

University of Oklahoma

Dean, Gaylord College of Journalism and Mass Communication

Position Description



The Opportunity

The University of Oklahoma (OU) invites nominations and applications for a dynamic and innovative Dean of the Gaylord College of Journalism and Mass Communication who would be proud to serve its public mission and eager to continue its ascent up the ranks of excellence. The University of Oklahoma is a thriving institution, one of the nation's premier, comprehensive, public R1 research universities. OU seeks a leader for the Gaylord College of Journalism and Mass Communication with a vision that prioritizes community, educational rigor, traditional and applied scholarship, teaching, a global presence, and public service.

The Dean is the chief academic and administrative officer of the College and reports to the Senior Vice President and Provost. As the College's chief academic officer, the Dean provides intellectual and administrative leadership, guiding the College in its commitment to innovative, relevant education for current and future generations of students. Specifically, the Dean's responsibilities include consulting with and empowering faculty to revise and develop curricula; maintaining high standards of teaching, research and creative activity, and service; administering the College's budget; recruiting faculty; taking a leading role in other faculty personnel matters, including tenure, promotion, and renewal; and advocating for the College at the University and national level. The Dean will work collaboratively with the OU administration, deans of other colleges, faculty, and staff to achieve Gaylord College and University goals. The Dean is also responsible for developing, engaging, and cultivating alums and other potential donors and facilitating outreach at the state and national levels.

Qualifications

The next dean must be visionary, politically astute, and committed to public service and inclusive excellence necessary to advance the Gaylord College and inspire its multiple constituencies. The ideal candidate will possess proven experience as an innovative, collaborative, and accomplished leader with a successful record of advancing complex organizations or institutions. Candidates must have a record of accomplishments (academic or professional) to qualify for appointment at the rank of Professor. A Ph.D. is preferred.

It is desired that The University of Oklahoma's next Dean of the Gaylord College of Journalism and Mass Communication possess the following qualifications:

- Proven, effective, transformational leader who can be a champion for the College.
- Ability to spearhead and articulate a shared vision and leadership role for the College.
- Demonstrated fiscal responsibility, budget management, strategic planning skills, and fundraising success.
- Ability to facilitate recruitment and development of exceptional faculty, staff, and students.
- Promote multidisciplinary research and teaching, including experience cultivating innovative scholarship and creative activity.
- Commitment to a collaborative approach to faculty and staff governance and decision—making and creating an environment that promotes and rewards excellence in teaching, scholarship, and service.
- Ability to act as an advocate for the College at local, state, and national levels.
- An understanding of and commitment to journalism and communication education
- Ability to lead curricular and programmatic innovations and entrepreneurial efforts.
- Commitment to the mission of Gaylord College and the University
- Ability to build strong relationships with industry leaders and alumni in Oklahoma, across the country, and worldwide.

Responsibilities

As the College's chief academic officer, the Dean provides intellectual and administrative leadership, guiding the College in its commitment to innovative, relevant education for current and future generations of students. Specifically, the Dean's responsibilities include consulting with and empowering faculty to revise and develop curricula; maintaining high standards of teaching, research, creative activity, and service; administering the College's budget; recruiting faculty; taking a leading role in other faculty personnel matters, including tenure, promotion, and renewal; and advocating for the College at the University level. The Dean is also responsible for leading <u>fundraising for the College</u> in partnership with the OU Foundation and facilitating outreach at the state and national level.

Other responsibilities include but are not limited to the following:

- > Oversight of all academic programs.
- > Oversight of all aspects of College governance.
- Hiring faculty and staff, management of personnel, and oversight of all review processes.
- > Management of the budget.
- > Oversight of strategic planning and implementation.
- Directing external relations, including developing ties with alumni and state government.
- > Leading fundraising activities.
- > Implementation of all University and state procedures and policies.
- Representing the College to University senior administration.

Gaylord College of Journalism and Mass Communication

The Gaylord College of Journalism and Mass Communication is a place where a passion for excellence meets a sense of family. The College was founded in 2000, building on an almost century-long history of journalism and mass communication education. It offers

undergraduate and graduate programs in journalism, strategic communication, and media arts. The college is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

The College has a strong reputation for academic excellence across all fields. In 2023, the Broadcast Education Association ranked it #2 in the nation for student achievements.



The College is strongly committed to inclusive excellence. Its administration, faculty, staff, and students are dedicated to the principles of equal opportunity for employment, equal access to media education, and free expression in a multicultural and diverse intellectual environment. Students, faculty, and staff take pride in the sense of family that comes from being a part of the College community.

