Executive Summary:

In AY16, the College of Communication and Creative Arts finished the fourth full year with six departments. Our undergraduate program enrollment remained fairly steady, with some growth in minors, concentrations, and liberal studies sequences. The college had over 1,600 undergraduate majors, 380 minors, and 290 liberal studies sequence students (includes CHSS and Ed), plus 82 students in our largely interdisciplinary concentrations. We also had over 50 students (an increase of 10 over AY15) in our graduate programs and an additional 21 students in COGS. Applications for AY17 have decreased from AY16 and yield is somewhat lower, possibly due to increased pressure from competitors. However, for admitted students, average SAT and high school GPA have increased.

With major courses, substantial general education offerings, support courses for other programs, and graduate courses, CCCA serves the needs of many Rowan students. In fall and spring sessions, we provided almost 56,000 SCH of courses to 18,479 students (course headcount), operating at 92% efficiency. Program development has continued this year, with revisions to current programs and proposals for new programs currently in process. Faculty and students continued to produce scholarly and creative work, with more than 31 published books and articles, 55 competitively selected conference presentations, 56 creative/art/media/professional presentations and screenings, 11 professional officer/reviewer positions in professional organizations, and 8 grants. Faculty and students were honored for their work in the fields of communication and creative arts by a variety of organizations at regional, national, and international levels.

This report includes relevant information from each of the six departments, as well as the Art Gallery and the WGLS-FM Radio Station. In addition, some of the information reported here applies college-wide. We continued to work on increasing synergy between various units and departments, such as hosting professional networking or readings of creative work in the Art Gallery and promoting interdisciplinary programs.

Major Initiatives:

- In AY16, the Rowan University Art Gallery (301 High St.) and Rowan University Art Gallery West hosted five major exhibitions and were featured in numerous stories in traditional and electronic media. In addition, they hosted several panel discussions and art lectures with audiences over 200 participants per event, as well as numerous class visits. The RUAG received two grants supporting its education and outreach efforts.
- In Fall 2015, the Department of Public Relations and Advertising, along with the RUAG, moved into the newly renovated 301 High building. This new building hosted over 50 Public Relations, Advertising, and Journalism classes, enrolling almost 1,000 students, in each semester of AY16.
- As part of the outreach with the Rowan medical schools, Dr. Clara Popa and Dr. Joy M. Cypher of the Department of Communication Studies both participated in the Medical Humanities Lecture Series for 4th year medical students at Rowan SOM. Dr. Cypher also presented in the Professionalism in Medicine class of first-semester medical students.
• Through the efforts of Mark Berkey-Gerard, the Department of Journalism is working in partnership with the Center for Cooperative Media at Montclair State University on initiatives and events to bolster local, public interest journalism in New Jersey. Prof. Berkey-Gerard attended the New Jersey News Summit and is helping plan a summer event on news sustainability.

• The Department of Journalism moved toward establishing ongoing curriculum in the area of entrepreneurial journalism. Prof. Carl Hausman spent the spring semester as a visiting professor at Millersville University, where he co-developed a new curriculum in the area.

• PR/Advertising seniors participated in major national competitions: The Bateman Case Study Competition, hosted by the Public Relations Student Society of America (PRSSA), and the National Student Advertising Competition (NSAC), hosted by the American Advertising Federation (AAF).

• The Department of Writing Arts completed the planning stage for new curriculum initiatives, including new courses (e.g., *How Writers Read*), improved course scheduling (e.g., offered College Composition I to Engineering majors in spring semester of freshman year, in order to offset Sophomore Engineering Clinic/CCII), creation of several CUGS; and establishing the Writing Arts Learning Community Cohort.

• The Writing Arts Department also established the Adjunct Teaching Award through an anonymous donor gift.

• We continued college-wide transition to electronic collection of various tracking data: checkout system for media production technology, faculty scholarship/professional accomplishments, student internships, etc.

• WGLS-FM launched the “Football Coaches Show,” airing weekly live from Landmark Americana in Glassboro, continuing efforts to bring the college and the university into the community.

**Major Accomplishments:**

• The BFA in Biomedical Art and Visualization was successfully approved by NASAD, Rowan University, and the state, and will go into effect this fall.

• The Department of Art achieved their 10-year re-accreditation with the National Association of Schools of Art and Design (NASAD).

• The Journalism Department reintroduced its Health Reporting course in Fall 2015. Through this class, students published health-related news stories in the December issue of MedicaLink, a supplement in the *Courier-Post*.

• Prof. Carl Hausman, Department of Journalism, served as national chair, broadcast division, National Headliner Awards, one of the nation’s oldest and largest journalism excellence awards programs.

