matter (see attached rationale). I notified undergraduate students via e-mail (see attached letter) and the Director of Graduate Studies notified graduate students. Responses were collected. Two undergraduate students responded via e-mail – one response was positive (the student felt the current name was cumbersome) and one response was from a journalism student concerned that this might mean journalism was “going away.” Four graduate students responded. All four were pleased with the name change decision, one asking, “when can we begin using it?”

We then determined whether or not to have a public forum. We felt that in the past this hadn’t worked well, that attendance had been poor and that it would be better if we had some smaller group discussions. I had a long discussion in my undergraduate honors class about the name change. Approximately one third of the class is journalism students – two of the students work as editors at the Lantern. Most of the students who had read the e-mail said that it explained very well what was going to occur. One student expressed concern about what this meant for the journalism major. The Lantern student indicated that this concern was being expressed by a couple of students at the Lantern. After the discussion every student in the class stated that he/she understood the rationale and that the name change made sense. Two large undergraduate classes (J-Comm 644 and 660) held these discussions with similar results. I spoke to students in my graduate class and there was unanimous, positive support for the name change. Our undergraduate advisors have been discussing the matter with majors on a one-on-one basis. They both
said that after sharing opinions, students seem fine with the change. No students have actually broached the subject with the advisor. A lunch is planned with the Lanten staff for November 3, 2003 and one of the topics we will discuss will be the School name change. The staff chose to write an editorial on the topic prior to the lunch which was their decision.

Faculties from various units across the country have been notified about our decision. Responses from colleagues have been very positive. One e-mail from a colleague at a peer institution (who was a professional journalist and whose focus is journalism) summarizes thoughts in the field quite nicely:

I would support this name. I think the future of Communication study is in integrated thinking about what currently are viewed as distinct disciplines – such as journalism vs communication, or mass communication vs interpersonal, etc. The exciting new research (in my mind) is work that crosses these arbitrary boundaries. When I look at programs around the country, I think the title of “journalism” in a Department name is disappearing. Journalism is best understood and taught when conceptualized within thinking about communication.

My faculty would like to move ahead and “lead the pack” with innovative ideas on how to teach and conduct research in the field (including journalism). Everything takes time and this is only the beginning. We ask for your support on this matter.
Rationale for School Name Change from “School of Journalism and Communication” to “School of Communication”

On September 26th, 2003 the faculty of the School of Journalism and Communication voted to change the name of the School of Journalism and Communication to the School of Communication. The vote was 19 for and 1 against. The Director did not vote, but concurs strongly with the majority.

Rationale

In 1996 the School of Journalism and the Department of Communication were merged into one unit. At that time, the faculty had to decide on a name for the new School. The faculty voted in 1998 for the name School of Journalism and Communication. This name was selected in large part because faculty from the two units voted in line with their origins: faculty from the former School of Journalism voted for School of Journalism and Communication; faculty from the former Department of Communication voted for the School of Communication and Journalism.

In the years since 1996 the merged faculty, including the eleven new faculty members hired in the intervening period, have worked together to design new undergraduate and graduate curricula, increase research productivity, forge a successful grant-getting record, recruit outstanding faculty and students, and, in short, put themselves on the map as a competitive academic unit drawing on the strengths of its merged faculties. Graduate faculty concentrate their efforts on the study of various facets of Communication; the undergraduate programs are in Public Affairs Journalism, Mass Communication and Social Issues, Interactive Communication Process and Strategic Communication.

A host of accomplishments during the past three years alone include: 32 national awards for scholarly merit, dramatically increased grant supports; 71 publications in refereed journals to name a few examples. On virtually every measure of excellence the unit has shown gains.

