



STUDENT PUBLICATIONS EXECUTIVE SUMMARY



The Student Publications unit operates under the auspices of the School of Journalism and Media Studies at Jackson State University and is responsible for coordinating the production of student-oriented publications, specifically, the student/campus newspaper and student magazine, and assisting with information dissemination to students via multiple platforms. The goals and objectives of the Student Publications unit support the overall mission of the School of Journalism and Media Studies by preparing students to be practitioners of Mass Communication. Through participation with The Blue & White Flash and eXperience Magazine, students develop leadership skills, engage in personal and professional development, practice hands on journalism/media skills, as well as provide a service to the students and university community.

OPERATIONAL GOALS and OBJECTIVES for 2015-16

Goal #1 Coordinate the development and production of publications designed primarily for the benefit of and consumption by students at Jackson State University.

- **Objective 1** Produce 27 issues of The Blue & White Flash campus newspaper as a forum of the free expression of ideas, opinions and information, via print and online editions
- **Objective 2** Produce 2 issues of the eXperience student magazine (creative expression, documentation of university events and student life, etc.)
- **Objective 3** Solicit local and national advertising for 2015-2016 production year

Goal #2 Provide students from diverse backgrounds, fields of study, classifications, etc., the opportunity to supplement classroom learning by gaining hands on experience in publication production, enhancing journalistic abilities and developing leadership skills.

- **Objective 1** Facilitate on-going training, leadership, decision-making and professional development opportunities for students
- **Objective 2** Recruit at least 15 students to participate in the total production and development of the student newspaper and student magazine
- **Objective 3** Provide incentives for student staff recruitment and retention and conduct weekly staff/editorial meetings

Goal #3 Increase student writing and publication awards

- **Objective 1** Attend at least one national conference and one local conference each year.
- **Objective 2** Provide accurate, ethical and informative news in each publication
- **Objective 3** Publicize awards won to aid in marketing and recognition of quality product produced.

MEANS of ASSESSMENT

Goal #1 Coordinate the development and production of publications designed primarily for the benefit of and consumption by students at Jackson State University.

- **Objective 1-2** Number of issues published, copies distributed
- **Objective 1-2** Reader/customer feedback through random survey of students and other clientele
- **Objective 3 Number** of advertisers and contacts made and total revenue generated

Goal #2 Provide students from diverse backgrounds, fields of study, classifications, etc., the opportunity to supplement classroom learning by gaining hands on experience in publication production, enhancing journalist abilities and developing leadership skills through collaboration with classes in the School of Journalism and Media Studies as well as classes that relate to publications.

- **Objective 1** Number of workshops/seminars completed
- **Objective 2** Number of students who join the publication staffs and are retained for multiple semesters
- **Objective 3** Number of articles written by students

Goal #3 Increase student writing and publication awards

- **Objective 1** Publication of competition results – number of students who win awards, recognitions, etc.
- **Objective 2** Attendance at national and local conference to include entry into newspaper contests
- **Objective 3** Published articles of award results

CRITERIA for SUCCESS

Goal #1 Coordinate the development and production of publications designed primarily for the benefit of and consumption by students at Jackson State University.

- **Objective 1-2** Reader/customer feedback through random survey conducted annually.
- **Objective 1-2** A total of 27 issues published annually, 2000 copies distributed weekly, fall issue of magazine published with 1500 copies distributed, spring issue of magazine published with 2000 copies distributed.

- **Objective 3** Number of advertisers and contacts made and total revenue generated - Contact at least 50 potential local or national advertisers annually; attain advertising revenue of at least \$10,000 annually

Goal #2 Provide students from diverse backgrounds, fields of study, classifications, etc., the opportunity to supplement classroom learning by gaining hands on experience in publication production, enhancing journalist abilities and developing leadership skills through collaboration with classes in the School of Journalism and Media Studies as well as classes that relate to publications.

