

Appendix A

Word-file Version of the Internet-based Survey AEJMC Task Force On Diversity Survey

Part I: Recruitment

Within the last two years, which, IF ANY, of the following avenues have been used regularly for trying to RECRUIT minority faculty? Regularly means every or almost every time there is a job opening.

(Please indicate: Yes, No or Uncertain next to each)

Advertising in specialized minority publications?

Advertising on the AEJMC listserv?

Mailing your job announcement to all AEJMC members?

Mailing your job announcement to members of the Commission on the Status of Women, the Commission on the Status of Minorities or the Minorities & Communication Division?

Advertising on a specialized minority listserv?

Attending a minority-related job fair or conference to recruit faculty in person?

Calling other schools to identify new minority graduates?

Engaging the efforts of minority faculty even from other units on campus.

Other types of networking?

What OTHER efforts does your academic unit take to RECRUIT minority faculty?

Does your unit or university offer any distinctive inducements to ATTRACT potential minority hires? If so, which might those be?

REGARDLESS if they have been used or not, which of the following inducements would be available to your unit if you pursued a minority hire?

(Please indicate: Available or Not Available)

Salary supplements

Guaranteed summer teaching for at least one or more years

Summer research grants.

Support to design a specialized course.

Spousal accommodations for his/her to get a job on campus or off campus.

Joint appointment with another department.

Arranging an affiliation with another department for interdisciplinary, collaborative opportunities.

Reduction in teaching load to permit new faculty member to conduct and publish research.

Part II: Retention

Does your unit or university offer any structure, plan or program to RETAIN minority faculty?

Yes

No

Please describe briefly:

Does your academic unit currently have in place any of the following structures or plans to retain a minority hire?

(Please indicate: Yes, No or Uncertain next to each)

Mentoring, formally or informally.

Efforts to connect minority faculty with other minorities in the university and/or the local community.

Collaboration with other faculty for puposes of research or grants.

Team teaching.

Ability to design a specialized course.

Professional development opportunities.

Designated funds for counter offers.

Other (please specify):

Does your academic unit currently have in place any of these structures, plans or activities to help promote JUNIOR faculty?

(Please indicate: Yes, No or Uncertain next to each)

Paid semester off after first 3 years of teaching.

Guidance to prepare for the promotion/tenure process.

Matching up/mentoring by senior faculty.

Matching up/mentoring by MINORITY senior faculty.

Other

Please elaborate on 'other':

Does your academic unit currently have in operation any plan to aid in the promotion of junior MINORITY faculty to senior levels or to administrative roles? If yes, please describe that plan in the space below.

Regarding working parents, does your university provide easily available day-care on campus or close to campus?

Again regarding working parents, does your university provide financial aid or subsidy for that facility or some other child care service?

Part III: Diversity Awareness

Directions: Please mark beside your answer with a CAPITAL X and/or elaborate with text where applicable. Please answer ALL questions unless they are not applicable.

How many tenure track faculty regularly teach courses and/or conduct research about ethnic/racial minority issues in journalism/communication?

None

One

Two or more

What is the ethnicity and gender of the professor who regularly teaches a course and/or conducts research about ethnic/racial minority issues in this field?

Latina female

Latino male

African American female

African American male

Asian American female

Asian American male

American Indian female

American Indian male
Caucasian/Anglo/white female
Caucasian/Anglo/white male
Other female
Other male

During the last two years, how many faculty has your unit hired who could teach and conduct research about ethnic/racial minority issues?

None
One
Two or more

Please list the GENDER, ETHNICITY and RANK of these faculty members separated by commas:

Part IV: Faculty Overview

Name of Journalism/Communication Unit: (e.g., School of __; Dept. of __; College of __)

Name of University:

State:

What is the total number of tenure-track faculty in the unit [school, dept., college] under your directorship?

How many of the tenure-track faculty are U.S. MINORITIES, meaning African American, Latino/Hispanic, Asian American or American Indian? Just to clarify, the number would thus exclude faculty members originally from another country and who are not U.S. citizens.

How many of the tenure track faculty currently are at the ASSISTANT Professor level?

How many of the Assistant Professors are U.S. MINORITIES?

