

2009 Annual Survey of Journalism & Mass Communication Enrollments

Please mark corrections to the right of the label above. If yours is not a journalism/mass communication program, please so indicate and return the blank questionnaire. Thank you!

1. Please indicate the degrees offered by your unit. (Check all that apply.)

- Bachelor's
- Master's
- Doctoral
- Other (Please specify) _____

Section I: Enrollment Data

2. Please list below the total enrollment, that is, number of majors, for your unit for the **autumn of 2009**. If possible, provide the enrollment figures by year in school. If it is impossible for you to do that, just list the total.

NOTE: As in the past, please use the official university designations as your guide in determining who is and who is not a major. If the university counts a student as a major in your unit, please count that student in answering the questions below. Do not count students enrolled in other academic units, even though they may take your classes. Please keep in mind this is not a survey of class enrollments; count a student enrolled in several of your classes only once and only if he or she is majoring in a program under the control of your unit.

- _____ Freshmen
- _____ Sophomores
- _____ Juniors
- _____ Seniors

- _____ TOTAL UNDERGRADUATE

- _____ Master's students
- _____ Doctoral students

- _____ TOTAL GRADUATE

- _____ TOTAL STUDENTS

Please only include your majors in these figures!

Place piggy-back label here.

3. Many units divide **undergraduate** students according to sequence or area of concentration. Please look over the list of sequences below and indicate if your unit has an undergraduate sequence of the sort listed. If your unit does not divide **undergraduates** into sequences, please check the label below that best describes your curriculum.

My unit has an **undergraduate** sequence or area of concentration in: (CHECK ALL THAT APPLY)

- News editorial/print journalism
- Broadcast news/broadcast journalism
- Journalism (undifferentiated)
- Radio/television general (telecommunications)
- Production/media production
- Public relations
- Advertising
- Public relations/advertising (combined)
- Strategic communication
- Magazine
- Community journalism
- Agricultural journalism
- Science/technology journalism
- Photojournalism
- Visual communication
- Media/communication management
- Mass communication
- Mass media studies
- Speech, interpersonal communication
- English
- Theater
- Film and cinematography
- Organizational communication
- Online media, new media, interactive media
- Undecided/pre-major**
- Other (Please specify) _____
- Other (Please specify) _____

New categories have been added.
Please note particularly the inclusion
of "Undecided/pre-major."

Note: Please use the same categories as above in responding to Question 4 on the next page.

4. If your unit divides **undergraduates** according to sequence or area of concentration, and it is possible for you to provide **undergraduate** enrollment figures for each of the sequences, please do so below. If you cannot obtain this information, please skip to the next question. (CATEGORIES USED BELOW SHOULD BE THE SAME AS THOSE USED IN QUESTION 3.)

Number of undergraduates enrolled in:

- _____ News editorial/print journalism
- _____ Broadcast news/broadcast journalism
- _____ Journalism (undifferentiated)
- _____ Radio/television general (telecommunications)
- _____ Production/media production
- _____ Public relations
- _____ Advertising
- _____ Public relations/advertising (combined)
- _____ Strategic communication
- _____ Magazine
- _____ Community journalism
- _____ Agricultural journalism
- _____ Science/technology journalism
- _____ Photojournalism
- _____ Visual communication
- _____ Media/communication management
- _____ Mass communication
- _____ Mass media studies
- _____ Speech, interpersonal communication
- _____ English
- _____ Theater
- _____ Film and cinematography
- _____ Organizational communication
- _____ Online media, new media, interactive media
- _____ **Undecided/pre-major**
- _____ Other (Please specify) _____
- _____ Other (Please specify) _____

New categories have been added. Please note particularly the inclusion of "Undecided/pre-major."

5. If possible, please provide the figures for enrollment in your unit by **gender**. If you cannot obtain this information, please skip to the next question.

Undergraduate

- _____ Women
- _____ Men

Master's

- _____ Women
- _____ Men

Doctoral

- _____ Women
- _____ Men

6. If possible, please provide the figures for enrollment in your unit by **racial/ethnic classification**. If it is not possible to obtain this information, please skip to the next question. (PLEASE CLASSIFY FOREIGN STUDENTS SEPARATELY FROM AMERICAN CITIZENS OR RESIDENTS.)