- **Objective 1** Number of workshops/seminars completed – All student staffers will attend at least one (1) campus-based training workshop/seminar annually
- **Objective 2** Number of articles and photographs published by students – Continuing students will increase the number of articles written and photographs taken by 25 percent annually; new students on staff will have at least 10 articles and photographs published annually; work-study students on staff will complete one (1) article or photography assignment per week
- **Objective 3** Number of students who join publications staff and are retained will increase by 5 percent annually

Goal #3 Increase student writing and publication awards

- **Objective 1** Publication competition results – attain at least three (1st place) awards either nationally, regionally, or statewide or a total of five (8) awards combined in state, regional or national competitions; complete entries in at least two (2) media competitions
- **Objective 2** Attend annual HBCU Media Conference and Mississippi Press Association Conference and enter newspaper contests at each conference
- **Objective 3** Recognitions received from awards received at contest

RESULTS

Goal #1 Coordinate the development and production of publications designed primarily for the benefit of and consumption by students at Jackson State University.

- Coordinated the development and production 25 regular print editions (2000 copies each week) of The Blue & White Flash, and a special August “Welcome Week” edition (2000 copies) for new students.
- The online edition of the Flash was updated bi-weekly (on Tuesday and Thursday (to coincide with weekly print editions).
- Two editions of the student eXperience magazine was printed (1500 fall 2015 edition copies and 2000 spring 2016 edition copies) and posted online.
- A total of 102 national and local advertisers were contacted.
- Goal of attaining \$10,000 in advertising was not met: 2015-2016 revenue - \$6,777.97

Goal #2 Provide students from diverse backgrounds, fields of study, classifications, etc., the opportunity to supplement classroom learning by gaining hands on experience in publication production, enhancing journalistic abilities and developing leadership skills.

- A total of 86 students were recruited for The Blue & White Flash, and eXperience Magazine, including volunteers, work-study and work-aid, practicum students and Mass Communication volunteers.
- A total of 22 students attended the writer's workshop held in September. Additionally 15 students attended a state media conference hosted by the Mississippi Press Association.
- Twenty-four (24) new students joined the newspaper staff. Eleven (11) new students joined the magazine staff.
- Three (3) students held leadership positions for the 2015-2016 academic year.
- Average number of articles written per newspaper staff member = 9
- Average number of photographs taken per newspaper staff member = 8
- Average number of articles written per magazine staff member = 1
- Average number of students attending weekly staff meetings = 14
- Number of magazine production hours by students = 85
- Number of newspaper production hours by students = 1100
- A total of 34 students volunteered to help with distribution, earning community service hours.
- Number of community service hours contributed by volunteers weekly = 150
- Number of hours with newspaper distribution by student staff = 300

Collaborations

- During the fall and spring semesters of 2015-2016, the MC301 Intro to News Reporting class – 28 students contributed 98 articles to The Flash (print and online); 8 students contributed 2 videos for the online Flash.
- During the fall and spring semesters of 2015-2016, the MC Feature writing class – four (4) students contributed four (4) articles to The Flash (print and online).
- During the fall and spring semesters of 2015-2016, the MC301 Intro to News Reporting class – 17 students contributed to a special election story published in the fall issue of the eXperience Magazine.
- During the fall semester, three (3) students from the MC Feature writing class contributed three (3) stories to the eXperience Magazine.

Retention

- Thirty (30) of the newspaper staffers remained for at least one (1) semester.
- Fifteen (15) of the newspaper staffers remained for at least two (2) semesters.
- Four (4) of the newspaper staffers remained for at least two (2) academic years.
- Eleven (11) of the magazine staffers remained for at least one semester.
- Nine (9) of the magazine staffers remained for at least two (2) semesters.
- Two (2) of the magazine staffers remained for at least two (2) academic years.

Goal #3 Increase student writing and publication awards

- The Flash newspaper staff did not attend a national conference this year because the scheduled conference sponsored by the BCCA was cancelled. The staff did attend the statewide newspaper conference sponsored by the Mississippi Press Association.
- The Flash newspaper won a total of thirteen (13) awards in a statewide media contest sponsored by the Mississippi Press Association – 5 (five) first place; 5 (five) second place; and 3 (three) third place.

- Results of awards won at statewide MPA newspaper contest were published on the Jackson State University News site online and the Blue & White Flash print and online editions.
- Writer's Workshop was held during the fall semester to help improve writing, improve Associated Press style of writing and photography skills. Twenty-two (22) staff members attended.

USE of EVALUATION RESULTS TO IMPROVE SERVICES

Goal #1 Coordinate the development and production of publications designed primarily for the benefit of and consumption by students at Jackson State University.

- Continue to provide printed and online editions of the student newspaper with major emphasis on multi-media elements.
- Continue to provide printed and online access of the student magazine with major emphasis on feature writing and photography.
- Continue to solicit local and national advertising for all student publications with an emphasis on increasing online advertising capabilities.