None
One
Two or more

Please choose the ethnicity and gender of that professor.

Latina female
Latino male
Asian American female
Asian American male
African American female
African American male
American Indian female
American Indian male
Other female
Other male

How many of the tenure track faculty currently are at the ASSOCIATE Professor level?

How many of the Associate Professors are U.S. MINORITIES?

None
One
Two or more

Please indicate the NUMBER, GENDER and ETHNICITY of each separated by commas.

How many of the tenure track faculty currently are at the FULL Professor level?

How many of the faculty tenured at the FULL Professor level are U.S. MINORITIES?

None

One

Two or more

Please indicate the NUMBER, GENDER and ETHNICITY of each separated by commas.

During the last two years, has there been any hiring of SENIOR faculty at the Associate or Full Professor level?

How many of the new hires in the last two years are U.S. MINORITIES?

None

One

Two or more

Please indicate the GENDER, ETHNICITY and RANK of each new hire within the last two years separated by commas.

Part V: Program Overview

How many students overall are at your university?

What is the total number of the university population which is NOT Caucasian/Anglo/white?

How many UNDERGRADUATE students are in your Journalism/Communication Unit?

How many FEMALE UNDERGRADUATE students are in your journalism/communication Unit?

How many of the FEMALE UNDERGRADUATE students in your journalism/communication unit are ETHNIC MINORITY?

How many of the MALE UNDERGRADUATE students in your journalism/communication unit are ETHNIC MINORITY?

Does your unit offer:

MA and/or MFA only (If undergraduate only please skip to end)

PhD and MA and/or MFA

How many MA/MFA students are in your journalism/communication unit?

How many of the MA/MFA graduate students are FEMALE?

How many of the FEMALE MA/MFA students in your journalism/communication unit are ETHNIC MINORITY?

None

One

Two or more

Please indicate the total number and corresponding ethnicity/race of the minority FEMALES who are MA/MFA students in your journalism/communication unit.

How many of the MALE MA/MFA students in your journalism/communication unit are ETHNIC MINORITY?

None

One

Two or more

Please indicate the total number and corresponding ethnicity/race of the minority MALES who are MA/MFA students in your journalism/communication unit.

How many PhD students are in your journalism/communication unit?

How many of the PhD students are FEMALE?

How many of the FEMALE PHD students in your journalism/communication unit are ETHNIC MINORITY?

None

One

Two or more

Please indicate the total number and corresponding ethnicity/race of the minority FEMALES who are PhD students in your journalism/communication unit.

How many of the MALE PhD students in your journalism/communication unit are ETHNIC MINORITY?

None

One

Two or more

Please indicate the total number and corresponding ethnicity/race of the minority MALES who are PhD students in your journalism/communication unit.

Thank you for helping us complete this important project. The AEJMC Task Force on Diversity will present the results at the AEJMC convention this summer in San Antonio. If you have any questions before then, please feel free to contact: Dr. Federico Subervi at subervi@latinosandmedia.org.

For contact purposes ONLY, your name:

Appendix B

Examples of the e-mail Correspondence Related to the Survey

AEJMC Diversity Study Preliminary Email for Point-of-Contact Verification, etc.

Subject: Important Information from AEJMC

Dear Department Director:

Your department has been randomly selected to participate in an upcoming AEJMC study on diversity. You are receiving this email as a preliminary survey step for two reasons.

First, we want to ensure that you are the correct point of contact at your university to answer the Web survey questions. Second, if so, we want to alert you to the information you will need to gather in order to quickly respond to the Web survey.

Regarding the first point, if you are the head of your university's journalism division, or umbrella communication(s) branch, please do NOT respond to this email. We will know we have accurately reached you.

If you are NOT the point of contact at your university, would you please be so kind as to alert us to this fact? To do so, please respond to this email by Monday, June 6th. We can do the footwork to learn who the best person is, but we need the heads up to do that.

Regarding the second point, and assuming you are the correct point of contact, please prepare whatever materials you may need to let us know the most recent information regarding:

- the overall statistics regarding the gender and race/ethnicity characteristics of your graduate and undergraduate students, and
- the overall statistics regarding the gender, race/ethnicity, and rank of your tenure track faculty.

