

# FACULTY AND STAFF FAQs



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## WHAT IS MASS COMMUNICATION WEEK?

Mass Communication Week, or you may hear it referred to as Mass Comm Week or MC Week, is a four-day conference held each year by the School of Journalism and Mass Communication at Texas State University. It's a chance to look to the future and hear professionals discuss issues, trends and careers in mass media. Speakers represent the fields of advertising, digital and electronic media, journalism, general mass communications and public relations. Students participate by covering events, using social media and interacting with guests. This year's event is scheduled for October 16 – 19.

## HOW CAN I HELP?

Faculty have several opportunities to become involved in Mass Comm Week:

- Allow your students to attend sessions during class time.
- Include a Mass Comm Week assignment or project in your syllabus.
- Suggest a speaker, panel or workshop for the event.
- If you're a student org advisor, encourage officers and members to reserve a spot for the Student Org Fair on opening day, to volunteer welcoming and escorting guests and to sponsor a session or provide giveaways, such as t-shirts or stickers, for "swag bags" or contests.

## WHY IS MASS COMM WEEK HELD IN THE LBJ STUDENT CENTER INSTEAD OF OLD MAIN?

With the growing student population, as well as the increasing number of declared majors and the addition of the Digital Media Innovation sequence, space in Old Main has become a commodity. Because SJMC courses are held in several buildings across campus, having Mass Comm Week in the LBJ Student Center is more convenient to both students and guests.

## MAY I HOST A SPEAKER IN MY CLASS FOR MY STUDENTS ONLY?

Yes, you can invite a guest speaker for your students only. If possible, please encourage the speaker to stay for a second session open to all students. Because of space limitations, if the session is limited to your class, we may not be able to include information on the printed schedule.

## WHAT IF I'D LIKE TO SCHEDULE A SESSION AT A NON-STANDARD TIME (BEFORE 9:30 A.M. OR AFTER 6:30 P.M.)?

The committee can help set up logistics for the session, such as reserving a room, marketing the session and obtaining a parking passes. Depending on the time, a volunteer to assist and greet the guest(s) may not be available; however, we will provide a swag bag for your guest(s).

## WHAT'S NEW THIS YEAR?

As Mass Comm Week continues to evolve, we're excited to implement some changes. For 2017, we're introducing Career Chats. Students will be able to RSVP for a 15 – 30 minute, one-on-one meeting or small group discussion with speakers. We are also asking guests to hold at least two sessions on the same topic to better accommodate students' schedules and for crowd control. Finally, as a lead off to the closing reception on the last day of the event, we are coordinating with Career Services to hold the Mass Comm Career Fair. By doing so, we hope to maximize attendance by students, professionals, alumni and the advisory council.

## HAVE QUESTIONS OR COMMENTS?

If so, email Emmeline Olson at [ea27@txstate.edu](mailto:ea27@txstate.edu).



**OCTOBER 16 – 19, 2017**

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