



HUSSMAN SCHOOL  
OF JOURNALISM AND MEDIA

2019-2020

# ACCREDITATION SELF-STUDY

ACCREDITING COUNCIL ON EDUCATION IN  
JOURNALISM AND MASS COMMUNICATIONS

*The November 2020 site visit was postponed due to the pandemic. Any updates to the self-study since the original submission are indicated with shading.*



# PART II: STANDARD 6

## Student Services

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### Executive summary

In 2019–20, 80 undergraduates were awarded \$204,850 in school-based scholarships.

Students report a high level of satisfaction with the advising resources provided by the school.

High retention and graduation rates indicate students complete the program on time and attest to the quality of the advising team.

Numerous student organizations, extracurricular opportunities and client-based coursework provide practical experiences and networking opportunities to complement courses in students' majors.

The employment rate of Hussman students is impressive, with 94% of students reporting they are employed within the first year after graduation.

## INTRODUCTION

Mentoring and supporting students are essential for guiding students to successful completion of their major and preparing them for careers after graduation. The faculty and staff in the Hussman School of Journalism and Media are committed to knowing students and their aspiration and career objectives.

Prior to declaring a major in the school, students are advised by staff in the General College. Once students become majors, they receive advising through the school's Office of Advising and Student Engagement. In addition, students often consult with individual faculty regarding their academic progress and career goals. Faculty hold regular, weekly office hours and post those hours on their office doors and in their class syllabi.

Students in the school receive financial support through various types of assistance. Each year, undergraduates receive more than \$200,000 in merit- and need-based scholarships from the school, ranging from traditional tuition offsets to support for internship travel and living expenses.

Students also receive support from the school's array of extracurricular activities that give them immersive experiences beyond the classroom. These include Crash Campaign, Heelprint Communications and a wide variety of student clubs and organizations. Students also receive support through the school's career services office, which organizes career treks to Charlotte, Raleigh, New York and San Francisco, and "Meet the Pro" sessions in Carroll Hall.

## 1. Complete and attach Table 9, “Student Aid.”

Table 9 presents preliminary data (as of Sept. 2, 2021) for university-controlled scholarships and actual data for Hussman School-controlled scholarships. At UNC, the term “scholarship” refers to both merit-based and need-based assistance.

According to preliminary data for university-controlled scholarships, in 2020–21 a total of 483 students in the Hussman School of Journalism and Media received \$3,272,894 in university scholarships. The median merit-based university scholarship was \$1,500 and the median need-based university scholarship was \$7,443. Compared to 2019–2020, this represents a 42% increase in the number of merit-based university scholarships and a 2% increase in the number of need-based university scholarships awarded. The total amount of merit-based scholarships increased by 52% and the total amount of need-based scholarships

decreased by 18%. On average, although the number of university merit-based and need-based scholarships increased, the average amount of the merit-based scholarships decreased by 25% and the average amount of the need-based scholarships decreased by 23%. Since final university data is pending as of this writing, we are unable to provide further analysis regarding the numbers or amounts of university scholarships awarded.

A total of 83 students received \$212,625 in school-based scholarships (both merit- and need-based). The average school-based scholarship was \$2,561. The number of scholarships awarded by the school in 2020–21 was slightly lower than in 2019–2020 as a result of experiential learning cancellations and travel bans due to COVID-19; the average amount of merit and need-based scholarships was comparable.

### SCHOLARSHIPS AWARDED TO UNDERGRADUATE STUDENTS IN THE UNIT

	2019–2020		2020–2021	
	Merit	Need-based	Merit	Need-based
Total amount of scholarship dollars from funds controlled by institution	\$500,201	\$3,070,292	\$758,120*	\$2,514,774*
Number of students receiving scholarships from funds controlled by institution	154	258	219*	264*
Median individual scholarship from funds controlled by institution	\$2,000	\$9,692	\$1,500*	\$7,443*
Total amount of scholarship dollars from funds controlled by unit	\$157,250	\$62,500	\$155,375	\$57,250
Number of students receiving scholarships from funds controlled by unit	71	18	66	17
Average individual scholarship from funds controlled by unit	\$2,215	\$3,472	\$2,354	\$3,368

\*Preliminary data as of September 2, 2021.

