

Annenberg Faculty Council:
2022-2023 EoY Report & Recommendations
USC Annenberg School for
Communication & Journalism
Monday, May 1, 2023

Hosted by: Chris Smith, Ph.D.
Clinical Professor of Communication
Co-Director, Media Economics & Entrepreneurship

Hello!



**I'm Chris Smith, *USC Annenberg's* Co-Director of
Media, Economics & Entrepreneurship &
Clinical Professor of Communication.**

Bylaws of the Faculty Council

Annenberg School for Communication and Journalism, USC

I. Basic Principles and Purpose

- a. The faculty shares responsibility for participating in the governance of the Annenberg School, shaping the School's future and promoting academic excellence. The elected Faculty Council is an essential avenue for faculty to fulfill this responsibility.
- b. The Dean and Directors are committed to seeking advice from the Faculty Council on important issues facing the Annenberg School and to providing the Council with necessary information on which to base meaningful advice. The faculty are committed to elect to the Council the colleagues they most respect as worthy to share in the leadership of the school.
- c. Council members represent the entire faculty in the Annenberg School. All members of the Council share responsibility to obtain faculty views, to serve as a voice and an advocate of the faculty's issues and concerns, and the faculty informed of the Council's deliberations and actions.

II. Role

The Council will:

- a. Hold scheduled monthly meetings with the Dean and Directors through the Academic Year and also, as it wishes, hold meetings without the Dean and Directors.
- b. Advise the Dean and Directors on the central academic and institutional issues facing the Annenberg School with such reports, deliberations and recommendations as it chooses.
- c. Advise the Dean and Directors on issues relating to academic priorities for the budget, annual faculty reviews, appointments, promotion, and tenure, academic criteria for admissions and financial aid and other issues and projects appropriate to faculty input and governance. As the Faculty Handbook provides, only tenured faculty participate in faculty governance on matters related to tenure and the tenure system.
- d. Advise the Dean on the appointment of Directors.
- e. Provide input to the Provost on the recruitment, review and re-appointment of Deans.
- f. The Chair of the Council will be invited to attend regular Deans and Directors meetings.

IV. Council Composition and terms of office

- a. The Council will have eight members, four from each of the two academic units. Three members in each academic unit will be full-time faculty, one member will be part-time or adjunct faculty.
- b. At least one Council representative from each academic unit will be a tenured faculty member, and at least one will be a full-time RTPC faculty member. One representative will be a part-time or adjunct faculty.
- c. Term: Full-time faculty representatives will serve a two-year term. Part-time or adjunct faculty representatives will serve a one-year term.

FACULTY COUNCIL

COMM

Andrea Hollingshead

Julianna Kirschner

Chris Smith

Alison Trope

Hector Amaya, Director

Francois Bar, Faculty Affairs Dean

Willow Bay, ASCJ Dean

JOUR

Ben Carrington

Heather Fogarty

Rebecca Haggerty

Aimei Yang

Gordon Stables, Director

Agenda Items from 2021-2022

- Merit review process - how to mitigate rank bias
- Research support – concerns around level of support, esp for junior faculty, developing a better process for supporting grant applications
- Dean's review – clarifying FC's role
- Clarifying post-COVID teaching modalities
- Salary data discussion - equity issues, RTPC v T/TT, within/between rank distributions
- Budget overview
- Commitment to anti-racism - where are we following the meetings, discussions, committees, training sessions, and workshops formed last year, have we effectively responded to Black@USC?

Agenda Items to Consider for 2022-2023

- Future of the School – May the FC review and confer over the 5-yr plan? What are the fundraising priorities w/respect to the overall vision?
- Tenure-track faculty - concerns about the tenured/tt v non-tenured/tt faculty ratio; concerns about t/tt faculty research losing scale/scope; concerns about lack of urgency over this
- Concerns about balance between PhD/Masters and undergraduates – issues and implications for student numbers, consequences and effects on staffing, faculty numbers, image and standing of the School – Is the MA growth in the best long-term interest of the school?
- Concerns about over-dependence on matriculation from Mainland China; concerns about protecting our Chinese students and also protecting the academic enterprise within a Cold War geopolitical context

Agenda Items to Consider for 2022-2023

- How can we facilitate more collaboration and continuity btwn the COMM & J Schools?
- ASCJ Culture: How can create opportunities for conversation and reconnection?
- How can we create clear pathways for PT/adjunct faculty to do meaningful research and pursue opportunities for promotion?
- Online learning – issues, need for better support for faculty, both next semester and moving forward
- Can we clarify mentoring responsibilities and recognition for our faculty?
- Affordability issues: Are escalating tuition costs sustainable?