This study has been commissioned by the AEJMC by way of its Task Force on Diversity. Your participation is imperative to the success of an accurate assessment of where our discipline stands on the crucial issue of minority recruitment and retainment, both at the student and faculty level.

We appreciate, in advance, your participation in this important endeavor.

Please feel free to contact us directly with any questions or concerns.

Sincerely,

Federico Subervi, Ph.D.
Communications Scholar
AEJMC Task Force on Diversity
Cell: 512.965.5267
Email: subervi@latinosandmedia.org

AEJMC Diversity Study Introductory Email

Subject: AEJMC Task Force on Diversity Survey

Dear Department Director:

As a follow up to our previous email, enclosed please find the survey link of the Association for Education in Journalism and Mass Communication (AEJMC) Task Force on Diversity.

This study seeks to assess where our discipline stands on the crucial issue of minority recruitment and retention, with respect to faculty and students.

The survey will not take more than 15 minutes with the proper documents at hand. Once again, those documents are:

- the overall statistics regarding the gender and race/ethnicity characteristics of your graduate and undergraduate students, and
- the overall statistics regarding the gender, race/ethnicity and rank of your tenure track faculty.

The survey also inquires about your policies for recruitment and retention of minority faculty and students.

The survey link is:

If needed, the survey can be revisited once it is opened and begun (but not sent).

On behalf of the Task Force and AEJMC, we appreciate your prompt reply to this survey. As an additional incentive, **AEJMC will enter all survey respondents into a drawing for a free online job posting, worth \$125.** We will announce the winner and present the survey findings at the AEJMC Convention in San Antonio this August.

To achieve our research goal, your response is necessary **by Friday, July 8th.**

Please feel free to contact us directly with any questions or concerns.

Sincerely,

Federico Subervi, Ph.D.
Media Consultant & Scholar
AEJMC Task Force on Diversity
Cell: 512.965.5267
Email: subervi@latinosandmedia.org

AEJMC Diversity Study Reminder Email Example:

Subject: Follow-Up Reminder about AEJMC Survey

Dear [Name]:

If you have already completed the AEJMC Task Force on Diversity Survey, we thank you for your extremely prompt reply. If not, we call to your attention the importance of this endeavor and the impending deadline, which is Friday, July 8th.

We would also like to remind you of the possibility, through your participation, for receiving **a free online job posting, worth \$125.**

We will announce the winner and present the survey findings at the AEJMC Convention in San Antonio this August.

I will be following up with a personal reminder call if we have not received your response by July 5th.

Again, thank you for your participation, and good luck.

Federico Subervi, Ph.D.
Media Consultant & Scholar
AEJMC Task Force on Diversity
Cell: 512.965.5267
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AEJMC Diversity Study Email Extension Example:

Subject: New Deadline, Great Reasons for Responding

Dear _____,

Good news: The deadline for the AEJMC Task Force on Diversity survey and your chance to win **a free online job posting, worth \$125**, have been extended! The new deadline is Thursday, July 14th.

To participate in the survey, please click on the link below:

To view “What’s in this for me” reasons to participate in this survey, please see the letter embedded below.

Many thanks, in advance, for your cooperation, good luck, and please don’t hesitate to contact us with any questions.

Best wishes,

Federico Subervi, Ph.D.
Media Consultant & Scholar
AEJMC Task Force on Diversity
Cell: 512.965.5267
Email: subervi@latinosandmedia.org

Dear Colleague:

Last week, a department chair wrote to ask why he should respond to the Task Force on Diversity Survey of the AEJMC. My reply, which hopefully explains in more detail the value of this for you and for our field of journalism and communication, is shared below.

To answer your first question, "What is the return that our department will get from participating in the survey?" I will first point out why the survey is being conducted:

Across the country, many departments, schools and colleges of Journalism and Mass Communication have been seeking ways to improve their units by, among other measures, trying to recruit and retain faculty and students of ethnic/racial minority backgrounds. The discussion reflects the indisputable changing demographics, especially in major metropolitan areas, where ethnic/racial minorities are or will soon be the majority, at least numerically.