### UNDERGRADUATE ASSISTANTSHIPS OR WORK-STUDY APPOINTMENTS

	2019–2020	2020–2021
Number of students holding appointments	78	62
Range of stipends	\$138–\$3,000	\$43–\$3,000

Work Study figures are based on students who earned Work Study aid during the Aid Year.

**2. Describe how the unit informs students of the requirements of the degree and the major, advises them on effective and timely ways to meet the requirements, and monitors their compliance with the requirements, including the 72-hour rule. Provide digital files of advising guides, manuals, newsletters or other internal communication with students. Provide a print copy in the workroom. Describe availability and accessibility of faculty to students.**

Students in the Hussman School of Journalism and Media receive information about degree requirements and their compliance is monitored at three levels: advising in the General College, the school's Advising Center, and consultation with faculty. In addition, the school provides regular internal communication with students to help guide them toward completion of their major.

**Advising in the General College**

All entering first-year students at UNC-CH attend a two-day orientation program in the summer before they begin classes. Among the topics at orientation are registering for courses, advising and information on majors. Undeclared and pre-majors are advised by the Academic Advising Program in the General College in the College of Arts & Sciences. Appointments and drop-in hours are available for students needing help with registration or declaring a major.

School pre-majors, along with most other first-year students, are first admitted to the General College (the first two years at UNC-CH for most students). No more than 40 students per year enter the school through Excel@Carolina Assured Admission, a program that connects talented first-year students with resources and academic majors. Those students are guaranteed seats in our two gateway classes (MEJO 121-Introduction to Digital Storytelling and MEJO 153-Writing and Reporting) and need only attend the mandatory Hussman School orientation before being officially admitted. All other students with 45 or more credit hours must apply to the Hussman School for

consideration. Transfer students can request direct admission into the school if they arrive at UNC-CH with at least 45 credit hours. Those applications receive the same level of scrutiny as do those of students applying to the school from the General College.

Students receive additional advising each semester about meeting graduation requirements of the university, counseling in their intended field of study, and progress toward graduation. The university's academic advising teams in the College of Arts and Sciences advise General College students as well as Arts and Sciences majors. Students in the Hussman School who want to do a second major must get approval from the senior associate dean for undergraduate studies in the school and then get approval from an academic adviser to ensure that all requirements can be completed in eight semesters.

University advisers are available to first-year students and sophomores every weekday. Advisers respond to emailed questions from students and have office hours for appointments and walk-in traffic. Information about courses and requirements is readily available through the College of Arts and Sciences and the General College website ([advising.unc.edu](http://advising.unc.edu)). These resources provide first-year and sophomore pre-majors with an ample opportunity for advising throughout each semester.

**Advising in the School**

The Office of Advising and Student Engagement in the school is vital for all our majors. Staff members and the senior associate dean for undergraduate studies

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act as the primary advisers for all students, and they are available from 8 a.m. to 5 p.m. each weekday. They operate on a first-come, first-serve basis, and are available for appointments at specified times. The professional student advising and engagement staff members know all the ins and outs of registration and requirements. Our career services staff members advise on careers and internships.

The advising staff relies on the school's student academic worksheet. Several years ago, the university moved to an online Analysis of Academic Progress (AAP) system called Tar Heel Tracker, which enables students to check their progress toward graduation. The system, however, allows for too many inaccuracies, even though many students rely on Tar Heel Tracker as the final word. A disclaimer on the website alerts students to potential errors.

The school academic worksheets are updated regularly. They list all university and school requirements and show students their progress toward graduation. The worksheets move with students' records when students are admitted into the school. Students may get a photocopy of their worksheet any time they wish. Sharon Jones, director of Student Services and Assessment, and two assistants – Marla Barnes and Tricia Robinson – update student worksheets each semester, providing close tracking of each student's progress. Jones has been in the school since 1983, Barnes since 2007, and Robinson since 2011. They are well known to virtually all students and are praised for their helpfulness and concern. They are professional advisers and are exceedingly well liked, according to the school's senior survey.

In March and October, students preregister for courses they plan to take the next semester. Students also register for Summer School classes in March. The dates students may register are determined by their cumulative terms in residence, starting with 8+ terms in residence. Students register online through the

Connect Carolina system and see advisers as needed. They request specific courses and sections and are told immediately if they have been enrolled in their choices.