Agenda Items and Outcomes: 2022-2023

- Student Handbook revision

- ✓ The Provost's office asked for input on The USC Student Handbook from all the FCs campus-wide. Faculty Council aggregated committee perspectives and sent them along in advance of the 2/24 deadline.

- FC Bylaws and FC-Dean's Office "responsibility matrix"

- ✓ The Academic Executive Board recommended that all divisions and units review their Faculty Council bylaws. (ASCJ - 6/15/2021),
- ✓ Marshall School "Responsibility Matrix"

Agenda Items and Outcomes: 2022-2023

- Future of/Vision for the School:

- ✓ Publication of Dean's Review Provost Report on ASCJ website
- ✓ Reformulation/Redesign of Faculty Research portal on ASCJ website

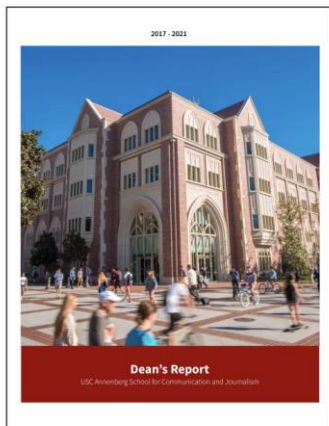


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Research areas



Civic Engagement and Social Justice

We study and activate principles of justice, freedom and democracy, and analyze how social justice is catalyzed and communicated through various media platforms and institutional structures.



Culture and Media

Culture gives meaning, form, and direction to our lives. We explore how culture is created and consumed — and how people use it to forge their identities.



Health

Our researchers examine communication processes and effects at different scales to design interventions that can help constitute healthy societies and achieve health equity.



Media Industries and Journalism

From traditional to emerging media, we investigate the ethical, policy, political and cultural dynamics shaping news and media industries.



Organizations and Networks

We explore the massive amounts of data these networks collect to conduct complex research on large scale social issues, such as crowd-sourcing, political campaigns, international research alliances, financial networks, and more.



Persuasion and Politics

We analyze the strategies and tactics of persuasive communications across diverse fields of advocacy including law, politics, organizations and interpersonal relations.



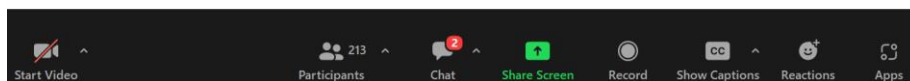
Race, Ethnicity, Gender and Sexuality

Recognizing that the inclusion and equity of all populations is critical to advancing our fields, our scholars examine how communication influences our perception of race, ethnicity, gender and sexuality.



Science, Technology and Innovation

We investigate how communication technologies and infrastructures are made, the assumptions and investments that drive them, and the power they have to shape public life.



Agenda Items and Outcomes: 2022-2023

- Discussion of tenured PR faculty concerns about research support, recognition, and rewards:
 - ✓ Working with Taj and Allyson Hill to give PR research faculty visibility as options for mentorship/research leads in the doctoral student application menu
 - ✓ Working with Taj and Sarah Holterman in the COMM Director's office to curate a "Meet the Faculty" session in early fall 2023 for doctoral students to become acquainted with the research agendas of our PR faculty colleagues
 - ✓ Working with Sarah Holterman (and Hector) to create slots in the 2023-2024 ARS slate for PR research faculty
 - ✓ Follow-up with Emily Cavalcanti's team to better showcase PR faculty work in the new Annenberg research portal.

Agenda Items and Outcomes: 2022-2023

- Tenured/TT Rank (Re-) Fortification:

Annenberg Full-Time Faculty

COMMUNICATION SCHOOL	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
Comm RTPC	25	25	30	29	27	26	29	29	30	30
Comm T/TT	31	32	31	33	32	31	33	30	30	31
COMM TOTALS	56	57	61	62	59	57	62	59	60	61

JOURNALISM SCHOOL	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
Jour RTPC	23	26	25	26	28	29	29	26	28	28
Jour T/TT	18	19	17	18	19	19	18	16	16	16
JOUR TOTALS	41	45	42	44	47	48	47	42	44	44

SCHOOLWIDE	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
SCHOOLWIDE RTPC	48	51	55	55	55	55	58	55	58	58
SCHOOLWIDE T/TT	49	51	48	51	51	50	51	46	46	47
SCHOOLWIDE TOTALS	97	102	103	106	106	105	109	101	104	105

NOTES: This summary does NOT include past visiting professors, one-year executives-in-residence, or Media Center faculty fellows.

