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## Section F. INFORMATION ABOUT THE FACULTY

### F-01. Full-time and part-time faculty credentials and responsibilities.

These faculty teach/have taught PR core-specific courses (those in the required PR/Strategic Communication curriculum) since Fall 2013. Each has an online individual sheet outlining the requirements for Section F-01. Click name for individual fact sheet.

#### [Valerie Andrews](#)

|           |                              |
|-----------|------------------------------|
| CMMN A316 | Public Relations             |
| CMMN A317 | Writing for Public Relations |
| CMMN A418 | Public Relations Campaigns   |

#### [Marta Blanco Sampedro](#)

|           |                              |
|-----------|------------------------------|
| CMMN A336 | Strategic Content Creation I |
|-----------|------------------------------|

#### [Alvaro Bootello](#)

|               |                               |
|---------------|-------------------------------|
| CMMN A337     | Strategic Content Creation II |
| CMMN A384/486 | Brand Lab                     |

#### [John Davis](#)

|           |                               |
|-----------|-------------------------------|
| CMMN A313 | Media Planning                |
| CMMN A337 | Strategic Content Creation II |

#### [Cheryl Dejoie-Lacabe](#)

|           |                                 |
|-----------|---------------------------------|
| CMMN A260 | Introduction to Layout & Design |
|-----------|---------------------------------|

#### [John Deveney](#)

|           |                              |
|-----------|------------------------------|
| CMMN A336 | Strategic Content Creation I |
|-----------|------------------------------|

#### [Tamar Gregorian](#)

|           |                                   |
|-----------|-----------------------------------|
| CMMN A101 | Communication Writing             |
| CMMN A316 | Public Relations                  |
| CMMN A317 | Writing for Public Relations      |
| CMMN A336 | Strategic Content Creation I      |
| CMMN A418 | Public Relations Campaigns        |
| CMMN A485 | Strategic Communication Campaigns |

#### [Jordy Luft](#)

|           |                |
|-----------|----------------|
| CMMN A313 | Media Planning |
|-----------|----------------|

#### [David Myers](#)

|           |   |
|-----------|---|
| CMMN A101 | Communication Writing                         |
| CMMN A201 | Digital Communication                         |
| CMMN A326 | Research for Advertising and Public Relations |

### Andrew Nelson

|           |                                      |
|-----------|--------------------------------------|
| CMMN A100 | Intro to Mass Communication          |
| CMMN A101 | Communication Writing                |
| CMMN A491 | Mass Communication Internship        |
| CMMN A492 | Senior Seminar in Mass Communication |

### Jeffrey Ory

|           |  |
|-----------|--|
| CMMN A316 | Public Relations   |
| CMMN A326 | Research for Advertising and Public Relations                  |
| CMMN A334 | Strategic Problem Solving for Advertising and Public Relations |
| CMMN A415 | Advanced Advertising Campaigns (Ad team)                       |
| CMMN A419 | Advanced Public Relations Campaigns (Bateman team)             |

### Cathy Rogers

|           |  |
|-----------|--|
| CMMN A316 | Public Relations   |
| CMMN A317 | Writing for Public Relations                                   |
| CMMN A326 | Research for Advertising and Public Relations                  |
| CMMN A334 | Strategic Problem Solving for Advertising and Public Relations |
| CMMN A336 | Strategic Content Creation I                                   |
| CMMN A419 | Advanced Public Relations Campaigns (Bateman team)             |
| CMMN A485 | Strategic Communication Campaigns                              |

### Temple Ruff

|           |   |
|-----------|---|
| CMMN A326 | Research for Advertising and Public Relations |
| CMMN A414 | Advertising Campaigns                         |

### Rachel Smith\*

|           |                  |
|-----------|------------------|
| CMMN A394 | PR Certification |
|-----------|------------------|

*\*Although this is not a required course, it is for PR students only*

The following faculty teach/have taught Public Relations students in required CMMN core courses since Fall 2013:

### **Lisa Collins**

|           |  |
|-----------|--|
| CMMN A100 | Intro to Mass Communication                      |
| CMMN A101 | Communication Writing                            |
| CMMN A201 | Digital Communication                            |
| CMMN A484 | Seminar in Mass Communication Ethics & Diversity |

### **Elizabeth Davis**

|           |                           |
|-----------|---------------------------|
| CMMN A101 | Communication Writing     |
| CMMN A401 | Law of Mass Communication |

### **Cornelius Denson**

|           |                       |
|-----------|-----------------------|
| CMMN A201 | Digital Communication |
|-----------|-----------------------|