OU Gaylord College FAST FACTS:

Nationwide winner in 2023.

Competing against 170 academic institutions nationwide, Gaylord College secured a top spot in 4 individual categories ranked by the Broadcast Education Association.

- > #1 in Film and Video
- > #2 in News Programs
- > #5 in Scriptwriting
- #5 in Sports

These wins place Gaylord College as the #2 ranked overall media

At Gaylord College, students become storytellers, thinkers, creators, and innovators. Their degrees provide endless professional opportunities in dynamic industries around the world. The College's state-of-the-art facilities include TV, video production and podcast studios, and a digital media lab.

Gaylord students gain real-world experience through a public relations and advertising agency, a daily TV newscast, sports shows, a Washington, D.C., reporting program, collaboration with national projects such as News21, a Pulitzer Center Reporting Fellowship, and a video production unit. They do internships at local, national, and international media organizations. The college also has many student organizations, including the Gaylord Ambassadors, the Public Relations Student Society of America, Ad Club, the Indigenous Journalists Association, National Association of Black Journalists, and the National Association of Hispanic Journalists.

The College is home to a number of award-winning faculty members. Faculty research and creative work spans an extraordinary range from scholarly articles and books to novels, documentaries, video productions, professional seminars, and national and international grants. The faculty's commitment to mentoring, coupled with rich experiential learning in great facilities, creates what our strategic plan calls the Gaylord Edge.

Undergraduate Education

All the undergraduate programs at the Gaylord College of Journalism and Mass Communication are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). This means our programs meet the highest standards of academic quality. Gaylord offers five undergraduate programs:

Advertising

Gaylord has one of the nation's top advertising programs that prepares student talent to become leaders in a rapidly changing industry landscape. Whether students are interested in creative design, digital strategy, or a career in brand

management, they will find a wealth of choices and a richly experienced faculty within the advertising program. Graduates are equipped to pursue careers as brand strategists, media planners, and creative talent in advertising agencies, marketing firms, and in-house corporate communications. Our experiential learning opportunities give students the experience to hit the ground running upon graduation. We welcome students who are curious about the world.

Creative Media Production (CMP)

This program prepares students for digital media, video and audio production, post production, and digital graphic design careers. Students learn media storytelling in narrative, documentary, and client-based modes. A major in CMP is ideal for students interested in using sight, sound, motion, and words to tell informative, persuasive, or entertaining stories.

Journalism

This program prepares students for print, broadcast, and digital journalism careers. Students learn about the principles of journalism, as well as the latest trends in the industry. Journalism majors pursue careers as news reporters and anchors, sports journalists, multimedia journalists, producers, and editors. Through a variety of experiential learning programs such as Gaylord News, News21, and a collaboration with the Pulitzer Center in Washington, D.C., students combine their conceptual understanding of the role of journalism in a democratic society with a hands-on_application of journalism in a changing environment.

Professional Writing

The Professional Writing program has a 65-year history of helping its majors develop the skills needed to succeed in the publishing industry. This unique program focuses on developing writers of commercial fiction and nonfiction in a variety of genres. Some students combine their development as writers with gaining teacher certification.

• Public Relations

This program prepares students to become public relations practitioners who are skilled in strategic planning, research, and problem-solving. Students learn about the principles of public relations, as well as the latest trends in the industry. Graduates are equipped with skills to become trusted counselors and advisors for organizations, agencies, and corporate communications departments. Graduates pursue careers = in sports, healthcare, tourism, public affairs, international PR, social media management, and corporate or agency public relations.

Graduate Education

Gaylord College offers strong professional and scholarly graduate programs.

Master of Arts: Strategic Communication and Digital Strategy (Online)

The College's online Master of Arts in Strategic Communication and Digital Strategy helps working professionals with 3+ years of experience master the communication and digital strategy skills they need to create coordinated, proactive communication for



modern media channels. Guided by industry leaders with proven track records of career success and outstanding strategic communication academicians, students learn to leverage the power of strategy across media to create communities, produce engaging content and successfully handle crisis communications — all in a 100% online format. Students gain conceptual and applied knowledge that opens doors to new career paths, including management and leadership. Students looking to advance their careers will learn a mix of strategy, digital media expertise, analytic skills development, and more.