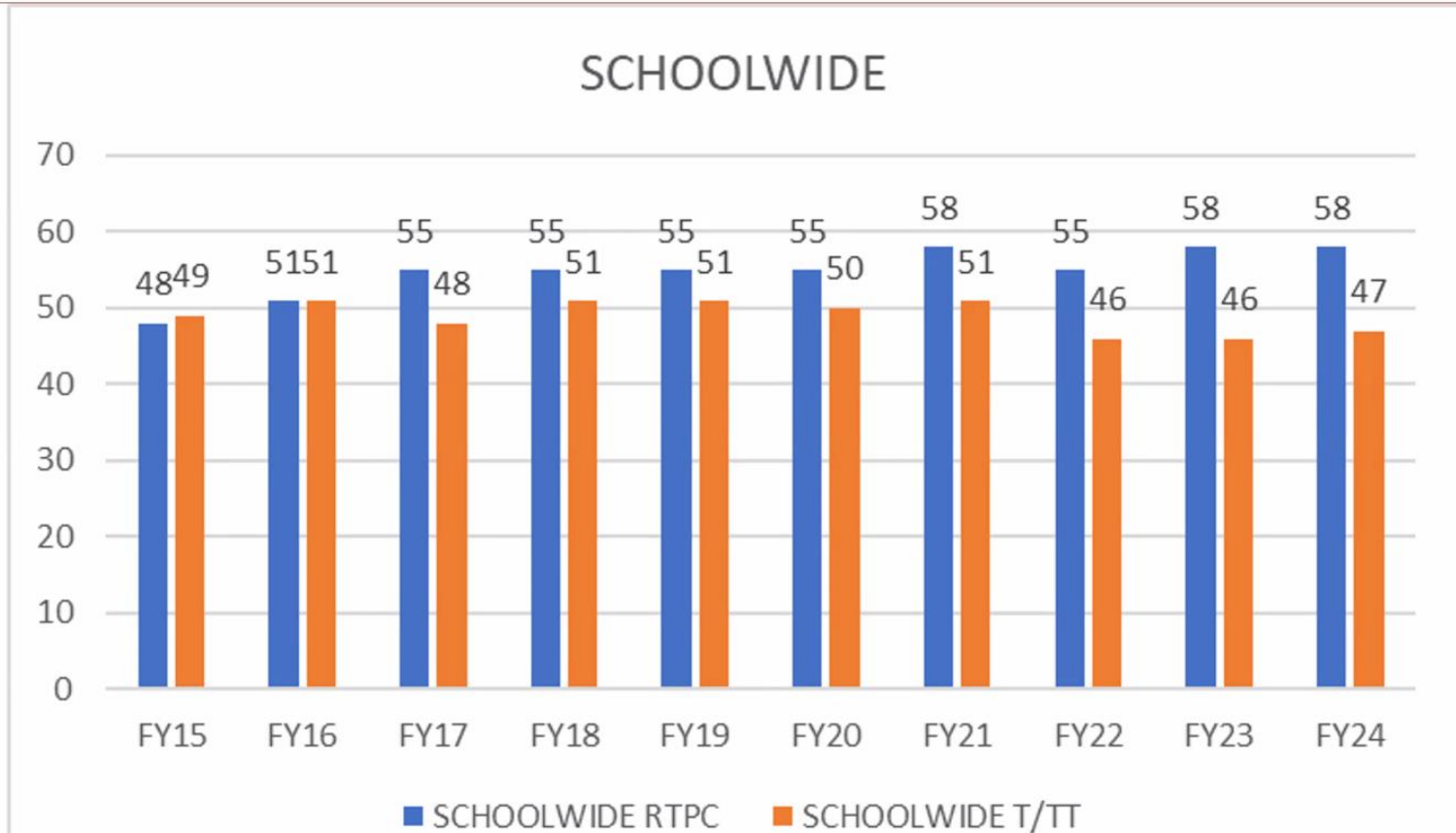
FY24 reflects the following: 1 T/TT retirement (Gross) and 1 RTPC retirement (Seidenberg) plus 2 T/TT searches in Comm and 1 RTPC search in Jour.

Agenda Items and Outcomes: 2022-2023

- Tenured/TT Rank (Re-) Fortification:

PowerPoint Slide Show - 2023-3-27 FC Full-Time Faculty data.pptx - PowerPoint

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Agenda Items and Outcomes: 2022-2023

- **Tenured/TT Rank (Re-) Fortification:**
 - ✓ 5-Year Hiring Plans shared with respective ASCJ Long Range Planning Committees
 - ✓ Willow articulated her commitment to keep the number of tenure faculty the same as, or higher than it was, when she became dean.

Agenda Items and Outcomes: 2022-2023

- California Senate Bill 1162 and Salary Disclosure:
 - ✓ Faculty are able to request the salary range for their rank from their Director or HR rep (Marisa), and Francois will likely be the one to reply.
 - ✓ In April, the Academic Senate passed Resolution 22-23-02, which "requests that the Provost instruct the Deans to work with their Faculty Councils to produce an annual report showing the faculty salary ranges they are required to provide to individuals under SB 1162."
 - ✓ The Academic Senate has encouraged Faculty Councils across the University to create (or discuss creating) Faculty Salary and Compensation Committees to play a similar role in their schools.

