



JACKSONVILLE STATE UNIVERSITY
Media Expert Guide



JACKSONVILLE STATE UNIVERSITY

ABOUT JSU:

Located in the Appalachian foothills on more than 450 acres midway between Birmingham and Atlanta, Jacksonville State University was established in 1883 as a state teachers college and has grown into a public, comprehensive university with the highest percentage of accredited programs of any regional university in Alabama.

FOUNDED:

1883

PRESIDENT:

Dr. John M. Beehler, PhD and CPA

MASCOT:

Gamecocks

MASCOT PERSONALITY:

Cocky

COLORS:

Red and White

MOTTO:

“Exegi Monumentum Aere Perennius”
(I have reared a monument more enduring than bronze)



JSU PEOPLE:

Undergraduate Students: 7,561

Graduate Students: 953

Faculty: 315

Staff: 792

Student/Faculty Ratio: 18 to 1

Alumni: More than 60,000 Gamecocks are spread out across the globe in all 50 states and nearly 100 countries.

ACADEMICS:

JSU boasts more than 110 areas of study through 45 undergraduate and graduate degree programs offered through the six academic schools: Arts and Humanities, Business and Industry, Education, Health Professions and Wellness, Human Services and Social Sciences, and Science. JSU is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). Check out the full degree listing online at www.jsu.edu/degreeelist.html.

ATHLETICS:

Currently members of the Division I Ohio Valley Conference (OVC), the Gamecocks compete in baseball, softball, basketball, cross country, track and field, golf, football (FCS - 1AA), rifle, tennis, soccer, volleyball and sand volleyball. Learn more at www.jsugamecocksports.com. JSU is the only school in the nation to lay claim to NCAA national titles in football, men's basketball and baseball at the Division I or Division II levels.

HISTORY:

From modest beginnings, Jacksonville State University has evolved into the educational center of Northeast Alabama. The Alabama Legislature, in the 1882-83 session, created a state normal school when Governor Edward O'Neal signed into law a bill creating the school on February 22, 1883. Jacksonville State normal school acquired the facilities and equipment of Calhoun College, consisting of 12 acres of land and a two-story brick building. The Normal School remained in operation until 1930 when it became Jacksonville State Teachers College. Five years later, the college earned regional accreditation from the Southern Association of Colleges and Schools. In 1957, the name again changed to Jacksonville State College when the first graduate program — the master's degree in elementary education — was created. On August 2, 1966, the State Board of Education was authorized to elevate the college to university status. On August 17, 1967, the legislature established an independent board of trustees for the university and divested jurisdiction from the State Board of Education.

ECONOMIC IMPACT:

The direct local expenditure of the university, faculty, staff, legacy students and retirees is approximately \$327 million. This amount is composed of \$27 million spent by faculty and staff, \$83 million spent by students, \$184 million by legacy students, \$8 million spent by retirees and \$24 million (excluding wages and salaries) spent by the university. The direct impact of \$327 million with the multiplier or re-spending results in a total of \$589 million. The university employs 1,107 persons in various faculty and staff positions. In addition to these jobs, 13,000 jobs exist because of direct and indirect university-related spending.

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ARTS, COMMUNICATION AND CULTURE

17th Century Literature

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Academic Librarianship

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African-American Literature

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Department of English
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Alabama Literature

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Alabama Virtual Library

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Alternative Press

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American Literature

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Arts Administration

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Assessment in the Arts

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Book Arts

Jauneth Skinner, Professor of Art

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Botanical Art & Illustration

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CONTACT: 256-689-8573 or jauneths@jsu.edu

Brass (especially trumpet)

Dr. Christopher Probst, Assistant Professor of Music

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CDs

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Costume and Clothing Construction

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Costume History

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Counterculture of the 1960s

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Creative Writing

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Critical Theory (drama)