Master of Arts: Journalism & Mass Communication

Classes in the Master of Arts program are designed to provide a mix of mass communication theory, research methodologies, and advanced professional skills. This graduate program offers the following five areas of emphasis:

Creative Media Production

This emphasis enables students to pursue individual interests in video production and multimedia through theoretical and practical study. Students tailor their study in these areas through their core coursework in research and theory and other courses or independent study in video production and interactive multimedia.

Media Management

The emphasis in media management is designed to provide students interested in developing the insights and skills necessary for management positions in the industry with an opportunity to pursue courses that will provide such background. Students individually tailor their study through their core coursework in media research and theory, other JMC coursework, and independent study with faculty.

> Journalism

This emphasis addresses the practical and theoretical problems of news and information gathering, editing, and presentation. Students may take coursework relevant to digital journalism. Courses in the College are complemented by a wide range of courses outside it, shaped by the individual career interests of students.

Strategic Communication (Public Relations and Advertising)

At the graduate level, strategic communication interests students involved in or anticipating careers in advertising, public relations, or research. Working from the foundation of the graduate curriculum's core courses, the strategic communication emphasis offers a mix of theory and practical courses. Students may take relevant courses from other disciplines, such as marketing, human relations, communication, and psychology in conjunction with this area of emphasis.

Master of Professional Writing

The Master of Professional Writing (MPW) is one of the first programs of its kind in the United States, focusing on popular fiction and nonfiction. The degree evolved from a longstanding emphasis under the MA in Journalism and Mass Communication. Program faculty include commercially successful authors who bring substantial practical and creative experience to the classroom. Students take coursework in novel writing, nonfiction, and screenwriting.

Accelerated BA/MA

Gaylord College offers an accelerated BA/MA program that allows high-achieving undergraduate students to begin graduate study during their senior year. The program is designed for students to complete their master's degree in one year beyond the BA study. It allows students to earn both a bachelor's and master's degree in five years. Students can pursue an accelerated master's degree in creative media production, journalism, and strategic communication.



Ph.D.

The Ph.D. program's graduate faculty mentor junior colleagues pursuing study under two concentrations: 1) Journalism and Media Studies and 2) Strategic Communication. Research possibilities under those main umbrellas vary with our faculty's specializations and interests, including health communication, crisis communication, media psychology, journalism ethics, data analytics, media management, cultural media studies, and disinformation and policy. The program is highly competitive, admitting and funding up

to five students annually from across the state, the country, and internationally. The program builds on a record of excellence in preparing doctoral students for careers in academia, as evidenced by top-paper awards and paper presentations at national and international academic conferences. Ph.D. graduates earn academic positions at top schools nationally and internationally.

Facilities

The College boasts a building that is spacious, engaging, and technologically up to date. The first phase of Gaylord Hall opened in 2004 with 62,000 square feet of space, and 46,000 square feet was added with a second wing opened in 2009.

Technology

Gaylord College was the first collegiate journalism program in the United States to be named an Apple Distinguished Program for its comprehensive integration of Apple-inspired technology throughout its building and curriculum. Gaylord students become master storytellers able to work collaboratively on and off campus.

Inside Gaylord Hall, students have access to an open Creative Lab, five advanced computerassisted teaching spaces, a Newsroom Convergence Lab, 10 video-editing bays, two broadcast studios with jibs and lighting grids, a new audio and video podcast studio, and three audio training suites.

Computer Labs

The Gaylord College Creative Lab is available to all students enrolled in JMC courses. Students use this space to work on projects using a variety of software, including the Adobe Creative Suite, Apple Final Cut Pro, Microsoft Office and more.

Broadcast Labs

Gaylord Hall hosts a facility that allows students to produce high-quality video and television programs. This includes two working studios, cameras and controls, digital audio, single-camera video production, field audio production, studio and field lighting, as well as hands-on experience with nonfiction and documentary production and



fictional and experimental video production. Several post-production platforms are available, suited to different levels of production.

Student Opportunities

Gaylord students experience their major hands-on through an extraordinary range of opportunities that take them outside traditional classroom walls. Public relations and advertising campaigns classes produce work for corporate, nonprofit, and government clients – from Carnival Corporation to the Route 66 Centennial Commission. Journalism students see their work going to newspapers, digital outlets, and TV stations around the

Experiential Learning Opportunities

- Advertising and public relations students visit agencies in New York, Los Angeles, and Dallas.
- Gaylord News students report from Washington, D.C., for Oklahoma news outlets.
- OU Nightly covers severe weather live in partnership with meteorology students.
- Greenlight Productions student-run film club produces short narrative films and documentaries.

state through Gaylord News. OU Nightly covers breaking news and weather live via streaming and cable. Sooner Sports Pad streams weekly on ESPN+. Visits to agencies on both coasts and in between connect advertising and PR students to industry trends. Targeted events such as Top Jobs and Creative Media Marketplace bring leading organizations to campus to recruit Gaylord students. Not only do students gain hands-on experience through these opportunities, they also gain a sense of belonging and family within the College.