• Students clubs and agencies in the Department of Public Relations and Advertising raised more than $2,500 for Gift of Life and the Cystic Fibrosis Association; served real-life clients such as the St. John’s Methodist Church, Animal Welfare Society, Sibs NJ, Economic Development Council of Harrison Township, Somers Point Marina, Yogo Factory, Payton Press, Independence National Park, Dining with Dignity (anti-human trafficking), Millville Airport Museum, and Gourmet Dining; and held a National Organ Donor Awareness Competition.

• Faculty in the Department of Public Relations & Advertising organized Master Classes on Applied Ethics and Nonprofit PR, with alumni panels and substantial audiences.

• The second annual Perfect Pitch program, under the umbrella of The Philly Ad Club Student Outreach Committee and organized by Rowan’s Ad Club, was attended by more than 120 students from Rowan and local colleges.
• The Department of Radio, Television & Film hosted a talk by Chris Regina (RTF ’95), Sr. VP for Program Strategy, SyFy and Chiller; and hosted the collegiate premiere of the feature film Carol, along with a talk by Christine Vachon.

• The Department of Writing Arts total enrollment increased 5% over AY15 and 34% over AY14. Summer enrollment has registered steady growth from 2013 (85 students) to 2016 (158 students).

• The Rowan Writing Center increased in-person (N=2,376), online (N=123), and in “Studio” sections (N=8,148) appointments again in this academic year.

• Glassworks, the Master of Arts in Writing’s national literary magazine, received over 1,300 submissions, including from international contributors. In addition to publishing Fall 2015 and Spring 2016 print issues and the online Flash Glass feature, Glassworks published a print anthology of last year’s Flash Glass pieces, hosted three readings, maintained a full-featured website <rowanglassworks.org>, and continued to strengthen the model of graduate student editorial participation via the course Editing the Literary Journal and two spring graduate internships.

• College-wide, we continued our work to host events promoting the excellence of the College of Communication and Creative Arts. Examples include the visits and talks by executives and producers in the film and entertainment industry (Ken Burns, Chris Regina, Christine Vachon), student networking events, prestigious student internships, study abroad, and hosting regional or national conference-type meetings (Ad Club’s Perfect Pitch and RTF’s Literature/Film Association Conference).

New Programs:
• The Interdisciplinary Modern Languages and Linguistics program (in conjunction with the department of Foreign Languages and Literature) completed its first year.
• Radio, TV & Film developed 3+1 agreements with RCBC and RCGC.
• Radio, TV & Film and Writing Arts developed Degree-in-3 programs.
• The Teaching Experience Program was launched to allow MA in Writing students to teach first-year composition courses under the supervision of program faculty while completing coursework. An initial cohort of 7 was recruited via internal advertising. This further strengthens the professional development of instructors, creates more unified curricular delivery, and reduces reliance on adjunct faculty, as well as boosting graduate program enrollment.

Grants
Rates of grant application in the college continue to increase and more faculty are now able to secure funding for scholarly, pedagogical, and creative work.
• The Rowan University Art Gallery – $10,000, National Endowment for the Arts, December 2015. This grant funded the exhibition Elegy for Tesla, a collaboration between artist Jeanne Jaffe and the College of Engineering. Exhibition presented in Gallery West in September 2015 – January 2016.
• The RUAG also received the third year of their $18,000, 3-year grant from the New Jersey State Council on the Arts.
• Almon, Amanda (Art) – Project Title: Clinical Trail of Decision Support for End of Life Care Among Surrogate Decision Makers of the Chronically Critically Ill, Interactive association/simulation. Sponsor: Case Western Reserve University. Cumulative Estimated Award amount (for Rowan only): $13,018.00
• Olshefski, Jonathan (RTF) – $100,000 from the highly competitive MacArthur Foundation Documentary Film Grant Program for post-production work on Quest.
• Wang, Tingting (Art) – NAEA Research Grant Fund, awarded by the Board of Trustees of the National Art Education Foundation. Award amount: $8,000.