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Culture

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Cultural Intersectionality

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Drawing

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Fan Studies

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Film Pedagogy

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Film Studies

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Game Development

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Design & Graphic Arts

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High-end Audio Systems

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Iconography

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Infographics (data visualization)

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Illustration

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Improvisation (musical)

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Information Literacy

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Jazz

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Jazz

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Library Assessment

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Library Collection Development

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Library and Information Studies

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Library Leadership and Management

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Media Literacy

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Milton's Paradise Lost

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Music Administration

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Music (general)

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Music (general)

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Music (general)

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Music (general)

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Music Performance

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Music Technology

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Music Theory

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Musical Theatre

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Puppetry

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Organ

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Papermaking

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Performance Studies

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Piano

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Popular Culture Studies

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Printmaking: Etching, Relief and Letterpress

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Social Media

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Spanish and Latin American Cinema

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Spanish and Latin American Popular Culture

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Television Studies

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Theatre

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Theatre, Film and Television

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Theatre History

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Underground Newspapers*

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** The JSU Houston Cole Library holds a special collection of more than 800 underground newspapers from the 1960s*

Video Games

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Web Design

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Works on Paper (art)

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Writing (technical/business and professional)

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BUSINESS & FINANCE

Athletic Administration

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Auditing

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Auto Industry in Alabama

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Bank Valuation

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Branding a Program (arts and music)

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Business Analysis

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Business Ethics & Compliance

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Business Planning and Strategy

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Business Valuation

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Career Counseling

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Commercial Development

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Consumer Behavior

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Corporate Finance

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Derivative Security Valuation

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Diversity in the Workplace

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Feasibility Studies

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Federal Income Tax

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Finance (general)

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Finance & Accounting

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Financial Accounting

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Internships, Co-ops

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Internships, Co-ops Postings

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Job Postings (full-time professional, fellowships, federal and state)

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Job Interview Skills

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Job Interview Preparation

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Marketing (general)

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Marketing Feasibility Analysis

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Marketing Plans

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Mortgage Securities and Valuation

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Myers-Briggs Type Indicator & Strong Interest Inventory

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Operations and Supply Chain Management

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Personal Finance

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Professional Development

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Public Speaking

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Regional, State and Local Economics

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Retailing

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Recruiting Events (career fairs, education fairs)

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Resume and Cover Letter Writing

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Risk Management

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Sales Force Training

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Sexual Harassment

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Sport Facilities

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Sport Marketing

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Strategic Planning

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Time Management

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Writing (technical/business and professional)

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Work and Occupations

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Workforce Development

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CRIMINOLOGY AND LAW

Armed Conflict

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Copyright

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Crime in Media

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Crime Scene Reconstruction

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Criminal Investigations

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Criminal Justice

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Criminology

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Death Investigation Systems

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Domestic Violence

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Hate Crimes

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Homeland Security

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Human Trafficking

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Impact of Parental Incarceration on Children and Families

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Interviews and Investigations

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Justice and Ethics

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Juvenile Justice and Social Work

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Maritime Piracy

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Medicolegal Death Investigation

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Notification of Next-of-Kin

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Police Administration

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Police Policy

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Police Practices

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Post-Traumatic Stress Disorder & Forensic Practice

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Risk Communication

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Sexual Assault

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Sexual Harassment

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Sex Work

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Sexual Violence

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Social Media in Emergency Management

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Supply Chain Management and Optimization

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U.S. Coroner System

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EDUCATION

21st Century Teaching and Learning

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Active Learning/Engaged Learning

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Active Learning

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Assessment

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Assessment

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Autism Education

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Behavior Planning in the Classroom

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Bibliographic Instruction

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Bullying

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Bullying

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Classroom Management

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Classroom Management

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College Admissions

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College-Bound Students with Intellectual Disabilities; Transition of High School Students with Intellectual Disabilities to College

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Counseling

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Course Development

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Developmentally Appropriate Practices for Young Children

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First Generation College Students

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Game-based Learning

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Grief at School

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