Thus, a few schools have successful programs in some areas of recruitment and retention of ethnic minority faculty and students, and are even developing curricular changes to such ends. Other schools, however, have not implemented such programs but are seeking ways to improve in these arenas.

By surveying programs across the country and assessing what measures are being implemented, as well as how such measures may correlate to the diversity of faculty and students, the AEJMC Task Force on Diversity will be able to (a) better understand the successful measures and activities; (b) discern shortcomings and areas that need improvement; and (c) offer recommendations to the directors and faculty interested in such matters.

This means that you and your department, by participating in this survey, will subsequently benefit from the "collective experience and wisdom" that is gathered from the information you and other administrators provide. That wisdom may then be instrumental in your own efforts to improve the recruitment and retention of faculty and students of diverse ethnic/racial minority groups. Of course, implicit in this statement is an assumption that you and your colleagues value that diversity and what it can bring to you and your school.

Having stated the above, I can hope that your second question-"How will the information be used and what value will it have to us as a department?," has been answered. What is missing is a couple of details.

The preliminary results of the survey will be shared at the AEJMC convention to be held in San Antonio, Texas, August 10-13, 2005. As the data are further analyzed, the findings will be published and made available to all participants and the AEJMC membership at large. This will be done with a PDF file that can be accessed at the AEJMC home page, or in some other format.

One additional way in which the data will be shared is with a publication in some academic journal. That, of course, will take a bit longer. It will also depend on the completeness and quality of the data we obtain. As you may discern, the success of the survey, and being able to publish it in any format, is subject to the cooperation of administrators like you who take the time to share with us their department's information about these matters.

I will close with one additional point: When we embarked on the survey, we simplified it as much as possible knowing quite well how busy administrators are with other matters of greater priority to them. Yet, we also assumed that the statistical data on their faculty and students would be easily at hand, as it is usually collected for intra-university reports. Aside than those statistics, the other information we request simply requires clicking on bubbles and expanding on a few spaces as needed.

Once again, thank you for your questions, which I hope to have answered to your satisfaction. If not, please let me know, and I will follow-up with a call during which I will try even harder to answer them. I also thank you in advance for your time, should you decide to respond to the survey.

AEJMC Diversity Study Email Final Extension Example:

Dear _____:

Because it's summer, and maybe you and/or your helpful staff have been on vacation and thus unable to offer a timely response to the AEJMC Task Force on Diversity survey, we decided to extend the deadline one last time.

You now have until Sunday, July 24, to respond to this important study.

We will begin the analysis of the data on the morning of Monday, July 25.

We are confident this extra week will be valuable for you to contribute to the success of our project.

This extension also means you have yet another opportunity not only to respond but also to be entered into the drawing **for a free online job posting, worth \$125**. The winner will be announced at the convention and via e-mail.

As a reminder, when you start answering the survey, you should have at hand the following items:

- the overall statistics regarding the gender and race/ethnicity characteristics of your graduate and undergraduate students, and
- the overall statistics regarding the gender, race/ethnicity and rank of your tenure track faculty.

If having a hard copy of the survey will help you prepare for responding, just let us know; we'll get one to you immediately.

Please set aside 15-20 minutes to do the survey.

Finally, whatever your question or concern about this may be, please let us know, and we'll do our best to assist.

Renewed thanks for your patience and attention to this important endeavor.

Federico Subervi, Ph.D.
Media Consultant & Scholar
AEJMC Task Force on Diversity
Cell: 512.965.5267
Email: subervi@latinosandmedia.org

Appendix C

Word-file Version of the Internet-based 30-Second Survey

Dear _____:

This is a very brief inquiry to assess the non-responses to the survey of the AEJMC Task Force on Diversity.

1. Reason(s) for not responding. Select all that apply:

- Did not have access/on hand the statistics on the demographics of the faculty
- Did not have access/on hand the statistics on the demographics of the students
- Lack of time
- Too complicated
- Didn't think my response was really needed or makes a difference in these matters
- Not interested in these matters
- Other:

2. If you selected either of the first four options, would you be willing to respond to a shorter Internet-based survey just about the *recruitment and retention policies*?

- Yes
- No

3. If you answered "no" to question 2, would you be willing to respond to a telephone survey, at least about the *recruitment and retention policies*?