During the first five weeks of registration, students can enroll in a maximum of 17 hours. To maintain full-time status, students must enroll in a minimum of 12 hours, unless they are graduating and are seeking a senior underload. To receive permission for a senior underload, a student must be in their last semester before graduation and submit an underload request to the Hussman School for approval. The registrar's calendar designates when maximum enrollment may increase to 18 hours for full-time students, however, the school's senior associate dean for undergraduate studies can make exceptions. The registrar's office sends bills for tuition and fees and cancels the registration of students who do not pay the bill by a deadline.

Staff advisers counsel students about unfulfilled requirements and ask about their plans to complete those requirements: 120 credit hours for graduation, including 72 hours outside the school; a 2.0 GPA overall and 2.0 GPA in journalism and media; and a minimum score of 70 percent on the school's word usage and grammar examination. The school requires students to complete a degree audit request form in the semester before graduation so that advising staff can confirm that all graduation requirements will be met. Occasionally, students are not awarded a degree because they did not meet certain requirements, such as the number of credit hours or a passing score on the school's word usage and grammar exam. If students are short credit hours, they can meet the requirements by taking a course in Summer School.

The goal of the school is to make it possible for students to graduate on time, typically four years. Due to enrollment pressures, the university's Board of Trustees has adopted principles to have students graduate in eight semesters. However, students, especially transfers, are able to request a ninth or tenth semester if they need extra time to fulfill their requirements.

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### STUDENT SERVICES

#### Availability of Faculty

The school's senior associate dean for undergraduate studies plays a key role in advising. He serves as a resource for students with unusual problems and is the person who can make exceptions. He conducts three orientation sessions before registration week each Spring and Fall. He also conducts similar sessions with transfer students as part of the university's orientation program. Those general information sessions are in addition to individual meetings with General College and school staff advisers and give students an overview of school requirements. Among other things, students are told at those sessions that they are ultimately responsible for fulfilling all graduation requirements.

In addition to formal advising provided by the General College, the Office of Advising and Student Engagement, and the school's associate dean for undergraduate studies, students often consult with individual faculty regarding their academic progress and career goals. Faculty members are asked to hold regular, weekly office hours and to post those hours on their office doors and in their class syllabi. Each faculty member has an office in which he or she can meet with students.

At the orientation meeting for adjunct faculty members that is held each semester, they are advised to hold regular hours when they are available to students. A shared adjunct office and meeting areas around the building are made available to adjuncts for

these meetings with students. Faculty members and adjuncts are available by email and telephone and are usually available to meet with students at a mutually convenient time outside of regular office hours.

#### Communication with Students

In addition to face-to-face orientation sessions, students are notified through the school's weekly email newsletter and in special emails about registration deadlines and requirements. These emails begin several weeks before registration. Notices are posted on the school's website. The registration site there includes the school's academic worksheets, which are updated annually. Registration information is also included on digital signage throughout the school.

Copies of advising procedures and forms used by students and faculty are included as appendices at the end of this standard:

- Worksheet for the journalism area of study ([Appendix 6-A](#))
- Worksheet for the advertising/public relations area of study ([Appendix 6-B](#))
- Schedule of classes for Fall 2019 and Spring 2020 ([Appendix 6-C](#))

The "General Education Curriculum and Degree Requirements" information from the university's Course Catalog is [linked here](#).

**3. Describe the unit’s process for evaluating its advising and counseling services. Include measurements of the accuracy of academic advising, student and faculty opinion of the quality of advising, or other indices of the effectiveness of advising. Discuss the results of these assessments.**

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The school evaluates advising and counseling services each year as part of the Senior Survey that is distributed via email to all graduating seniors in the latter part of the Spring semester. The survey shows a high level of student satisfaction with the advising resources provided by the school.

In the past three years, nearly all Senior Survey respondents (95–97%) report having met with someone in advising. In both 2019 and 2020, 91% of students reported being “somewhat” or “very” satisfied with the advising they received in the Hussman School, while in 2018, 84% of students reported being “somewhat” or “very” satisfied with the advising they

received. In all years, respondents rated their reliance on the school’s advising resources similarly.