Undergraduate

_____ Black
_____ Hispanic
_____ Asian and Pacific Islander
_____ American Indian/Alaskan-American Native
_____ White
_____ Other
_____ More than one race
_____ Foreign (not a U.S. citizen or resident)

Master's

_____ Black
_____ Hispanic
_____ Asian and Pacific Islander
_____ American Indian/Alaskan-American Native
_____ White
_____ More than one race
_____ Other
_____ Foreign (not a U.S. citizen or resident)

Doctoral

_____ Black
_____ Hispanic
_____ Asian and Pacific Islander
_____ American Indian/Alaskan-American Native
_____ White
_____ More than one race
_____ Other
_____ Foreign (not a U.S. citizen or resident)

Section II: Degrees Granted

7. Please provide total figures for **degrees granted** by your unit during the **2008-2009 fiscal year**. This should include the period from **July 1, 2008, to June 30, 2009**. (Please note: the period covered is consistent with federal requirements for filing of data by your university.)

_____ Bachelor's degrees
_____ Master's degrees
_____ Doctoral degrees

8. Please break the total **undergraduate degrees granted** down by sequence or area of concentration of the student. (PLEASE USE THE SAME CATEGORIES AS YOU USED IN REPLYING TO QUESTIONS 3 AND 4.)

Degrees granted in:

_____ News editorial/print journalism
_____ Broadcast news/broadcast journalism
_____ Journalism (undifferentiated)
_____ Radio/television general (telecommunications)
_____ Production/media production
_____ Public relations
_____ Advertising
_____ Public relations/advertising (combined)
_____ Strategic communication
_____ Magazine
_____ Community journalism
_____ Agricultural journalism
_____ Science/technology journalism
_____ Photojournalism
_____ Visual communication
_____ Media/communication management
_____ Mass communication
_____ Mass media studies
_____ Speech, interpersonal communication
_____ English
_____ Theater
_____ Film and cinematography
_____ Organizational communication
_____ Online media, new media, interactive media
_____ **Undecided/pre-major**
_____ Other (Please specify) _____
_____ Other (Please specify) _____

New categories have been added. Please note particularly the inclusion of "Undecided/pre-major."

9. Please classify the 2008-2009 **degrees granted** by your unit by gender of the student.

Bachelor's

_____ Women
_____ Men

Master's

_____ Women
_____ Men

Doctoral

_____ Women
_____ Men

10. If possible, please provide the figures for 2008-2009 **degrees granted** by your unit by racial classification of the student. (PLEASE CLASSIFY FOREIGN STUDENTS SEPARATELY FROM AMERICAN CITIZENS OR RESIDENTS.)

Undergraduate

_____ Black
_____ Hispanic
_____ Asian and Pacific Islander
_____ American Indian/Alaskan-American Native
_____ White
_____ More than one race
_____ Other
_____ Foreign (not a U.S. citizen or resident)

Master's

_____ Black
_____ Hispanic
_____ Asian and Pacific Islander
_____ American Indian/Alaskan-American Native
_____ White
_____ More than one race
_____ Other
_____ Foreign (not a U.S. citizen or resident)

Doctoral

_____ Black
_____ Hispanic
_____ Asian and Pacific Islander
_____ American Indian/Alaskan-American Native
_____ White
_____ More than one race
_____ Other
_____ Foreign (not a U.S. citizen or resident)

11. Please designate the 2008-2009 graduates **by time of graduation**.

Bachelor's

_____ Autumn
_____ Winter
_____ Spring
_____ Summer

Master's

_____ Autumn
_____ Winter
_____ Spring
_____ Summer

Please skip inappropriate seasons.

Doctoral

_____ Autumn
_____ Winter
_____ Spring
_____ Summer

Section III: Faculty

12. Please indicate the total number of **full-time and part-time faculty** in this unit. (ENTER 0 IF NONE.)

_____ Full-time faculty
_____ Part-time faculty

13. IF THE UNIT HAS PART-TIME FACULTY: How many full-time faculty members would be needed to replace the part-time members with full-time faculty?

_____ Persons

14. How many full-time faculty members left this unit **last year**, i.e., during academic year 2008-2009, either for retirement or for other reasons? (Please mark 0 if appropriate.)

_____ Number of full-time faculty **retired** from unit in academic year 2008-2009
_____ Number of full-time faculty who left unit in **academic year 2008-2009** for **other reasons**

15. How many of the full-time faculty are currently 56 years old or older? (Please mark 0 if appropriate.)

_____ Number of full-time faculty who are currently 56 years old or older
(Please mark "Don't Know" on the line if that is your best answer.)