Gaylord Hall Productions

Gaylord Hall Productions is the professional contract and documentary media production unit within the Gaylord College. This national award-winning group of faculty and students works together to produce videos that combine creativity, effective message design, and innovative storytelling. GHP provides an outlet for the college's top media production students to gain valuable real-world experience and build a professional portfolio. GHP has clients at OU, in Oklahoma, and nationwide. It is a must-experience for those interested in corporate, commercial, and documentary media production.

Lindsey + Asp

Lindsey + Asp, Gaylord's student-led advertising and public relations agency is the go-to source for provocative insights into how the next generation of consumers, employees and citizens think and feel about the most timely and important issues of the moment. The Gen Z research conducted on an annual basis equips students with rich proprietary data to lead provocative new business pitches and serve clients with actionable insights – at the speed of youth culture. Members of Lindsey + Asp are bridge-builders and connectors. They link brands and the youth of today. As marketers working with local, regional, and national clients, Lindsey + Asp believes that connection is deeper than just a message delivered; it is a message that resonates. As a team, they don't just observe; they become a part of the

conversation, forging genuine connections. Students working at Lindsey + Asp are youth, helping clients to understand how to market to youth and be in tune with the next generation.

OU Nightly

OU Nightly is one of the top college newscasts in the nation. The show airs live five days a week on Cox Cable and is streamed on multiple platforms. OU Nightly allows students to work on all aspects of news production, making them highly recruited throughout the broadcast news industry. Students gain experience as producers, directors, anchors, reporters, and more while participating in the newscast. In an innovative partnership, OU Nightly airs on Cheyenne and Arapaho Television, which provides valuable news coverage to western Oklahoma.

Gameday U

Gameday U is produced on Saturday mornings during football season and is the only statewide live television broadcast pregame show in the state. The award-winning show features a detailed analysis of the college football landscape.

Sooner Sports Pad

Sooner Sports Pad is an award-winning broadcast produced weekly in Gaylord College's Studio D. The broadcast is the only student-produced show in the country that reaches a live national audience every week on ESPN+.

Study Abroad

Through Gaylord, students can travel overseas to enhance their learning experiences, including London, Puerto Rico, and Italy.

British Media Tour

The faculty accompany students to London, Bristol, and Cardiff for a three-week study abroad experience. During the trip, students visit top media management, ad and PR account executives, and content producers from many organizations. On past trips, students have visited the BBC, SkyNews, The Guardian, Ogilvy PR, Edelman, Ketchum, as well as Icon Films, the Bottle Yard Studios, and the Atrium Creative Center at the University of South Wales in downtown Cardiff.

Puerto Rico

Faculty lead this nine-day study abroad experience to Puerto Rico in January. During this experience, students explore the culture and history of Puerto Rico while learning about the impact of global tourism. Students demonstrate writing and design skills by communicating an authentic tourism experience and establishing a personal writing brand online. Island

destinations include San Juan, Cueva Maria de la Cruz, El Yunque National Forest, Luquillo Beach, Ponce, La Parguera, Bioluminescent Bay, and Boqueron Beach.

Gaylord in Arezzo

The OU Italian Study Center hosts students from all five majors for Gaylord in Arezzo for four weeks in the summer. They immerse themselves in the local culture of Italy and gain a global perspective. Excursions to Rome, Florence, Pisa, Cinque Terre, Pompeii, Sorrento, and Capri are included, as well as two free weekends for independent travel. In one course, the students work with Italian clients to create holistic marketing communication campaigns. In the other, they work with the Tuscany landscape to stimulate and individualize their creativity.



About The University of Oklahoma

Mission

The mission of The University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.

Strategic Plan

Officially launched in July 2020, *Lead On, University* defines a clear plan for the Norman campus' future and the comprehensive strategies to achieve it. As the university's first <u>Strategic Plan</u> in a generation, it aims to position OU as a top-tier public research university that fosters a culture of innovation, excellence, and inclusivity.

The heartbeat of the Strategic Plan echoes the university's fundamental purpose – We Change Lives – three small but powerful words that affirm who we are and inspire our path forward.