Based on [our graduation and retention statistics](#), our advising team does an excellent job ensuring that students graduate on time. Nevertheless, the school is dedicated to continual improvement of advising services. We read and review all comments shared in the Senior Survey and consider any feedback. We are constantly refining and improving our services and fully expect the evaluation of academic advising in the Senior Survey to continue to rise. The 2020 Senior Survey Student Feedback Summary is included as [Appendix 6-D](#).

**4. Describe student media, student professional organizations or other extra-curricular activities and opportunities provided by the unit or the institution that are relevant to the curriculum and develop students’ professional and intellectual abilities and interests.**

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Students are encouraged to join any number of groups in the school and the university. Many of these student groups are specialization-specific, however, some recruit students from across specializations. These groups either give students a practical outlet for their work (magazine, website, etc.) or are organizations that bring in speakers, sponsor events or promote networking. Four types of activities and organizations are listed below: school chapters of national organizations, extra-curricular opportunities, university publications and media organizations, and creative works associated with class assignments.

**Student Chapters of National Organizations**

**Ad Club** is an academic chapter affiliated with the American Advertising Federation (AAF). Regular meetings are held with national and local advertising professionals as guest speakers. The club participates in the AAF National Student Advertising Competition. Adviser: **Joe Bob Hester**.

**Carolina Association of Black Journalists (CABJ)** is open to any student at UNC-CH. Its primary purpose is to support and encourage journalism careers for minority students and to sensitize media coverage

and practices toward minorities. It is affiliated with the National Association of Black Journalists (NABJ). The chapter coordinates attendance at NABJ national conventions and assists with diversity recruitment to the university. The UNC-CH chapter won NABJ's Student Chapter of the Year award in 2007, 2002 and 2001 and was a finalist for the award in 2015, 2012 and 2005. Adviser: **Trevy McDonald**.

**National Press Photographers Association** (NPPA) is the nation's largest trade organization for photojournalists. The UNC-CH student chapter helps organize PhotoNight, a monthly speaker series, and "37th Frame," an annual exhibition of photographs produced by the school's visual communication students. The NPPA student group also helps organize workshops and portfolio reviews. Adviser: **Pat Davison**.

**Online News Association** (ONA) holds campus events and help sessions, sponsors speakers and takes a group on a networking trip in the Spring. Hussman School students have received the organization's Student Journalism Award four times since the last accreditation review. Adviser: **Steven King**.

**Public Relations Student Society of America** (PRSSA) is affiliated with the Public Relations Society of America (PRSA), the world's largest organization of public relations professionals. Students interact with local professionals at monthly meetings and at meetings of the Raleigh PRSA chapter. Students also attend the annual day-long professional development conference sponsored by North Carolina's three PRSA chapters and other professional associations. Adviser: **Valerie Fields**.

**Society for News Design** (SND) provides students with exposure to graphic design and direct links to professional publication designers. The chapter sponsors workshops, seminars and portfolio reviews, takes field trips, brings in visiting professionals, and holds social events. In 2020, Hussman School students took home almost a third of the 63 awards presented by the international organization. Adviser: **Terence Oliver**.

**Kappa Tau Alpha** is a national honor society that recognizes students for academic excellence and promotes scholarship in journalism and mass communication. In the last six years, 125 Hussman students have been inducted into the society. Adviser: **Spencer Barnes**.

### **Extracurricular Opportunities at the School**

**Carolina Ahora** is a weekly Spanish language newscast broadcast. Content is produced for the Hispanic audience at UNC-CH and is selected by student volunteers. The program airs on the Carolina Ahora YouTube channel and Carolina Ahora Facebook page on Fridays. Adviser: **Lindsay King**.

**Carolina Connection** is the radio newsmagazine produced by Hussman students in MEJO 426, who are responsible for all aspects of the program's production and associated website ([carolinaconnection.org](http://carolinaconnection.org)). The students report, write, produce and anchor each week's program. They also perform all technical tasks, such as recording interviews, mixing audio and engineering the weekly live half-hour broadcast. Carolina Connection airs Saturdays on WCHL 97.9 FM and 1360 AM, Chapel Hill's news-talk radio stations. Selected stories are broadcast statewide on the North Carolina News Network, a group of more than 70 radio stations. Student-produced stories also have aired nationwide on National Public Radio's "All Things Considered" and American Public Media's "The Story with Dick Gordon." Adviser: **Adam Hochberg**.