Agenda Items and Outcomes: 2022-2023

- COVID-era learnings about online teaching – what do we want to retain/scale?
 - ✓ How do we develop programs that move beyond modality?
 - The new online PR/AD program may be one example. There are many spaces for innovation and experiment.
 - ✓ Dean's response:
 - We will look at how we teach data and research method over the summer and rethink modality and time affordances. We should put this issue at the front and center because it cuts across many academic units.

Agenda Items and Outcomes: 2022-2023

- Review of report on Sabbatical/Paid Leave for RTPC Faculty at USC and discussion of possible path forward on policy at ASCJ:
 - ✓ RTPC/T/TT Pay Gap
 - ✓ Contract Duration
 - ✓ Spitzer Profiles
 - ✓ A specific ask formulated on RTPC sabbatical policy
 - ✓ Currently, only Price and SCA have paid leave policies in place for RTPC faculty, and the ASCJ faculty Council felt like this would be a good time for ASCJ to decide how it might want to join those departments at the policy vanguard on this issue.

Agenda Items and Outcomes: 2022-2023

- Review of report on Sabbatical/Paid Leave for RTPC Faculty at USC and discussion of possible path forward on policy at ASCJ:
 - ✓ What does “value-creation” look like for RTPC faculty?
 - ✓ Are RTPC faculty interested in traditional forms of academic value-creation—i.e., research/academic publishing?

RECOMMENDATION 1: Expand eligibility criteria of sabbaticals to track-specific professional activities

Teaching

- Development of new, collaborative, and/or interdisciplinary courses and curriculums
- Development of, or training in, new technologies that enhance teaching
- Engaging in track-specific research activities (such as statistical analysis or pedagogical research culminating in a book or article presentation or publication).
- Engagement in pedagogical training, courses, or community outreach that would enrich track-specific activities

Clinical

- Participation in community programs/outreach
- Development of, or training in, new technologies that enhance teaching
- Completion of supplemental professional development courses, certifications, or other clinical training.
- Engagement in clinical research, statistical analysis, or other activities that might fall outside the scope of typical clinical obligations

Agenda Items and Outcomes: 2022-2023

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 - ✓ Are RTPC faculty interested in traditional forms of academic value-creation—i.e., research/academic publishing?

Research

- Participation in collaborative work, such as outreach programs or working in tandem with external labs
- Engagement in research that is track specific but may fall outside the scope of traditional duties, such as writing grants, articles, or books
- Participation in training or professional development programs

Practitioner

- Engagement in field/track-specific professional activities, such as creative endeavors, touring, or field work
- Participation in supplemental professional development, such as certification or training programs

Agenda Items and Outcomes: 2022-2023

- Review of report on Sabbatical/Paid Leave for RTPC Faculty at USC and discussion of possible path forward on policy at ASCJ:

RECOMMENDATION 2: Have each school develop (or expand) RTPC-specific sabbatical/paid leave eligibility criteria to align with Recommendation 1

- Applications should remain competitive, with applicants having a minimum of 3 years or more of uninterrupted full-time service.
- Proposals would be assessed for their potential contributions to the applicant's field, school, and the university.

RECOMMENDATION 3: Generate and make accessible assessment criteria for RTPC sabbatical/paid leave proposals

RECOMMENDATION 4: Create sustainable funding to support school-wide sabbatical expansion

Agenda Items and Outcomes: 2022-2023

- Review of report on Sabbatical/Paid Leave for RTPC Faculty at USC and discussion of possible path forward on policy at ASCJ:



Aymar Jean Christian • 1st

Associate Professor at Northwestern University

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The sabbatical I earned after running a project on a shoestring budget was absolutely *essential* to restoring years of strain on my mental, emotional and physical health. It also helped give me space to think of new ideas, assess the mistakes I'd made, and meditate on how I could do better in the future (as well as the times I blamed myself for things that were not really or only my fault).

Leaders from communities surviving multiple systems of oppression need *more* time and resources to do our work effectively.

We deal with so much interpersonally, intra- and intercommunally, institutionally and systematically. We make it look easy but it's HARD AF to balance all the harmful effects of capitalism, patriarchy and white supremacy, including the ways people from our own communities internalize these ways of being.

Looking Ahead

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Christopher Smith

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ESSAY

The Power of Mattering at Work

For employees, knowing that they are valued can be key to job satisfaction and mental health



**“Escaping the Hamster Wheel of Recognition” –
Psychology Today, May/June 2023**