

UNIT NAME: Reed College of Media

UNIT SUMMARY AND RESPONSIBILITY:

Beyond the Dean's Office proper, which includes a *½-time administrative assistant, an assistant dean of online programs and an assistant dean for academic affairs and student success, this report also includes the following employees:

- a split financial/budget officer (already shared with the College of Creative Arts),
- technology coordinator (soon to be shared with the new College of Creative Arts and Media)
- a communications manager (soon to be shared with the new College of Creative Arts and Media)
- a web developer (who is being let go as of June 30)
- four academic advisors, who also teach our college's first-year seminar course, MDIA 191
- *a ½-time student services records/graduation auditor and coordinator
- a development officer
- Media Innovation Center program coordinator
- seven members of our online programs team, which serves around 300 graduate students through three wholly online master's programs (one of which is an HEPC–designated “program of excellence”), plus manages our eight online minor programs that serve 500 students and all of our online programs' curricula and adjuncts. This team includes a:
 - program manager
 - marketing manager
 - recruiter
 - advisor and
 - two professional technologists

UNIT HEAD COUNT COMPARISON:

Faculty and staff totaled 49 in 2018 and 41 in 2024, a *16.3% decrease*.

UNIT ADMINISTRATOR-LEVEL OR ABOVE POSITION COUNT COMPARISON:

There were 7 positions at the administrator level or above in 2018 and 5.5 in 2024, a *21% decrease*.

UNIT BUDGET COMPARISON:

Both salaries and our college operating budget were lower in FY24 than FY18:

- Salaries for staff and dean's office administrators were \$113K less than 2018 (a *6% decrease*), despite more than \$105K in merit, PEIA, critical retention and/or compression/equity pay raises for these positions.
- The College's FY24 total operating budget was more than \$2.3 million less than FY18 (a *34% decrease*), while still increasing our student scholarship and fellowship allocations by \$33,500 over 2018.

UNIT BENCHMARKS:

In looking at other Big 12 colleges and schools of media and communications, we compare somewhat favorably, but may be more severely under-resourced after the merger:

- At the University of Oklahoma's Gaylord College of Journalism and Mass Communication and at Iowa State University's Greenlee School of Journalism and Communication, they have 1.5 and 2 full-time administrative assistants/secretaries, respectively; we currently have only a ½-time position.
- Currently, we have the same number of dean's level administrators (4). However, as of the merger July 1, our School will have 2 dedicated administrators (a director and an associate director). This latter staffing model is similar to the University of Arkansas's School of Journalism and Strategic Media (part of the Fulbright College of Arts and Sciences); however, their School also has a dedicated communications specialist, which we will not have.

CONCLUSION STATEMENT / REVIEW OUTCOME:

The Reed College of Media has long been a fiscally responsible unit. With the challenges created by the pandemic and budget constraints, we have not refilled vacancies and have reduced staff. Compared to similar schools of journalism and communication, we are under-resourced in dedicated administrative assistance and, after the merger, may also lack adequate communications support. Already stretched thin, our online programs team will require strategic investments, as they work to build entrepreneurial curriculum across the entirety of the new merged college.