**Carolina Week** is the school's weekly, 30-minute live television newscast produced by students in MEJO 522 and others who volunteer. The program allows students to gain strong, hands-on experience in broadcast journalism. Carolina Week has won numerous state, regional and national awards. Reporters cover university, community and state news. Each half-hour TV newscast, which airs live in Fall and Spring semesters on local cable, includes news, weather and sports segments. Adviser: **Charlie Tuggle**.

**Crash Campaign** is an annual competition organized by Hussman School students. Students compete in teams to solve local business and nonprofit marketing problems using learned skills. The teams conduct research and develop the strategy within a span of 24 hours, and then pitch their marketing strategy to a panel of experienced judges and clients. The judges select the best strategy, and the winners receive a cash prize. Crash Campaign concludes with a networking event immediately following the competition. Adviser: **Lois Boynton**.

**Heelprint Communications** is a student-run creative agency. The organization gives Hussman students a dynamic outlet to explore advertising, marketing and public relations while providing valuable hands-on business and creative experience. Clients have included the U.S. Department of State. Adviser: **Valerie Fields**.

**Hussman Ambassadors** were founded in 2012 as a student initiative to help current, future and former students navigate and succeed in the school and beyond. The ambassadors conduct information sessions for prospective students, hold welcome receptions for new students, spearhead an annual Senior Legacy fund-raising drive and lead tours of the school. Student ambassadors also regularly consult with school administrators regarding activities and initiatives. Coordinator: **Alyssa Anderson**.

**Sports Xtra** is the school's weekly, 30-minute live television show that focuses on sports news at UNC-CH and the local area. Students are responsible for all the pieces aired as well as production of the show. Supervised by a management team of professors and graduate students with professional broadcast experience, students shoot, write and edit their own stories. Adviser: **Charlie Tuggle**.

### **Publications and Organizations**

Like many universities, UNC-CH has scores of publications, newsletters, blogs and organizations in the communication field. Here are some of the main ones:

**Black Ink** is the official publication of the Black Student Movement (BSM) at UNC-CH. It was founded in 1969 as a newspaper. Now it is in magazine format. It was created to be the Black voice on campus. It continues to serve as an outlet for African American students to present their opinions, thoughts and ideas. The publication focuses on local, national and international issues that affect many students in general.

**Coulture** is a fashion and lifestyle magazine that challenges beauty standards by encouraging readers to accentuate their best features rather than conform to unrealistic societal expectations. The magazine delivers this message through the lens of UNC-CH students by way of relatable content and superior design. **Dana McMahan** leads this project.

**The Daily Tar Heel** newspaper has been publishing continuously since 1893. In 1989, it incorporated as a 501(c) (3) nonprofit corporation separate from the university. *The Daily Tar Heel* stopped taking student activity fees in 1993 and is solely funded by advertising revenue, making it both fiscally and editorially independent. The newspaper moved off campus to downtown Chapel Hill in Summer 2010. The student journalists are solely responsible for all content under the direction of the student editor-in-chief. Students in the Hussman School have served as top editors, writers and other staff members throughout its history.

**Our Chatham** is a student-focused effort to bring explanatory news to a former news desert, and to work with existing publications to expand coverage about important issues. The publication's chief delivery method is a weekly newsletter, and part of its charge is to grow audience around community input. In addition to enterprise pieces, *Our Chatham* answers – through stories – resident's questions about issues that concern the large area that makes up Chatham County.

**The Siren** is a student-produced publication that promotes a feminist perspective on issues surrounding gender, identity, sexuality and human rights. The publication confronts gender inequity and provides

readers and members of the community with a platform to share their experiences. Although the magazine was not published in Spring 2020, the group provided support to other gender-advocacy organizations (i.e., Carolina Advocates for Gender Equality) in lieu of publishing an issue of the magazine.

**STV** was founded in 1983 and broadcasts original, student-produced shows on a local cable channel. The student television organization has provided hundreds of students with the opportunity to get hands-on experience. Students serve as hosts for talk and sports shows as well as many other genres.

**UNC Creative** is a unit on campus that provides a range of professional print and web design services for departments and schools. Many students from the school intern there to gain first-hand design and editing experience.

**UNC News Services** is the official university communications service that provides news releases and maintains relations with outside media groups. Students from the Hussman School often intern with UNC News Services to gain writing, multimedia and media relations skills. Many of the fulltime professional staff members are graduates of the school. News Services has been a mainstay for school interns for many years. Our students also work for the UNC Athletics Department doing social media and graphic design.