- Yes
- No

4. If "yes" to the last question, best day and time to receive our call:

- Monday, best time:
- Tuesday, best time:
- Wednesday, best time:
- Thursday, best time:
- Friday, best time:

Thank you very much,
Federico Subervi

APPENDIX D

AEJMC-TFD Survey Respondents and Non-Respondents

37 Accredited Program Survey Respondents (Alphabetized by Name)

Abilene Christian University	Texas State University
Arizona State University	The Pennsylvania State University
Arkansas State University	The University of Texas at Austin
Brigham Young University	University of Alabama in Huntsville
Central Michigan University	University of Alaska Anchorage
Colorado State University	University of Colorado
Florida A&M University	University of Georgia
Indiana University	University of Illinois
Iowa State University	University of Kentucky
Jackson State University	University of Louisiana at Lafayette
Kent State University	University of Minnesota
Marquette University	University of North Carolina - Chapel Hill
Murray State University	University of Oklahoma
New Mexico State University	University of Oregon
Nicholls State University	University of South Carolina
Northwestern State University	University of Tennessee
Oklahoma State University	West Virginia University
San Jose State University	Western Kentucky University
Syracuse University	

32 Accredited Program Non-Respondents (Alphabetized by State Location)

University of Alaska -- Fairbanks	University of Montana
California State University, Chico	University of Nevada-Reno
University of Southern California	Columbia University
University of Miami	Hofstra University
University of South Florida	New York University
Eastern Illinois University	South Dakota State University
Northwestern University	University of Memphis
Indiana University, Bloomington	University of Tennessee at Chattanooga
Purdue University	University of Tennessee at Martin
Drake University	Baylor University
Kansas State University	Texas A&M University, Corpus Christi
Grambling State University	Texas Tech University
University of Louisiana, Monroe	University of Utah
Southern University of Louisiana	Hampton University
University of Mississippi	Norfolk State University
University of Missouri	Washington and Lee University

3 Accredited Programs With Whom the Survey was Piloted:

San Francisco State University
Northwestern State University
Middle Tennessee State University

**24 Non-Accredited Program Respondents
(Alphabetized by Name)**

Appalachian State University	Maryville University of Saint Louis
Boston University	Ohio Wesleyan University
Butler University	Prairie View A&M University
Cabrini College	Sam Houston State University
Cal Poly Pomona University	Southern Illinois University
Central Washington University	Southern Methodist University
Eastern Kentucky University	The University of Texas-Pan American
Elizabethtown College	The University of Texas - Permian Basin
Elon University	The University of Toledo
Goshen College	University of Texas at El Paso
Hardin-Simmons University	University of Western Florida
Hood College	Xavier University of Louisiana

**44 Non-Accredited Program Non-Respondents
(Alphabetized by State Location)**

John Brown University	Central Missouri State University
University of Central Arkansas	Southwest Missouri State University
California Polytechnic State University, San Luis Obispo	Keene State College
Calif. State University, Dominguez Hills	Rowan University
Menlo College	Marist College
University of Northern Colorado	Niagra University
Flagler College	Youngstown State University
Boise State University	Franciscan University of Steubenville
Loyola University Chicago	Oklahoma City University
MacMurray College	Lehigh University
Illinois College	Shippensburg University of Pennsylvania
Governor's State University	LaSalle University
Indiana State University	Texas Southern University
Grand View College	University of Texas at Arlington
University of Northern Iowa	Weber State University
Pittsburg State University	Radford University
Washburn University	Virginia Polytech Inst. & State University
Bowie State	Lynchburg College
Northeastern University	Pacific Lutheran University
Wayne State University	University of Wisconsin – La Crosse
Minnesota State University, Mankato	University of Wisconsin – Madison
Rust College	University of Wisconsin – Milwaukee

3 Non-Accredited Programs With Whom the Survey Was Piloted:

California State University, Los Angeles
Hardin-Simmons University
University of South Carolina Aiken

3 Non-Accredited Programs Included in Initial Sample List But NOT in Study:

CA—Univ of Pac 2 (unidentifiable)
University of Missouri-St. Louis
University of Puerto Rico

