Telling the Story of Student Development thru Images and Headlines
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Introduction
Students learn about programs and events thru social avenues of Twitter, Facebook, Instagram as well as thru general media such as The Baylor Lariat. Media coverage of programs can be observed thru image and content analysis. Efforts thru such analysis informs us as to the level of attention afforded areas of Student Development.

Purpose
Intent of project was to examine specific student media coverage, The Baylor Lariat, of various programs offered by three areas (Community Engagement & Service, Academy for Leadership Development, and Multicultural Affairs) within the umbrella of the Office of the Dean for Student Development.

Method
- Image and Content analysis
- Digital images connected to articles reflecting student population.
- Headline search, key words of leadership, lectures, diversity, multicultural, heritage, community engagement, service.
- Project involved review of digital images and headlines from a selected student media source The Baylor Lariat from August 2016 to February 2017 to construct an idea of coverage of three areas (Community Engagement & Service, Academy for Leadership Development, and Multicultural Affairs) within the umbrella of the Office of the Dean for Student Development.

Results-Images

Results-Headlines
- Lunar New Year event honors Chinese tradition (web only) 
  Faith Miletello – February 7, 2017
- Peer leader application deadline approaches
  Jack Parsley – February 3, 2017
- Multicultural Affairs hosts ‘signing day’
  Joy Maton – February 2, 2017
- Asian Heritage Month concludes with masquerade ball
  Brianna Bassett – November 17, 2016
- What’s next series offers platform for diversity conversations post-election
  Megan Rule – November 16, 2016
- National Hunger and Homelessness Awareness Week kicks off in Waco
  Megan Rule – November 15, 2016
- Criminal justice reformer Adam Foss speaks in Baylor lecture series
  Clarissa Anderson – October 26, 2016
- Banquet to honor Hispanic heritage
  Brianna Bassett – October 26, 2016
- African-American men suit up to fight stereotypes
  Joy Maton – October 5, 2016
- Mosaic Week presented by Multicultural Affairs has a lot of fists in store for...
  Bradi Murphy – September 1, 2016

Discussion
- Image and Content analysis reveals consistent coverage thru digital images as well as headlines for programs in each area.
- 19 or more headlines accompanied by digital image reflective of respective program.

Implications
- Consider inviting The Baylor Lariat for media coverage of upcoming events.
- Evidence of diversity of student population within images and headlines.
- Student Development story is told for preservation of history.

References