**WXYC-FM** is a student-run radio station based at UNC-CH that broadcasts music and talk shows 24 hours a day. The 1,100 watt, non-commercial station celebrated its 40<sup>th</sup> anniversary in 2017. Hussman School students regularly work at the station.

### **Curricular Opportunities to Create Work**

Many classes offered by the school include opportunities for students to create material, often for professional clients, that develops their professional skills and abilities. A representative cross-section of those classes follows:

### **MEJO 377-Sports Communication and MEJO 476-Ethical Issues and Sports Communication.**

Students complete an assignment for a major sports organization. The assignment is agreed upon by the organization and the professor to ensure that the work will have real, practical use for the organization. Clients visits the school to hear presentations from students and to give direct critique on projects. Noteworthy clients have included:

- Orange Bowl (Ana Hernandez Ocha, director of marketing)
- United States Golf Association (Katie Bynum, head of sponsorships)
- Miami Marlins (Sean Flynn, director of marketing)
- Miami Marathon (David Scott, race director)
- Miami Heat (Kim Stone, executive vice president of arena management)
- United States Anti-Doping Agency (Travis Tygart, CEO)
- Miami Dolphins (George Martinez, director of marketing)
- International Game Fishing Association (Mike Merritt, COO)

### **MEJO 463-News Lab: Creating Tomorrow's News Products.**

Students create and share novel and immersive storytelling experiences that engage audiences by leveraging new technologies, such as artificial intelligence, and virtual and augmented reality, with unique, research-based perspectives. Students and faculty use new technologies and human-centered design concepts to solve challenging problems for media companies. Projects are rooted in scientific and consumer/audience research and leverage collaborations with subject-matter experts across the university, such as the School of Medicine and the Computer Science Department as well as multiple industry leaders.

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**MEJO 522-Producing Television News.** Students report, write, produce and anchor 30-minute live news shows. Each weekly newscast airs on local cable and includes news, weather and sports segments that can be used in student portfolios and reels.

**MEJO 673-Advertising Campaigns.** Students create advertising campaigns for real-world brands. In Fall 2019, students designed campaigns for IKEA, Venmo and Pedigree, among others. They present their final project to representatives from the client companies and receive feedback.

**MEJO 683-Magazine Design.** Students work together to produce a full-length magazine for both print and iPad. Students must develop an idea for a magazine and then research, write, edit and design the product in one semester. Students also create a fully interactive iPad version of the magazine from scratch.

**MEJO 562-Science Documentary Television.** Students created 19 North Carolina State Park mini-documentaries broadcast on North Carolina Public Television over the last seven years (2012 through 2019). Three mini-documentaries produced by students in the Fall 2019 semester aired in April 2020 on the program *SciNC* on North Carolina Public Television.

**MEJO 584-Documentary Multimedia Storytelling.** An intensive, immersive project-production class that focuses on a particular region of North Carolina or a city around the world. In the Spring semester, students focus on an international location for the

project. During Summer Session I, the class titled “Carolina Photojournalism Workshop” (CPJW), focuses on issues of the region and finds people to feature in short video profiles. Students also create written and graphical resources to give context and then design and build a website to host the stories. The works have won many important awards. Previous projects in the last six years include:

- Spring 2020: Barriers ([barriers.unc.edu](http://barriers.unc.edu))
- Spring 2019: Uprooted ([uprooted.unc.edu](http://uprooted.unc.edu))
- Spring 2018: Aftermath ([aftermath.unc.edu](http://aftermath.unc.edu))
- Summer 2018: Catawba Calling ([cpjw.unc.edu/2018](http://cpjw.unc.edu/2018))
- Summer 2017: River Reflections ([cpjw.unc.edu/2017](http://cpjw.unc.edu/2017))
- Spring 2017: Cuba’s New Wave ([cubasnewwave.unc.edu](http://cubasnewwave.unc.edu))
- Summer 2016: Mountain Lore ([cpjw.unc.edu/2016](http://cpjw.unc.edu/2016))
- Summer 2014: Edge of the Sound ([cpjw.unc.edu/2014](http://cpjw.unc.edu/2014))

**MEJO 625-Media Hub.** Students are hand-picked from various concentrations to work together to find, produce and market stories with state, regional, and at times, national appeal. Each Media Hub team has a representative from news, radio, TV, visual communication and public relations. The teams cover stories collectively, putting together integrated multimedia packages involving elements of each specialty. Stories from the Media Hub class have been featured by the *News & Observer*, *Charlotte Observer*, WRAL-TV and the *Winston-Salem Journal*, among others.