Fundraising Campaign

In the Fall of 2022, the University of Oklahoma set <u>a goal to raise</u> \$2 billion to create the OU of the future. This campaign is about seizing unparalleled opportunity to build on the fundamental tradition of OU – constantly striving to reach new heights of success.

It is about recognizing the possibilities and doing all we can to seize them. In this way, Lead On will be a living testament to the transformative legacy we have inherited from the generations of leaders and dreamers who have shaped the University of Oklahoma.

Academics

OU is the largest research institution in the state of Oklahoma, and with more than 575 endowed faculty members who are committed to providing students with a real-world, hands-on learning experience, our programs continue to be ranked among the best.

Quick Facts

- Undergraduate student population is approximately 21,768, with approximately 44 percent non-resident.
- Student to faculty ratio is 18:1.
- Average class size is 32, with less than 4 percent of classes having more than 100 students.
- OU achieved an all-time record freshman-tosophomore retention rate of 90 percent, ranking OU among the top universities in the nation.
- OU is one of only 34 public institutions in the nation currently reporting retention rates of 90 percent or higher.
- OU has more than 170 different majors.
- Most popular programs

 (all rank in the top 10
 nationally): meteorology,
 journalism, petroleum
 engineering, ballet,
 musical theatre,
 entrepreneurship,
 international business,
 and energy management.

Research

The University of Oklahoma is a comprehensive research university classified by the Carnegie Foundation as the nation's highest tier of research universities (R1: Doctoral Universities—highest research activity). The University's research enterprise features award-winning and nationally- and internationally recognized faculty, multidisciplinary research centers, scholarly publications, and acclaimed performances at venues worldwide. The University's south research campus is notable for fostering partnerships between academic programs and governmental and private industries. Major research centers established on the Norman campus include the Cooperative Institute for Mesoscale Meteorological Studies, the Advanced Radar Research Center, and the K20 Center.

Accreditation

OU is accredited by the Higher Learning Commission. The Higher Learning Commission (HLC) is an independent corporation founded in 1895 as one of six regional institutional accreditors in the United States. The HLC accredits degree-granting post-secondary educational institutions in 19 states across the North Central United States.

City of Norman

It matters where you live. In Norman, Oklahoma, students enjoy the cultural and intellectual lifestyle of a university town known for putting its community first. Norman is a vibrant college town filled with Sooner spirit and plenty to see and do. Campus Corner is a historic four-block area exploding with shops, services, and restaurants. Annual events and festivals bring together residents and visitors by the thousands, such as the Norman Medieval Fair,



Norman Music Festival, Jazz in June, and the Summer Breeze Concert Series.

The city is home to more than 50 parks and recreational areas, including disc golf courses, sports complexes, and pools, not to mention a range of museums and theatres. Norman is an affordable city with its walkable, tree-lined streets, an attractive and accessible one, too.

Today, OU and the City of Norman are still making history. Norman was recently

recognized as one of the most progressive cities in the state, and the Norman Public School system was acknowledged as the top school system in Oklahoma. Currently, Norman is involved in a downtown revitalization project and a project that will guide Norman and its citizens into the 21st century. The Norman 2020 plan was designed to address future population growth and infrastructure problems and offer solutions before they occur.

Nomination & Application Process

Compensation

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Associate Vice President of Executive Search Julie Holley and Senior Executive Search Consultant Maggie Mayes with Greenwood Asher & Associates® are assisting The University of Oklahoma in this search. Applications and nominations are now being accepted. Inquiries, nominations, and application materials should be directed to Greenwood Asher & Associates. Application materials should include:

- A letter of interest that clearly states the applicant's qualifications for the position
- > A current résumé/curriculum vitae
- > The name, relationship, and email address of five professional references

We strongly encourage submitting application materials as PDF attachments. The search will be conducted with a commitment to confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Please direct inquiries, nominations, and application materials to:

Julie Holley, Associate Vice President of Executive Search

julieholley@greenwoodsearch.com

Maggie Mayes, Senior Executive Search Consultant

maggiemayes@greenwoodsearch.com

For more information about The University of Oklahoma and The Gaylord College of Journalism and Mass Communication, please visit http://www.ou.edu/gaylord.

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The University of Oklahoma, in compliance with all applicable federal and state laws and regulations does not discriminate on the basis of race, color, national origin, sex, sexual orientation, genetic information, gender identity, gender expression, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to admissions, employment, financial aid, housing, services in educational programs or activities, or health care services that the University operates or provides.