**Sonya Duhé**

|           |  |
|-----------|--|
| CMMN A291 | Internship I                                     |
| CMMN A484 | Seminar in Mass Communication Ethics & Diversity |
| CMMN A491 | Mass Communication Internship                    |
| CMMN A492 | Senior Seminar in Mass Communication             |
| CMMN A493 | Internship II                                    |

**Joe Duke**

|           |                       |
|-----------|-----------------------|
| CMMN A101 | Communication Writing |
|-----------|-----------------------|

**Albert Dupont**

|           |                       |
|-----------|-----------------------|
| CMMN A201 | Digital Communication |
|-----------|-----------------------|

**Michael Giusti**

|           |                           |
|-----------|---------------------------|
| CMMN A101 | Communication Writing     |
| CMMN A401 | Law of Mass Communication |

**Justin Harrison**

|           |                           |
|-----------|---------------------------|
| CMMN A401 | Law of Mass Communication |
|-----------|---------------------------|

**Laura Jayne (Beatty)**

|           |                       |
|-----------|-----------------------|
| CMMN A101 | Communication Writing |
|-----------|-----------------------|

**Lisa Martin**

|           |                       |
|-----------|-----------------------|
| CMMN A101 | Communication Writing |
|-----------|-----------------------|

**Scott Sternberg**

|           |                           |
|-----------|---------------------------|
| CMMN A401 | Law of Mass Communication |
|-----------|---------------------------|

**David Zemmels**

|           |                       |
|-----------|-----------------------|
| CMMN A201 | Digital Communication |
|-----------|-----------------------|

- Name, gender, rank, tenure/non-tenure status, ethnicity and/or national origin.

(see individual faculty sheets)

- Degrees earned (year, title, field, institution).

(see individual faculty sheets)

- Experience in the practicing profession of public relations (years, positions, descriptions).

(see individual faculty sheets)

- Service (years and nature of service).

(see individual faculty sheets)

- Scholarship (full citations of presentations and publications).

(see individual faculty sheets)

- Awards received (years, titles, organizations).

(see individual faculty sheets)

- Professional affiliations (years, organizations, leadership positions).

(see individual faculty sheets)

- Workload (courses taught each academic year compared to similar units).

(see individual faculty sheets)

## **F-02. Academic advising and career counseling – methods and recordkeeping.**

### *Academic Advising:*

The School provides students with the support and services that promote learning for timely completion of their plan of study. Each freshman student has an assigned faculty adviser in the School and an academic coach in the Student Success Center. The School has a student services director who serves as the first contact when students enter the School as freshmen. After the first semester, the student is assigned a faculty adviser who guides the student through registration and our program.

Each freshman and new student is given the [Student Resource Manual](#), which includes a degree program course listing – [DPCL](#) – describing all required courses and elective opportunities. The student services director speaks to students in the Intro to Mass Communication course, which all entering majors take. Emails are sent on the student listservs, and faculty announce advising dates in their classes. Further, the Student Success Center is staffed with general academic advisers familiar with every program at Loyola and can counsel any student who might be having trouble with their faculty adviser or who have any questions at all.

Full-time faculty advise students, and the student services coordinator serves as a secondary adviser to students. Upon completion of an advising session, the faculty and the student sign the [advising form](#) and a copy is kept in the student file. All faculty hold office hours; faculty email their advisees to have them sign up for appointments during the advising/registration period each semester. Faculty complete a registration advising form during each appointment with a proposed schedule and notes as to completion requirements; each student is given a copy of that form at the conclusion of the advising appointment.

Loyola has an **academic probation program** run by the student services director for students in the School. If a student is placed on probation, he/she meets with the student

services director and signs an academic probation contract. The student services director, with the student, develops an academic action plan to enable the student to get off probation. During this meeting, the student services director ascertains why the student is on probation (e.g., academic difficulty, irregular attendance, illness, life issues); together they come up with ways to improve the student's academic performance. The student services director meets with the student on probation at least once a month to gauge progress.

While the School collects no quantitative data on advising and counseling, each student and their adviser complete an advising form before the student registers. The faculty actually must clear the student to be able to register. If the student wishes to change faculty advisers are allowed to do so. Furthermore, the student services director is always available for advising, too, and students can always access services in the Student Success Center.

At Loyola, we believe in educating the whole person through rigorous academic studies and plentiful cultural experiences. We encourage students to immerse themselves in campus life at Loyola by taking advantage of the many opportunities we offer.

There are numerous extracurricular activities in the School, including the award-winning student newspaper, along with the Donnelley Center, professional organizations and competition teams. The unit gathers, maintains and analyzes enrollment, retention and graduation rates and publishes that [data](#) on the School's website.