**5. Describe the unit’s career counseling and placement strategy for assistance in students’ searches for employment. List placement statistics for the three most recent years before the self-study year for which accurate information is available.**

The school is committed to helping seniors and professional M.A. students find their first job. The career services office offers students a wide range of services. Students, some as early as their first year in the school, come to career services for help with resumes, cover letters, LinkedIn profiles and portfolio sites. The career services office works with students on internship search strategy, as well as with graduating students on their job search. Much time is spent in coaching students on the importance of networking, particularly with Hussman alumni.

In addition to the above, the career services office hosts a variety of visits by professionals and other alumni. These visits fall under the moniker of “Meet the Pros.” These networking visits are either conducted in a group setting or in individual “office hours” meetings. Both formats give students a chance to learn first-hand from professionals how their careers were started and to hear important career advice.

All students in the Hussman School receive an email digest with a range of internship and job opportunities as well as other professional development opportunities. This digest is sent to students twice-weekly during the fall and spring and weekly during the summer.

The career services office also facilitates on-campus recruiting activities by employers particularly targeting Hussman School students. Some employers conduct one-on-one interviews and others hold information sessions to inform students about their companies and career opportunities. In 2019, on-campus employer visits included Bloomberg, CNN, Goodby Silverstein, Google and Politico.

In addition to on-campus recruiting, the Hussman School’s career services office collaborates with the university’s career services office. University Career

Services (UCS) organizes two large career fairs each year (one in Fall and one in Spring) that Hussman career services actively promote. Hussman career services and UCS also collaborate on other employer relations activities and our students are encouraged to take advantage of a range of UCS services, such as mock interview preparation and counseling about law school and other graduate school opportunities.

Two staff members work with students in their job search: **Jay Eubank**, director of career services, and **Jenn Sipe**, assistant director of career services. The center provides walk-in hours and students may also schedule 30-minute appointments.

The focus of the career services office is working closely with Hussman undergraduate and professional M.A. students. Alumni are encouraged to utilize career counseling offered by the UNC General Alumni Association.

The success of our students in finding employment is impressive. As shown in Figure 6.1 below, “First Destination” data for the class of 2019 indicates that 95% of the school’s students were employed and 5% were continuing their education. For the 2019 data, our career services office was able to determine the first destination of all but a handful of graduates from August 2018, December 2018 and May 2019.

**Figure 6.1**

**Placement Statistics for Previous Three Years**

Graduation Year	Graduates	Survey Respondents	Accepted Job Since Graduation	Accepted to Graduate School or Continuing Education
2019	365	347	95%	5%
2018	358	344	94%	6%
2017	393	371	93%	7%

**6. Discuss the processes in place to collect, maintain and analyze enrollment, retention and graduation rates within the major and in comparison to university rates. Discuss the findings of the analysis. Provide the URL where the unit shares its most recent retention and graduation data with the public.**



The school receives retention and graduation data annually from the UNC-CH Office of Institutional Research. The school's most recent retention and graduation data is [publicly shared on our website](#).

In 2020, UNC-CH reported a first-year retention rate of 96%, making the university one of the best in the country for students staying on for a second year. Nationwide, the average retention rate is 68%. In addition, the university's six-year graduation rate is almost 90%. Most students who declare a major in the Hussman School do so at the start of their junior year. Based on the most recent data available, of the 336 students in the entering cohort of 2017, 291 (86.6%)

were retained a second year in the program from junior to senior year. Also, 267 (79.5%) graduated within four years. In the previous year's cohort of 2016, 91% of students graduated within five years.

Enrollment, retention and graduation data are analyzed by the senior associate dean for undergraduate studies in conjunction with the school's academic advising and student engagement staff. These data are used to project enrollment so that we are able to offer the proper number of sections across a wide variety of courses to accommodate our increasing undergraduate population. Graduation rates are strong and bode well for students in our program.