

January 2013 Faculty Meeting Minutes

Present: Deni Elliott, Tony Silvia, Bob Dardenne, Monica Ancu, Casey Peterson, Loretha Cleveland, Casey Frechette, Mark Walters

Absent: Paul Wang (Working Remote)

MW: Important to monetize WUSF's presence while they're here so we can determine what we're bringing to them is worth. MOU will need to be approved at several levels, including University lawyers.

DE: We wanted to find out if external affairs is onboard (they are). They will be a highly visible part of campus and addition to our program, so I want to make sure we have time to discuss and get clear and specific about what we want them to provide to us as a faculty and our students.

TS: Can the sign be co-branded?

MW: I indicated we'd want that. Where it goes up is another question. Any broadcast should have that cobranding too.

DE: Sounds like two kinds of branding: department and university.

TS: I meant department cobranding. MOU will be important. There's an upside but the more specific the memo, the more the upside. I heard about internships, but what else. Informal training? How can they get involved more specifically in the production aspect of things?

I'd like close involvement with classes. Sitting in, listening, to give them a broader palette of what's coming through.

MW: Maybe getting involved with ARP committees.

TS: Exactly. And on air messages talking about what's unique to our campus/department will be very important.

DE: Getting them as a presence on our website will also be very important.

TS: It will be important to monetize and determine, specifically, what will be returned in kind.

MW: Larger picture is Tampa is known for broadcast. This will give us a toehold in broadcast from which we can expand.

BD: We should emphasize department in cobranding.

MW: True, but we need to differentiate between product (our department, programs) and brand (WUSF).

DE: So, overall, agreement to move forward?

(Faculty votes to move forward with this partnership and the on-campus.)

DE: Please fill out performance forms for Spring 2012, Fall 2012, Spring 2013. Enter the information on the written form. That goes back to Dean's office. 3 credit classes count as 25% FTE. After, the info needs to be added to the FAIR system.

BD: The percentages matter because they're matched up against your ratings in the areas.

MW: I'm not aware that the percentage breakdowns matter.

MA: It's come up, according to HR.

DE: Onto schedules, summer is set, fall is pretty set, spring not so much. I'll hand out the faculty preference sheet so you can let me know what we want to do.

Everyone has a class in summer '13. Mary Shedden is committed to picking up JOU 2100. The only adjuncts we have lined up for sure are MMC and JOU 2100.

MA: I wonder if we want adjuncts teaching those particular classes since those are foundational writing classes.

LC: I'm in agreement. I think it's an issue of consistency and control. In the past fall, I had a student who clearly wasn't ready for NNB. She passed, which can happen with even a low C, but wasn't prepared.

DE: Agree high qualifications are important. We're collecting syllabi from these classes to demonstrate how it's been taught.

CF: If students are really struggling with their writing, it's difficult to get them to a point where they're writing journalistically. Perhaps we can direct them to some remedial work.

MW: I've been working on some resources that might be of use, dealing with sentence structure, etc. We could put it up for students to take.

DE: The use of the Poynter grammar course is another option.

LC: Might want to have a conversation at some point about coordinating MMC/JOU 2100.

DE: Sounds like a good future agenda item. So, for fall. Let's figure out who has what.

We have several course ideas that have come to us from adjuncts. Media Management is one.

TS: Might be good to run in spring.

DE: We have another adjunct application from someone interested in teaching about covering immigration. Branding and advertising, writing on conflict, web dev. and culture are other possibilities.

TS: Covering these niche courses is a perfect use of adjuncts.

DE: On the recruitment front, it looks like we can recruit for two positions. One tenure track, one full-time instructor. I'd like to have a clear idea of what we're doing before the end of the spring semester so we can advertise immediately in August. (We can't advertise until July.) Law and theory for the tenure track is what we have in mind.

Digital law, communication theory are areas of focus.

MW: We have a tenure line and instructor position coming up under the DJD budget.

DE: Two new tenure track positions will start fall 2014.

TS: When Bob and I leave, part of what we're losing is a news heritage. And I think that's part of the conversation around who teaches MMC and JOU 2100. Journalism is the primary title in the department.

MW: I agree and think it boils down to the ethic of the department.

DE: I envision someone with strong news experience but strongly digitally competent.

We'll continue to talk about this. Moving along...

MA: Last week I sat in on a Gen Ed committee meeting. Five courses are specified for each area. Up to five more will be suggested by faculty. Committee is opposed to online classes (for gen ed.) Current gen. ed. Classes aren't guaranteed this status going forward.

DE: We seem to have three candidate courses in this dept. Vis Com, Mass Media & Society and Social Media.

MA: Committee talked about evaluation process of proposals and want departments, not individuals, to make proposals. There may be a cap on the number of proposals. Evaluation criteria will be devised. Process needs to be completed by fall 2014.

DE: Bob – ARP/Thesis discussion.

BD: To clarify...what can students do in an ARP? We don't have clearly enough stated rules on what can be done.

MA: We do have guidelines. The issue is with what we accept in those projects.

BD: There's been a wide range of quality on ARPs.

DE: When we get the proposal, we do need to make sure we need to do a good check. Let's all take a look at what's on the website now. Bring any changes you recommend.

MA: Blackboard may have the old guidelines.

MW: Students are getting Web space in DJD. We can look at that for the ARPs, too, as a core repository of student work.

BD: On international, I'm still working on something with a Chinese university. But we have another lead on an associate professor from China who want to work on something along the lines of anthropology and journalism. Seems here would be the best fit, if we can find room for him. He'd work mainly with me, but others too, possibly. Looks like a good fit.

(Group agrees.)

BD: On Kappa Tau Alpha, we're around the 10% mark, but if we can induct a little late we can get a few more students in.

MA: No major announcements for undergrad program.

BD: No major announcements for traditional grad program.

MW: We're cross-listing our entrepreneurial journalism course with Bill Jackson's course in business. We need to start moving our DJD courses into the queue for Quality Matters approval. I'll be working with Elizabeth Hanna, our instructional designer, to queue those up.

LC: No updates for NNB.

DE: Remember, our next meeting is in late March. (After spring break.)