16. How many endowed chairs or professorships exist in your unit? An endowed chair or professorship is a faculty position funded or supported at least in part by an investment account held by your university. Often that investment account was created through a contribution from someone outside the university. (Please mark 0 if you have no endowed faculty positions.)

_____ endowed chairs or professorships

17. How many full-time faculty members--if any--did the unit hire for the **current academic year**, i.e., academic year 2009-2010, either as replacements or for new positions? (ENTER 0 IF NONE.)

_____ New full-time faculty hired for the **2009-2010 academic year**

18. IF NEW FACULTY WERE HIRED FOR 2009-2010 ACADEMIC YEAR: Please classify those hired for academic year 2009-2010 in the matrix below:

Rank:	Total Number of New Hires	Number of New Hires with Tenure	Number of New Hires in Tenure Track*	Number of New Hires with Ph.D.	New Hires Directly from Graduate School			
					Total Number	With Terminal MA	With All But Dissertation	With Completed Ph.D.
Instructor/ Lecturer								
Assistant Professor								
Associate Professor								
Professor								
Other								

*That is, in a position that already is tenured or can be tenured.

Section IV: Finances and Administration

19. Some journalism and mass communication programs have experienced operating budget increases in recent years, and others have experienced operating budget decreases. Please indicate below what has been the situation in your academic unit compared to a year earlier.

Note: No two universities budget in exactly the same way. Please think of operating budget as the total budget for your unit, including salaries.

___ We had in INCREASE of ___% in our operating budget for academic year 2009-2010.

___ We had a DECREASE of ___% in our operating budget for academic year 2009-2010.

___ We had NO CHANGE in our operating budget for academic year 2009-2010.

20. Is there a hiring freeze at your university?

___ Yes for faculty only

___ Yes for staff only

___ Yes for faculty and staff

___ No

21. Please indicate what tuition and other mandatory fees your university charges PER YEAR for a full-time student enrolled in undergraduate classes. Do NOT include summer tuition, books or room and board.
- \$ _____ tuition and fees for a full-time undergraduate student from IN-STATE for one year
 \$ _____ tuition and fees for a full-time undergraduate student from OUT-OF-STATE (If tuition is the same as for IN-STATE students, please repeat the IN-STATE figure.)
22. During the 2008-2009 academic year, was there serious discussion at your university about combining your program with any other on campus?
- Yes
 No
 Don't know
23. Was there serious discussion at your university during the 2008-2009 academic year of the possibility of eliminating your program?
- Yes
 No
 Don't know
24. Which of the following types of skills are now being taught in your curriculum? (Please check all that apply.)
- web layout and design
 writing for the web
 editing for the web
 using the web in reporting
 using graphics on the web
 using audio on the web
 using video on the web
 using animation on the web
 using still photographs on the web
 using slide shows on the web
 digital storytelling
 entrepreneurial "start-up" skills
 management skills for online or web publishing
 optimizing web sites for search engines
 driving traffic to web sites
 assessing web analytics (audience statistics, feedback)
 using citizen/audience produced content
 creating and using blogs
 creating content for mobile devices
 using social media
 creating advertising for the web
 selling advertising for the web
 using the web in public relations

25. Historically, journalism and mass communication curricula have been organized around media industries. Some programs now have curricula that ignore existing media industries. Where would you place your current curriculum on the continuum below? Is your current curriculum organized along industry lines or does it ignore industry lines?

Organized along industry lines _____ Ignores industry lines

26. Where would you place your program along this continuum?

Teach skills separately for different media _____ Teach skills across media platforms

27. Are there curricular offerings that your students are asking for that you are not able to provide? If so, what are they?

28. Are there curricular offerings that you feel you should be providing that you are not able to provide? If so, what are they?

29. How many other academic units on your campus offer communication courses?

_____ academic units on campus offer communication courses

30. Where is your program located in the organization of your university?

- ___ We're an independent professional school/department/college.
- ___ We're a unit in a larger communications college.
- ___ We're a unit in a liberal arts college.
- ___ We're a unit in a professional studies college.
- ___ None of these apply. We are _____

31. Please provide the name, title, telephone number and email address of the person or persons who completed this form.

Name: _____ Title: _____
 Telephone number: _____ Email address: _____

Return this form to: Prof. Lee B. Becker, Grady College of Journalism & Mass Communication, University of Georgia, Athens, GA 30602-3018. [Email: lbbecker@uga.edu; tel.: 706 542 5023]

Thank you very much for your help!