It is a testimony to the merged unit and the extraordinary efforts faculty have put in over the past six years that now the faculty is in almost complete accord that the only appropriate name for the unit is School of Communication. The reasons for this accord are as follows:

1. **Communication is the disciplinary term.** The faculty of the School believe that the term “Communication” is a better overarching name for the School. The field of Communication includes many sub fields of which journalism is one. Most other discipline-based units fall under a disciplinary title. Although size of the program and university structure determines whether programs across the country are departments, schools or colleges, there are examples of each kind of unit that include journalism as a component, even though that component is not listed in the title. Schools of Communication include Annenberg West at the University of Southern California and Annenberg East at the University of Pennsylvania. Colleges of Communication that also
have journalism components include one at University of Texas at Austin, Boston University, Florida State University and Arizona State University. Departments of Communication with journalism components include the University of California San Diego, Cornell University, Stanford University, University of Arizona, Purdue, University of California at Santa Barbara, and the University of Connecticut. Recently, the University of Washington merged the Department of Speech Communication with the School of Communications (which includes Journalism as one of its programs).

2. **Journalism is only a sub-set of our school emphases.** With the current school name far too many outsiders think our school is primarily a journalism-focused school that looks at communication only in the journalism context. This is far from true. We look at journalism as one important form of communication. Note that a tagged BA in Journalism will continue to be offered.

3. **NRC will include Communication in the rankings in its upcoming study.** For the first time ever, the next NRC rankings will include the field of Communication. NRC has made it clear that it will “exclude” journalism programs from these rankings. Including the word journalism misrepresents the focus of our programs at a time when we are in a position to compete for a strong position in these important rankings.

4. **The two major associations in our discipline are both named as Communication associations — the National Communication Association and the International Communication Association.** While faculty belong to a host of other associations, it is these two that are most important. The equivalent journalism association includes communication in the title (The Association for Education in Journalism and Mass Communication) but it is a much smaller organization.

5. **The disjuncture between the current School name and our actual programs is misleading.** The current name is misleading to our constituents -- potential graduate and undergraduate students, donors, and faculty and is a continued source of frustration for us all in that it implies there is the potential for building a large separate Journalism component to our program. The labeling leaves us vulnerable to incorrect views by external constituents. Further, the term “journalism” in the title implies extensive resource allocation for necessary equipment and other resources that are so visible in journalism--dedicated programs. As in all academic units, the School’s resources must be divided among a number of areas of need and interest and Journalism is but one component.

The now-united faculty originally drawn from two disparate units -- Journalism and Communication -- are in close to unanimous accord that changing the name of the School of Journalism and Communication to the School of Communication is an essential step for capitalizing on and continuing the gains of the last six years, and for representing the actuality of the School accurately both inside and outside the university.

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> Dear Journalism or Communication Student,
> 
> As you are probably aware, the present School of Journalism and Communication was formed as the result of a merger between the School of Journalism and the Department of Communication. During the subsequent years, there have been numerous changes in terms of faculty, courses and orientation of the curriculum.
> 
> One issue that has come up frequently over the years is the School name. At a recent meeting, the faculty deliberated this matter in depth. Some thought that “Journalism and Communication” sounded as if the two programs were combined without reason, rather than integrated. Still others mentioned that it was misleading to prospective students (undergrads and grads) to imply that we are a large School of Journalism where we do a wide variety of things. In fact the term “communication” is commonly used across the country to describe the entire field which includes journalism. After much discussion, the faculty decided to begin the process of changing the School name to the School of Communication. This process could take approximately one year to complete.
> 
> Please understand the name change will not affect courses currently offered in the focus areas within Journalism and Communication. Public affairs journalism will continue as a focus area of study for undergraduates leading to the Bachelor of Arts in Journalism, and it will remain an important part of our School. Likewise students with a focus in one of the communication areas will continue to receive the Bachelor of Arts degree.
> 
> The name change is simply an attempt to be more accurate in our description of the whole School, which includes undergraduate, masters and doctoral programs.
> 
> If you have any questions, feel free to email me at glynn.14@osu.edu.
> 
> Sincerely,
> 
> Carroll Glynn
> Director and Professor
>
Smith, Randy

From: Smith, Randy
Sent: Wednesday, December 17, 2003 8:05 AM
To: Glynn, Carroll (.14)
Cc: Rupley, Randall; Haun; Don (.2); Smith, Randy; Rankin, Joyce; ’stetson 1@osu.edu’
Subject: School Name Change Proposal

Carroll,

Could you please provide me with an overview statement of the steps that you, and/or others in the School, have taken with students to inform/discuss the proposed name change of the School.