Awards and Honors:
• Dr. Joy M. Cypher was named ECA Teaching Fellow at the annual convention of the Eastern Communication Association, held in Baltimore, MD this spring.
• Maria Hidalgo, an undergraduate in Communication Studies, received a place in a Fulbright Summer Institute at the University of Bristol, England this summer.
• The Whit won four New Jersey Collegiate Press Awards:
  o Ethan Stoetzer, First place Editorial Writing, Eight years later, we must remember; We can’t just go forward
  o Caitlin Ware & Gina Scamuffa, Second place Layout and Design, Color Me Rowan Weekend; Homecoming
  o The Whit Staff, Second place Overall Website
  o Taylor Henry, Third place Biography/ Personality Piece, Keith Johnson: Edelman Planetarium director retires
• Asi Nia-Schoenstein (Public Relations & Advertising), Jennifer Courtney (Writing Arts), Nancy Ohanian (Art), Daniel Strasser (Communication Studies), and Phil Anastasia (Journalism) were included in the 2016 Rowan University Wall of Fame Awards for Excellence in Teaching.
• Derek Jones (WGLS-FM), Ned Eckhardt (Radio, TV & Film), and Ron Block (Writing Arts), were included in the 2016 Rowan University Wall of Fame Awards for Excellence in Advising.
• Jane Graziano received a New Jersey Governor’s Award for the National Art Education Association New Jersey State Art Educator of the Year for higher ed. and a Commendation from the State of New Jersey Senate and State Assembly for distinction in the field of Visual Arts Education.
• Mark VanZeven Bergen, Bianca Beck, Matthew Torres and Joseph Savin, undergraduate students, won 4th place at the Broadcast Education Association Festival of Media Arts for their work “After Tragedy.”
• Chet Green and Nick DeFeo, undergraduate students, were awarded an Honorable Mention for their work “WGLS FM: 50 Years and Counting” at the Broadcast Education Association Festival of Media Arts.
• WGLS-FM Assistant Station Manager Leo Kirschner and Philadelphia radio veteran Angela Mason produced “50 Years and Counting: The Oral History of WGLS-FM.” The four-part, 2-hour documentary series was recognized by The Communicator Awards and Hermes Awards for achievement in audio production and programming.
• WGLS-FM radio documentary “Guns: Calibrate Your Thinking,” produced by Sam Arcaini, Alyssa Compa, and Bob Duncan, earned radio programming awards from The Communicator Awards and Hermes Awards.
• WGLS-FM’s Laurie Senior produced “8-Bit to HD: The Evolution of Video Games and Their Effects on Society.” The radio documentary won first place in the Garden State Journalists Association awards competition for Best Radio Feature and earned a Gold Award from the Hermes Awards.
• The Rowan University Art Gallery received a Citation of Excellence Award from the New Jersey State Council on the Arts for the 3rd consecutive year.

Number of Undergraduate Majors/Minors as of Spring 2016:
• Advertising – 220 majors, 167 minors
• Art – 203 majors (BA Art: Art Education 45; BA Art 88; BFA Studio Art 69), 47 minors
• Communication Studies – 228 majors, 59 minors
• Journalism – 127 majors, 92 minors
• Public Relations – 293 majors, 30 students in PR in the Workplace Liberal Studies sequence
• RTF – 397 majors
• Writing Arts – 221 majors, 15 minors, 166 students in Writing Arts Liberal Studies sequence, 94 in Liberal Studies/Literacy Studies
• New Media Concentration – 52
• Creative Writing Concentration – 20
• Audio Recording Concentration - 10

Scholarly and Creative Work:
More than 31 articles and books published, including (list is not exhaustive):


More than 55 competitively selected conference presentations, including (not exhaustive):


Strasser, Dan. “Embrace the Opportunity to Talk about Sex: Tough Job, But We Have to Do It.” National Communication Association Conference. Las Vegas, NV. November 2015.


56+ art/media/creative/professional presentations of faculty work, including (not exhaustive):

Adelson, Fred. Courier-Post/Gannett.
   “America in Focus,” November 22, 2015
   “Art in Abundance,” October 4, 2015
   “Contemporary Israeli Art: Focus of Rutgers Show,” November 8, 2015
   “Global Impression,” July 12, 2015
   “Heavy Metal: Iron Works Take Center Stage at the Barnes,” December 13, 2015
   “His Rightful Place: Norman Lewis . . .,” January 17, 2016
   “Philly Goes Pop!,” March 13, 2016
   “Private Pursuits; Public Pleasures,” July 5, 2015
   “The Art of Reinvention: Love, War and 2 Sides of Picasso at the Barnes,” March 6, 2015

Appelson, Herb. Group Exhibition. AFA Gallery Scranton, PA 2015
Appelson, Herb. Group Exhibition. Widener University, Chester, Pa 2015
Conradi, Jan. Presentation based on Vignelli book. AIGA Minnesota, Minneapolis, MN. September 2015
Kelley, Candace. Interviews for Comcast/NBC Universal.
  - Congressman Ami Bera. RE: Long-Term Care, March, 2016
  - Nina Rees, CEO, National Alliance for Public Charter Schools. February 2016
Ohanian, Nancy. Off-Broadway theatre poster: “The Anarchist” Written by David Mamet; Directed by Marja-Lewis