

Standard 7

Resources, Facilities and Equipment



Executive summary:

The unit has an annual budget that is tied directly to the School's strategic plan. In addition to the School's operating budget, it has student fee accounts, several endowed equipment accounts, gift accounts, scholarship and raised dollars, which puts it in a unique situation as compared with other campus units. The School has three computer labs with up-to-date software, a student media center, a multimedia center, a student-run nonprofit agency and a student-run for-profit agency with ample space for students and numerous pieces of equipment from still to video cameras to camera backpacks and drones. The facilities and equipment support student learning and promote effective scholarship, teaching and learning.

1. Complete and attach Table 10, “Budget.” If necessary, provide a supplementary explanation.

Table 10. (Appendix K)

2. Describe the process through which the unit develops its budget, including preparation of the budget request and spending plan, review and approval, and the role of faculty in the process.

In the past several years, with the changes in colleges and deans and the financial situation of the university, the School’s operating budget has been in flux. With the move to the College of Arts and Sciences in 2016-17, the dean removed the School’s travel dollars and put them into the college budget. Since that time, the School’s operating budget has been much less than in years past.

The School is extremely fortunate to have four endowed professorships, several endowed accounts and has conducted significant fundraising. The unit also has lab and computer fees, which adds to the School’s bottomline.

Starting fall 2019, every communication major will pay a \$250 fee in both fall and spring semesters. Department chairs will meet to determine priorities to develop the budget, which the director will oversee. Despite the decreased operating budget, the School has continued to operate in a fiscally responsible manner and has had money for priorities within the School from travel for non-tenured faculty to equipment and renovations to meet the goals of the strategic plan.

3. Describe the adequacy of resources for the unit and the sources of revenue for those resources (university funds, fees, private funding, other). Describe how the unit will supplement its annual budget from other sources or reallocate resources to reach its strategic goals.

There isn’t a unit on campus that would say they don’t need more funds. However, the School with its endowed professorships, endowed accounts, lab fees and raised funds, has proved to have adequate funding. In fact, the School is often viewed as having an abundance of “operating” resources compared with other units.

In addition to the School’s operating budget, the School has also had a lab fee, which majors paid at \$100 per semester. Students who took lab courses in the School who were not majors paid a \$75 per semester fee. Across the College of Music and Media, the major fee starting fall 2019 is now \$250 per semester. The School has also been able to access computer technology funds from the university’s IT department. The IT department will also purchase refurbished computers for faculty for up to \$1500. Professorships or raised funds can be added to the \$1500 base.

The faculty are fortunate to have three endowed professorships, including the Rev. Aloysius B. Goodspeed, S.J. /Beggars Communication Distinguished Professor held by David Myers, the A. Louis Read Distinguished Professor of Communication held by Sonya Duhé, the Shawn M.

Donnelley Professorship in Nonprofit Communication held by Cathy Rogers and the Loyola Chair in Environmental Communication held by Robert Thomas.

All are endowed accounts and annually have drawdowns that typically cover the faculty members' entire annual travel. Other faculty such as Alvaro Bootello can use Brand Lab or Shawn Donnelley Center operations funds for travel, leaving remaining faculty and staff travel to be taken from other accounts, including operating and/or gift accounts. Recruitment travel is typically covered by the dean's office but is supported by the School when necessary.

With the assistance of a part-time advancement officer, Therese Duke, the director has raised more than \$750,000 for the multimedia facility and to name the communications studio after [J. Michael Early](#), a New Orleans television pioneer. Several years ago, the director, with the School's technology coordinator, received nearly \$200,000 for a Louisiana Board of Regents Grant. The university did give the School \$5,000 to aid in the development of the Communications Hub for all of Loyola so experts can be beamed anywhere in the world.

In addition to the funds raised for the J. Michael Early studio and scholarships, the School also has three endowed equipment accounts: Frost, Costello and the Michelle Lima accounts. The Frost and Costello accounts each have an annual drawdown of approximately \$40,000.

Other significant gifts to the School include operating funds for the Shawn M. Donnelley Center for Nonprofit Communication. Shawn, a Loyola alum, has for more than 20 years funded the center's operations. She has also begun endowing an account for the Center. Brand Lab, the student-run for-profit agency, was begun with a \$10,000 gift and now generates funds from for-profit clients such as the New Orleans Saints, Entergy, Nola Gold and other businesses.

One of the School's most recent gifts included a three-year commitment to fund a visiting professional for diversity and inclusiveness at nearly \$100,000. The School has already received funding from Gray Media for a producer incubator program for which Gray Media pays for room and board for Gray Media producers to visit Loyola and assist in teaching producing.

Since 2009, the School has also increased scholarship funds. There are two new scholarship funds with a corpus of \$25,000 and a third that is nearly at that level. Another scholarship fund's donor has continued to give in total about \$30,000 a year, but it is not endowed.

4. Describe how the resources provided by the institution compare with the resources for similar units on your campus.

Because the unit has several endowments, the School tends to fare better than other units in regard to technology. Academic units campus wide are working with a lean faculty and staff. Across campus, class caps have seen increases. However, the School has been able to cap skills courses at 20, due to the accreditation mandate. The School has, however, increased caps on several other courses to keep a lean budget.

5. Describe the unit’s classrooms, offices, computer labs or other building spaces, as well as technology support services. If the unit administers university media or student publications, include a description of equipment and facilities devoted to those operations.

The School has an abundance of technology and is proud of its resources including:

- a School office suite that houses the director, an administrative assistant and the college student services director
- faculty offices for each faculty equipped with laptops, desks and telephones
- printing services for all faculty
- three computer labs, each with 21 Mac computers that are updated approximately every three years
- student media including a newsroom with computers, a news desk where students produce a daily newscast, The Maroon Minute, and control room equipment
- camera equipment for videography, journalism, advanced journalism and capstone courses (both advanced and capstone students each have a camera bag with all accessories for the entire semester)
- six drones
- state-of-the-art multimedia facility, which includes the Communications Hub to beam experts to media across the world and a 60-seat classroom

(see [detailed information](#) of all equipment) (Appendix L)

6. Describe the unit’s most urgent needs for resources, if any, and the plan to address these needs.

The School’s most urgent need for resources is faculty lines. Faculty lines are controlled by the provost’s office. While the School currently has eight full-time faculty (four are full professors including the director), two of the four do not teach required courses in the School, and one of those is in phased retirement.

Of the remaining faculty, one has release time due to work with the University’s Quality Enhancement Plan for SACS and a third has release time since his main responsibility is advising student media. Another faculty will also be leading our online program as of fall 2019.

The School was able to hire one new faculty for fall 2019 (included in the eight total), who the School is sharing with the design department for the fall and spring. The School is scheduled to hire a tenure-track faculty for fall 2020 and plans to begin advertising later this fall.

The unit is fortunate to be in a city where there is an abundance of professionals who serve as adjunct faculty. The School has also negotiated to have professionals-in-residence and visiting professionals-in-residence in which faculty are paid more than an adjunct stipend to spend additional hours on campus. The School most recently hired a visiting professional-in-residence totally funded by Capital City Press.