

# **Journalism Diversity Scholars Program**

## **October, 2005**

Title of Program: Journalism Diversity Scholars – School of Journalism and Mass Communication

### **Description of Program:**

The Journalism Diversity Scholars program mission is to encourage academic excellence by offering support and a safe network for students with diverse backgrounds. It is a four year program. We started out with five students and are now serving 31. We promote diversity and programs such as mentoring, Multi-Ethnic Media Organization (MEMO) student group, and other minority organizations. The Journalism Diversity Scholars Program provides leadership opportunities to excel in a larger university setting through faculty, staff, classmates, alumni and leaders in the media industry.

### **Requirements:**

Journalism Diversity scholars are required to:

- maintain a 3.0 grade point average overall,
- participate in the Multi-Ethnic Media Organization student group,
- complete pre-requisites for Journalism,
- meet with the director to assess progress,
- attend one campus event pertaining to diversity,
- attend Journalism Career Day,
- write an essay at the end of each semester documenting their progress for scholarship renewal.

**Staffing:** 0.5 (About half of fulltime staff member's time is spent on JDS)

**Number of students directly served:** 31 Journalism Diversity Scholars

**LEAD Financial Aid:** \$28,000

### **Graduation Rate:**

4<sup>th</sup> yr-60%  
5<sup>th</sup> yr- N/A  
6<sup>th</sup> yr- N/A

Of first JDS cohort in 2001, 3 out of 5 graduated in 4 years.

**Retention rate:**

Cohort Start Year	Number of Students		Retention Rate
	Enrolled	Returned 2nd Fall	
2001	5	3	60%
2002	5	5	100%
2003	8	8	100%
2004	8	5	63%
2005	10		

**Avg Retention Rate:** 81%

**Other measures of success:**

I encourage students to attend college to further better their education. Our measures of success have been the following in Fall 2005:

- Gannett Diversity Broadcast News Internship - Funding Renewed. This is a one year paid internship at KUSA 9News which gives students an opportunity and grooms them for a position at the Gannett Corporation.
- Sending 4 Journalism majors to the California Chicano News Media Association Job Fair where they will meet with recruiters, attend a California Alumni Reception.
- Sponsored a Diversity Welcome for all students at KUSA 9News, which was an absolute success. Over 50 students and 20 professionals from media in Denver.
- Hosting two Hearst Professional of Diverse backgrounds, Michael Wilke, The Commercial Closet and Lynnette Romero. Alumna from KTLA in Los Angeles.
- Encourage students to apply for the Chips Quinn Scholars Programs for News Editorial Students
- Hosting Book Signing for Patricia Raybon, Journalism Professor at the Boulder Bookstore. Co-hosting will be the Black Alumni Society.
- Hosting a Minority Career Fair with the Colorado Press Association in November.
- Partnerships with the Rocky Mountain News, CBS4, and the Daily Camera increasing Diversity Awareness and Diversity in their newsrooms.
- Reactivating our Recruitment plan for Denver and surrounding schools
- Cultural Currents Magazine in progress to be out at mid-semester.
- Working with the Rocky Mountain News and Association of News Editors in partnering with a High School Newspaper in the Denver metro area.