I will then add that information to the proposal to be part of the Council on Academic Affairs review that is about to begin.

Thanks,

Randy

W. Randy Smith
Vice Provost
Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
614-292-5881
Currently enrolled students in the journalism and communication majors have received notification of the name change proposal and have had sufficient opportunity to express their support, objections and questions regarding the proposal. The following is a summary of the process we have followed to inform them and receive feedback.

- An email announcing the name change proposal was sent from Dr. Carroll Glynn to all currently enrolled students in the majors on Wednesday, October 22nd, 2003. See attached email 1. One student responded to this email with concern about the change.

- Faculty held discussions with students in two undergraduate classes and in a graduate seminar regarding the proposal. In one course (of 80 students) a vote was taken resulting in almost unanimous support for the change.

- A lunch meeting with Lantern editors (all journalism students) was held on Monday, November 3rd, 2003 to solicit their thoughts on the proposal. These students took the opportunity to express some issues they have with the current journalism curriculum but understood and supported the rationale for the change in the School’s name.

- An Undergraduate Student Government sponsored forum was held on Tuesday, December 2nd, 2003 for students to express their opinions and ask questions about the proposal. An email with an attached flyer was sent from the School announcing the forum and inviting students to attend. See attached email 2 and flyer.
  
  • Seven faculty, 1 staff and 3 graduate students from the School, and Don Haurin, Associate Dean, Social and Behavioral Sciences, were present that evening to meet with students. Two undergraduate students attended the forum.

  • A brief presentation was made by Dr. Carroll Glynn and Dr. Prathu David to convey the thinking of the faculty that led to their proposing the name change. The students were then given the opportunity to voice their opinions. One student was a “mass communication and society” major who said he had no problem with the name change. The other student was a premajor who asked if there would be any negative impact on hiring opportunities.
Dear Journalism or Communication Student,

As you are probably aware, the present School of Journalism and Communication was formed as the result of a merger between the School of Journalism and the Department of Communication. During the intervening years, there have been numerous changes in terms of faculty, courses and orientation of the curriculum.

One issue that has come up frequently over the years is the School name. At a recent meeting, the faculty deliberated this matter in depth. Some thought that “Journalism and Communication” sounded as if the two programs were combined without reason, rather than integrated. Still others mentioned that it was misleading to prospective students (undergrads and grads) to imply that we are a large School of Journalism when we do a wide variety of things. In fact the term “communication” is commonly used across the country to describe the entire field which includes journalism. After much discussion, the faculty decided to begin the process of changing the School name to the School of Communication. This process could take approximately one year to complete.

Please understand the name change will not affect courses currently offered in the focus areas within Journalism and Communication. Public affairs journalism will continue as a focus area of study for undergraduates leading to the Bachelor of Arts in Journalism, and it will remain an important part of our School. Likewise students with a focus in one of the core communication areas will continue to receive the Bachelor of Arts degree. The name change is simply an attempt to be more accurate in our description of the whole School, which includes undergraduate, masters and doctoral programs.

If you have any questions, feel free to email me at glynn.14@osu.edu.

Sincerely,

Carroll Glynn
Director and Professor
Dear Communication student:

The attached flyer is to inform you of an Undergraduate Student Government forum being held tomorrow, Tuesday, December 2nd at 7pm in the Main Lounge of the Ohio Union. This forum is an opportunity to hear more about the decision recently made by the School of Journalism and Communication faculty to change the School's name to the School of Communication. Please come to ask questions and share your opinion.

Susan

Susan J. Van Pelt
Undergraduate Program Coordinator
School of Journalism and Communication
3033 Derby Hall
154 North Oval Mall
Columbus, OH 43210
(614)292-8444
JCOMM
STUDENT FORUM

School of Journalism & Communication

OR

School of Communication?