Goal #2 Provide students from diverse backgrounds, fields of study, classifications, etc., the opportunity to supplement classroom learning by gaining hands on experience in publication production, enhancing journalistic abilities and developing leadership skills.

- Recruit more students from all disciplines to join student publication staffs with special target majors that include Mass Communication, English, Art (Graphic Design).
- Seek funds to offer monetary compensation to student editors and staff members.
- Develop more class collaborations to attract, increase and maintain a diverse student staff.

Goal #3 Increase student writing and publication awards

- Enter a national and statewide newspaper contest to increase award opportunities.
- Offer Writer's Workshop two times a year in the fall and spring semesters

MAJOR ACCOMPLISHMENTS

Summary of Accomplishments

2016 O.C. McDavid Journalism Conference -- Mississippi Press Association

- 1st Place - Best Feature Story - Dwayne Joseph, Jr. - 2 year staff member
- 1st Place - General News Photo - William H. Kelly - 2 year staff member
- 1st Place - Single Advertisement - William H. Kelly III - 2 year staff member
- 1st Place - Use of Video - The Blue & White Staff
- 1st Place - Best Website - The Blue & White Flash Staff
- 2nd Place - Editorial Cartoon - Kristen Hudson - 1 year staff member
- 2nd Place - General News Photo - William H. Kelly III - 2 year staff member
- 2nd Place - Single Advertisement - William H. Kelly III - 2 year staff member
- 2nd Place - Editorials - Deirdra Harris-Glover - 1 year staff member
- 2nd Place - Use of Video - The Blue & White Staff
- 3rd Place - Single Advertisement - William H. Kelly III - 2 year staff member
- 3rd Place - Best Front Page - The Blue & White Flash
- 3rd Place - General Excellence - The Blue & White Flash

- **Collaboration** with four (4) SJMS classes: Intro to News Reporting, Multi-Media Journalism, Feature Writing and Practicum
- **Collaboration:** *JSU Welcome Week Committee*
- **Collaboration:** HBCU HIV/AIDS Prevention Initiative Project
- **Latasha Norman Run/Walk:** Student Publications placed 1st for 5K Walk team; with individual winners including Orionna Brumfield – 1st Place Walker (female), William H. Kelly III (1st place Walker (male)
- **Marketing/Promotional Efforts (internal and external)** – Created flyers for Student Affairs promotional and marketing for SJMS, Career Services Center, Alice Varnado Harden Community Service and Civic Engaged Learning, and Centers for Student Engagement

OPERATIONAL GOALS and OBJECTIVES for 2016-2017

Goal #1 Coordinate the development and production of publications designed primarily for the benefit of and consumption by students at Jackson State University and community supporters.

- **Objective 1** Produce 27 issues of The Blue & White Flash campus newspaper as a forum of the free expression of ideas, opinions and information, via print and online editions.
- **Objective 2** Produce 2 issues of the eXperience student magazine (creative expression, documentation of university events and student life, etc.)
- **Objective 3** Solicit local and national advertising for 2015-2016 production year by offering more online advertising options.
- **Objective 4** Increase distribution to off campus locations in the Jackson Area
- **Objective 5** Increase the number of online viewers to the online Blue & White Flash Website and Increase viewers to Student Publications Social Media entities, which include Instagram, Twitter and Facebook

Goal #2 Provide students from diverse backgrounds, fields of study, classifications, etc., the opportunity to supplement classroom learning by gaining hands on experience in publication production, enhancing journalistic abilities and developing leadership skills.

- **Objective 1** Facilitate on-going training, leadership, decision-making and professional development opportunities for students
- **Objective 2** Recruit at least 20 students to participate in the total production and development of the student newspaper and student magazine.
- **Objective 3** Provide incentives for student staff recruitment and retention and conduct weekly staff/editorial meetings.
- **Objective 4** Increase collaborations with classes in the SJMS as well as classes that relate to publications including Graphic Design, Fine Art, Marketing, etc.

Goal #3 Increase student writing and publication awards

- **Objective 1** Attend at least one national conference and one local conference each year.
- **Objective 2** Provide accurate, ethical and informative news in each publication.
- **Objective 3** Publicize awards won to aid in marketing and recognition of quality product produced.