Since before its inception as a department and school, the SMC has provided dynamic and strategic opportunities to learn beyond the classroom. [The Maroon](#), Loyola's nearly century-old student newspaper, was named Best College Media Outlet of the Year (four-year) at the 2018 College Media Association Pinnacle Awards. The publication – in its print and online formats – continues to win awards from organizations ranging from the Catholic Press Association, Louisiana Press Association, Columbia Scholastic Press Association, Princeton Review and New Orleans Press Club to the Southeast Journalism Conference. With a staff of more than 50 students from diverse campus majors, The Maroon publishes a weekly newspaper and airs the daily broadcast of "The Maroon Minute," a 1-2 minute news headline video program that has been recognized by the Louisiana/Mississippi Associated Press Media Editors, Society of Professional Journalists Region 12. In all formats news is identified, reported and produced by student staffers. Princeton Review has named the media outlet in the top five in the country. PR majors are encouraged to participate in student media.

[The Wolf](#) is Loyola University New Orleans' student-run magazine. The magazine is published once a month during the school year. Any Loyola student can submit a story or apply to work at The Wolf.

The **Loyola News Service** is a multimedia partnership that began in 2014 between the Loyola Journalism program and local professional media organizations. Students write news stories, report, shoot and produce news videos and take photographs as part of their classwork at Loyola for the media outlets. Our partners include

Nola.com/Times-Picayune/The New Orleans Advocate, Investigate TV, Uptown Messenger, the Clarion-Herald and more. (See binders with stories in the workroom.)

Loyola is home to chapters of the **Society of Professional Journalists** (SPJ), the **American Advertising Federation** (AAF/Ad Club), the **Public Relations Student Society of America** (PRSSA), the **Radio Television Digital News Association** (RTDNA) and a newly-chartered chapter of the **National Association of Black Journalists** (NABJ). All five organizations have student officers, produce programming for members and network with professionals at local, regional and national meetings.

The **Loyola National Student Advertising Competition team** (Ad Team) participates each year in the AAF National Student Advertising Competition through AAF District 7. PR majors can participate on Ad Team.

The **Loyola PRSSA Bateman Team** competes annually in the PRSSA national Bateman case study competition. In 2019 and 2017, the team received honorable mentions; was named to third place in 2014; placed second in 2016; and won first place in 2015, 2013 and 2012. Loyola New Orleans has won more Bateman competitions than any school in the country.

The **Shawn M. Donnelley Center for Nonprofit Communications** links nonprofit organizations needing assistance with their communications with students who can provide such assistance – at no charge to the organization – under faculty supervision. The Donnelley Center has been recognized with Addy awards from the Ad Club of New Orleans and Flambeaux awards from the Public Relations Association of Louisiana – New Orleans chapter. It has also been recognized with a Communicator award by AIVA (Academy of Interactive and Visual Arts).

**Kappa Tau Alpha**, a national college honor society that promotes academic excellence and recognizes scholarship in journalism and mass communication, is known as the Alfred Lorenz Chapter of KTA at Loyola. Members must rank in the top 10% of his/her class, have completed at least five semesters of degree work and nine credit hours of journalism or mass communication courses and have a GPA of 3.0 or higher.

Service learning has long been integral to the SMC as part of the university's Jesuit mission. Several courses have previously and continue to partner with nonprofit organizations in the community to produce advertising and PR campaigns, logos and brochures, and special events plans.

Until 2016, **SMC Networking Night at Loyola** was an annual, student-produced internship fair featuring representatives from 30+ businesses and organizations in the community and 100+ students. Independent Study students interested in special events or members of the event planning class organized the event, which engaged many alumni and invited communication students from seven other colleges and universities in the area. Networking

Night has transformed into Networking Day, overseen by the Loyola Career Center, and has nearly doubled the number of organizations participating.

*Career Counseling:*

Although the university has no formal placement operation, the School does a number of things to help students become employed upon graduation. Students are required to take a one-hour “Senior Seminar” course in which students complete their digital portfolios, including their résumés, work experience and samples of their work. Students must also complete LinkedIn profiles and learn job-hunting skills and budgeting skills for success after graduation.

These digital portfolios are part of the School’s assessment plan. Industry professionals, who are often also alumni, are brought in each spring for portfolio reviews; each senior participates in the review. The students may also use the services of the university career placement center, Handshake, to search for employment. Many professionals use the review as an opportunity to “scout talent.” The School has also brought in a talent recruiter from Gray Media to conduct additional interviews with students. Seniors are eligible to join the Loyola Legion, a closed Facebook group that posts job opportunities in related career areas.

The following represents the best job placement data for the School’s graduates [job placement](#). Data are acquired through the student career service in coordination and follow-up with the School using emails, phone calls and social media.