Does the Name Change Affect You?

Do You Have an Opinion?

Speak Out. Be Heard.

Speak with professors and other individuals about the decision to change the School’s name

Main Lounge, The Ohio Union, Tuesday, December 2nd, 7pm
Rankin, Joyce

From: Smith, Randy
Sent: Monday, February 16, 2004 6:00 PM
To: Glynn, Carroll (14)
Cc: Ripley, Randall; Haurin, Don (2); 'stetson.1@osu.edu'; 'sears.1@osu.edu'; Smith, Randy; Rankin, Joyce
Subject: School name change

Carroll:

I have received a letter of support from the Department of Human and Community Resource Development (where the Agricultural Communication program is based) for the proposal to change the name of the School of Journalism and Communication to the School of Communication.

I will send you a copy of this letter for your file.

The Department Chair, Bob Birkenholz, bases the support on the expectation that the "tagged" degree in Journalism will continue and thus that "journalism courses will continue to be offered with sufficient access to serve the needs of our undergraduate Agricultural Communication majors."

Randy
February 6, 2004

Dr. Randy Smith  
Office of Academic Affairs  
203 Bricker Hall  
190 North Oval Mall  
Campus

Dear Randy:

The College of Food, Agricultural, and Environmental Sciences concurs with the request of the School of Journalism and Communication to change its name to the School of Communication. This is predicated on the fact that our Agricultural Communication students will continue to have provided for them the journalism courses they need in their curriculum.

Sincerely,

[Signature]

L.H. Newcomb  
Senior Associate Dean  
Price Chair in Teaching, Advising and Learning

cc:  Bobby Moser  
    Jill Pfister  
    Bob Brinkerholz  
    Larry Whiting
January 30, 2004

Dr. W. Randy Smith
Vice Provost
Office of Academic Affairs
190 North Oval Mall, Room 203
Columbus, OH 43210

Dear Dr. Smith:

We have reviewed the proposal from the School of Journalism and Communication to change its name to the School of Communication. As you may recall our undergraduate program in Agricultural Communication relies on Journalism courses taught by ECOMM. It was noted in the proposal that the School of Communication will continue to offer the BA degree “tagged” [sic] in Journalism. Therefore, I expect that the aforementioned Journalism courses will continue to be offered with sufficient access to serve the needs of our undergraduate Agricultural Communication majors.

Based on the above assumptions, we would concur and support the requested name change.

Thank you for the opportunity to review and comment on this proposal. We appreciate the chance to work in a collaborative manner with a wide range of departments, schools, and colleges here at Ohio State.

Respectfully,

Robert J. Birkenholz
Professor and Chair
RJB too

cc:  Bobby Moser
     L. H. Newcomb
     Larry Whiting

Robert J. Birkenholz
Here are the names for J/Comm

-----Original Message-----
From: Carroll Glynn [mailto:glynn.14@osu.edu]
Sent: Monday, April 12, 2004 1:11 PM
To: Smith, Randy
Subject: Re: name change

Randy, I’d like to invite Prabu David (undergrad chair), Daniel McDonald (grad chair), Susan Vamplet (undergrad coordinator), and Jerry Koscikl (faculty member who crosses over between journalism and communication and is also working on journalism program revisions) to the meeting. I know it’s a lot of people but they all represent important areas.

Carroll
At 12:20 PM 4/12/2004, you wrote:
> Carroll:
> 
> I can now confirm that we plan to have the proposal to
> change the name of the School of Journalism and
> Communication on the agenda for the Council on Academic
> Affairs on May 5, 2004 in Bricker Hall 300.
> 
> It will be the first item on the agenda so if you could plan
> on being there at 3:30 that would help.
> 
> Please let me know who else will attend with you.
> 
> Should there be any change in these plans I would contact
> you immediately.
> 
> Thanks.
> 
> Randy

Dr. Carroll J. Glynn
Director and Professor
School of Journalism and Communication
Ohio State University
Columbus, Ohio
(614) 292-0451