
Section C. INFORMATION ABOUT THE RESOURCES OF THE PROGRAM

C-01. Library holdings and other learning resource tools.

There are more than 250 books, ebooks, audio and video files related to PR held by the library within the past 20 years. There are many more materials more broadly related to the field of communications.

Electronic Resources

The library has access to the databases Communication & Mass Media Complete and Business Source Complete, which index serials related to PR. The indexes allow researchers to locate records to articles related to PR. Other databases related to PR include Academic Search Complete and Hospitality & Tourism Index. Specialized demographic and marketing information can be found in the databases MRI+ (MediaMark Online), Local Market Audience Analyst, Nielsen PRIZM Market Segments and “Free Stuff” From VALS.

Serial Holdings

There are more than 50 electronic or print serials (e.g., magazines, journals) related to PR. More broadly, there are approximately 1041 serials related to communications and journalism. Some of the PR-related topics are communication (176 titles), communication-general (23), marketing (9, business & economics / business communication/general (6) and mass media (6).

Other Learning Resource Tools

Chat and Text Reference Services

PR students can chat or text with a librarian from Loyola University New Orleans through a consortium of librarians from the Association of Jesuit Colleges & Universities

Interlibrary Loan

Materials not directly held by the library can be requested through a free interlibrary service.

Library Instruction

Librarians provide individual consultations and classroom instruction on library reserve. There were at least 6 library instruction sessions taught for the SMC in the 2018-2019 academic year.

Librarian Liaison

Through the Librarian Liaison program, a librarian partners with each academic unit. Librarian Liaisons connect students, faculty and staff to library resources and services. They provide customized collection development and support services for each department. Elizabeth Joan Kelly, digital programs coordinator, served as the Librarian Liaison for the School of Mass Communication and Laurie Phillips, associate dean, is liaison to the departments of Art and Design, now part of the School of Communication and Design.

Online Research Guides

Library resources are collocated and annotated online by subject area. For example:
http://researchguides.loyno.edu/sb.php?subject_id=56253

There are also guides customized for particular courses:

<http://researchguides.loyno.edu/cmmna418>*

Note 418 is currently Brand Lab 384 (which changes to 486 fall 2019)

For Library Holdings, J. Edgar & Louise S. Monroe Library, Loyola University New Orleans, click below:

[List of Library Holdings](#)

[List of Library Holdings-Serials](#)

C-02. Technological currency of classroom and learning facilities compared to similar academic units.

PR students enjoy the technology used throughout the School, including three computer labs and two student run agencies--one for for-profit clients and one for nonprofits.

The School receives operating funds, student major fees and has several endowed accounts for equipment. The School also receives private funding. For example, Shawn M. Donnelley Center for Nonprofit Communications has for more than 20 years received an operating budget of \$20,000 annually to pay students who work in the center. An endowment has also been started for that unit. For-profit clients actually pay a fee for services from students in Brand Lab that is used to purchase equipment and other infrastructure needs. Private funds were also used to renovate and furnish the lab and equip it with technology.

Beginning this fall, students will pay a \$250 major fee in the fall and spring, for a total of \$500, which will also be used to operate the unit, for student resources, etc. For a complete list of all equipment in the School, [click here](#).

C-03. Budget allocations compared to similar academic units.

While the budget has decreased over the past three years, the School is fortunate to have three endowed professorships and one endowed chair, raised funds and several endowments to supplement operating funds.

Budget Item	2016- 2017	2017 - 2018	2018 - 2019 (Self-study year)
<u>Administrative salaries (exempt)</u>	<u>\$97,643</u>	<u>\$104,528</u>	<u>\$114,528</u>
<u>Teaching salaries (full time)</u>	<u>\$665,865</u>	<u>\$719,624</u>	<u>\$637,337</u>
<u>Teaching salaries (part time/adjunct)</u>	<u>\$129,833</u>	<u>\$119,167</u>	<u>\$98,667</u>
<u>Student workers</u>	<u>\$12,660</u>	<u>\$12,587</u>	<u>\$16,000</u>
<u>Clerical salaries (non exempt)</u>	<u>\$37,000</u>	<u>0</u>	<u>\$44,008</u>
<u>Equipment*</u>			
<u>Equipment maintenance*</u>			
<u>Supplies</u>			
<u>Library resources (centralized)</u>			
<u>Databases,</u>			
<u>online information services (software from computer lab fees, equipment endowments)</u>			
<u>Travel**</u>			
<u>Research</u>			
<u>Other (please list)</u>			
<u>Operating</u>	<u>\$58,920</u>	<u>\$45,332</u>	<u>\$38,856</u>
TOTAL ANNUAL JOURNALISM/ MASS COMMUNICATIONS BUDGET***	<u>\$1,001,921</u>	<u>\$999,238</u>	<u>\$949,396</u>

*taken from equipment endowments including Frost, Costello and Michelle Lima as well as communications lab fee (100 per semester per student), School gifts, Multi Media and J. Michael Early raised funds. (Lab fee is increasing to \$250 per semester starting Fall 2019).

**taken from professorships, endowed chairs, some operating and gift accounts. There are three professorships in the School and one endowed chair.

***these figures do not reflect any professorships, endowed chair and/or raised funds and endowment funds.

C-04. Scholarships, grants and gifts to the program.

The following table shows scholarships given to students in the School of Mass Communication.

	2017 - 2018	2018 - 2019
SCHOLARSHIPS AWARDED TO UNDERGRADUATE STUDENTS IN THE UNIT		
Total amount of scholarship dollars <u>from funds controlled by institution</u>	<u>\$4,184,687.00</u>	<u>\$4,664,006.00</u>
Number of students receiving scholarships <u>from funds controlled by institution</u>	<u>203</u>	<u>211</u>
Median individual scholarship <u>from funds controlled by institution</u>	<u>\$20,614.00</u>	<u>\$22,104.00</u>
Total amount of scholarship dollars <u>from funds controlled by unit</u>	<u>30,000</u>	<u>43,849.00</u>
Number of students receiving scholarships <u>from funds controlled by unit</u>	<u>20</u>	<u>22</u>
Median individual scholarship from funds controlled by unit		<u>\$250-5000.00*</u>

UNDERGRADUATE ASSISTANTSHIPS OR WORK-STUDY APPOINTMENTS

<u>Number of students holding appointments</u>	<u>50</u>	<u>49</u>
<u>Range of stipends</u>	<u>\$165-\$1,600</u>	<u>\$800-\$1,600.</u>

*some accounts such as The Maroon Editor receives all drawdown and typically has the largest financial award.

Regarding gifts to the program, the School has seen the outcomes of some of its largest fundraising efforts in the past decade. While Loyola has been engaged in its \$100 million campaign, called “Faith in the Future,” the School has raised more than a million dollars toward that goal. Fundraising priorities for the School has been the renovation of Loyola’s communications hub, the School’s multimedia facility, where experts can be beamed to television stations throughout the world. The multimedia center can also be used as an emergency operations center and for training public relations students and professionals for media training.

The School has also received funding since the last accreditation to renovate Brand Lab, facilities throughout the School and for student scholarships.

C-05. Awards received by students (year, title, organization).

Loyola University New Orleans students receive prestigious local and national awards in advertising, public relations and journalism. They also compete for scholarships recognizing their work in these fields.

For a complete list of all School awards, [click here](#).