

On-going coordinating meetings with SOC Dean and European campus media heads

April/May 2003—

Dean Carpenter and Associate Professor of Interactive Digital Media, Jill Silverstein, met with Ayda Sakbani, Paul Sutin and Ray Bonan and media students at the Geneva campus and with Arthur Hirsh and Bil Fulton and media students and faculty at the Vienna campus.

Operational results:

- Development of more defined goals of the European media communications majors
- Refinement of media communications offerings and prerequisites
- Analysis of hardware and software needs to meet curriculum demands
- Identified need for more reliable communication methods between Europe and St. Louis administration
- Coordination of specialty areas of media course offerings (Geneva, digital media production and media writing courses; Vienna, journalism; Leiden, general media communications and video; London, public relations.)

Student learning results:

- Two Geneva media students expressed interest in studying with the extensive audio and other in FA media equipment at the St. Louis home campus and were consequently helped to spend a semester in St. Louis in FA 04 studying video and audio production.
- Student survey (39 responses) showed that photography and audio recording were areas of media communications of particular interest to the Geneva students resulting in the expansion of the courses offered in these two areas and the use of off-campus enhanced audio recording studio space.

February 4, 2004---

Media curriculum discussion meeting with Dean Carpenter and Arthur Hirsh, Bil Fulton and Michael Freund and students at the Vienna campus; with Ayda Sakbani, Robert Spencer, Tammy Rosso and Paul Sutin and students in Geneva and with Len Evens, Addie McAddon, Jacques Kaat and media students in Leiden. Associate Professor in Interactive Digital Media, Jill Silverstein, accompanied Dean Carpenter to assist with digital editing software advising of the European campuses.

Operational results—

Brainstorm ideas collected from the Geneva faculty for 11 media comm. course learning outcomes. This input shared with St. Louis department chairs and included in the creation of the official learning outcomes for the School of Communications.

Student learning results:

- Students at the Vienna and Geneva campuses were able to use newly-purchased digital editing systems compatible with those used in the Media program in St. Louis allowing the offering of additional MEDC, VIDE, INTM courses to the European media students.

May 2004--

Discussion of assessment and SOC curriculum in London with Dottie Marshall-Englis, director, David Morgan, academic director, Mo Dodson, media head, and the media

faculty and in Leiden with Len Evens, director, Jacques Kaat, academic director, Addie McAddon, media head and media faculty. Topics included assessment progress, brainstorming of student learning outcomes by course, media equipment and the digitalization trend and review of the computer lab capacities by Dean Carpenter and Associate Professor Jill Silverstein.

Operational results:

- Specific questions concerning advising media comm. students and requirements for the media comm. internships were answered and portfolio review guideline policies were shared with all 3 campus media heads. On-going discussions of course learning outcomes were held.

Student learning results:

- At the suggestion of the Geneva students, the wording “without emphasis” dropped from the title of the Media Communications degree thereby changing the title on all graduates’ diplomas.
- Geneva Media students obtained internships at Chadwick Ad agency and with Paul Sutin’s audio recording studio to tape the Montreaux Jazz Festival.
- Geneva students created a Media Club or Café
- Students in all 3 sites learned about the requirement of the Portfolio Review and subsequently all media comm. majors passed their reviews.
- St. Louis media comm. student received a housing stipend/scholarship to attend the Leiden campus to help start up their student newspaper.

October 13, 2005—

European summit of all media heads outside United States, Dean Carpenter presiding, held in Leiden, Netherlands to discuss assessment, media curriculum changes and student contests participation in the Webbies Awards program. In attendance, Addie McAddon, Leiden media head; Paul Sutin, Geneva media head; Michael Freund, Vienna media head; and Gloria Walker, Thailand media head.

Operational results:

- plans made for student participation in the 2007 Webbies Awards from all campuses having the media program;
- committee formed to “internationalize the media law course” to expand it from a U.S. centered perspective;
- inclusion of European and Asian campuses in the School of Communications assessment program with shared course and program learning outcomes, common syllabi formats and use of the expanded grade form, effective Fall 2008.

Student learning results:

- Students in 4 European campuses participated in the 2007 Webbies Awards winning 3 Webbie Awards on media coursework judged first place by media professionals outside the university;
- 3 students representing the media students in Leiden, Geneva and Vienna were brought to St. Louis to participate in the Awards ceremony on April 9, 2007 resulting in shared understanding of the world of media communications by students in the School of Communications;
- changes in the Media Communications curriculum representing new learning opportunities provided by having campuses in Europe and Asia effective in the 2005-2007 Undergraduate catalog such as the addition of the International Audio Certificate and the expansion of the Global Journalism degrees.

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