

## August 23 Faculty Meeting

*In Attendance: Deni Elliott, Tony Silvia, Mark Walters, Casey Frechette, Bob Dardenne, Casey Peterson*

*Absent: Paul Wang (Sabbatical)*

DE: Faculty meetings are scheduled for the Friday of the month to coincide with chairs meetings. Good idea to migrate everything you might need at any time in the future into Canvas from BB. Things are shutting down at the end of the year.

We probably need to make sure we have all internship records accounted for.

CP: We can use Banner to get those and other records, aside from Blackboard.

DE: WUSF is moving in, there's an ISDN line installed, a recording closet, and they seem excited. Signage and branding will go up on the window facing 6<sup>th</sup> Ave S. This is all happening in the next week or two.

We'll invite someone from there to come to our next meeting to talk more about the

CF: *Reviews assessment/accreditation worksheet.* Conversation around whether we should have a standard level for

Cleveland, Hooker, Wolfe, Keeler

DE: We have new statistics requirements for our website.

CP: We have number of majors listed, first. Enrollment by major is also listed (not just majors). Then graduation and retention rates.

DE: This is great, but we have less data on what our graduates are doing now. We're getting some responses, but it's anecdotal. For Senior Seminar, the last week we want current/expected address, and plans after graduation.

DE: Mark, anything else about WUSF?

MW: Planning a ribbon cutting. Be thinking about how this resource might be integrated into your classroom. This also opens up new publication avenues, across media.

CF: Add blurb to website.

DE: Emphasizing professional development opportunities for undergrads.

DE: A lot's happened on the hiring front since our last meeting. New regional chancellor, hiring freeze announced. Given Loretha's resignation, several new

factors in play: I'll pick up MMC2100. Loretha will help with NNB and Murrow program.

Theory & Community Journalism is what I'm thinking we can use to reframe the old "theory and law" position. This would be someone with background, interest, involvement in community journalism.

This, of course, leads to the question 'what about law.' I've talked with the Dean and we have a few options. We can bring Dave Snyder on full-time, in a visiting or other role.

MW: To get us on the same page, let's make sure we're clear on what we mean by community journalism – hyper-local or advocacy. The former seems to have staying power, the latter less so.

BD: Civic and community can get confused, too.

TS: I think we want to be careful that we add value but not necessarily stay on a path we're on just because it's already clear to us.

BD: Some may interpret what we're doing as activism, but a lot is in how we frame it, too.

CF: Emphasizing audience engagement may be helpful, too.

DE: Possibility of Lane DeGregory joining as adjunct has come up, and something we should pursue.

BD: Sounds good, we just need to be mindful of overall diversity of faculty going forward. Adjuncts may be the best way to ensure this going forward.

MA: I'm fielding messages and inquires from undergrads and have an updated version of the handbook.

DE: We now have faculty, grad and undergrad handbooks that we each have copies of. Make sure you have the policies in hand. This fits into accreditation too – clear, transparent policies.

DE: Gen Ed. – this is gearing up, with a meeting soon. We now have a 36-hour gen ed. program. Not every campus is required to offer every mandated course.

We're still looking at MMC3602, MMC2100, Social Media...

BD: And VisComm?

DE: That would work well, too.

MA: I got 50 something students in that course over the summer.

DE: As of right now, gen ed courses have to be face to face, but there may be workarounds.

DE: The entrance exam. Ed Scott taught MMC2100, Mary Shedden JOU2100. We experimented with the entrance exam. We were talking about moving the exam to the end of MMC 2100. This lets us offer 2100 as a Gen Ed course, and to teach on basic language, grammar before we test it.

DE: Let's look at learning goals for these courses soon to clarify the difference. I'm using NewsU course pack including primer, which requires an 80 percent or higher as part of course requirements. Perhaps we can use this as the entrance exam/test.

TS: We could use the existing entry exam as a pretest, to help inform the instructor and as a diagnostic.

MA: I think the plan sounds good, and could see the existing one as a pretest.

BD: Since enrollment is dropping in JMS masters, which may or may not be a long term trend, an idea is to have students commit as freshman to a five-year program and then get two degrees. This could solve the problem of cross-listed courses, boost enrollment a little and help folks save a little money.

TS: This would be an in-house sort of thing, for folks who start here.

BD: Realistically, some may take more than five years.

DE: There are cases where a course could count in both courses.

TS: Is there an accreditation issue there though?

BD: Maybe. We need to see if there are other models that we could investigate.

DE: Can someone volunteer to continue the investigation on this?

TS: Bob and I can do it together.

MW: There have been a lot of questions about spending of DL money. Everything we've spent was cleared through Tampa, though other universities have been audited, so there's a closer look on all of this.

There's a steering committee setup to oversee this process, which I'll be on.

Enrollment's looking good in DJD, with students coming more and more out of state. We have a big challenge now in continuing to improve our courses ...

CF: *Talking about recording "live" video sessions.*

MW: Another challenge: UF has been "knighted" as the online university in the state, and that could have big impacts on us. What we really need to leverage are the quality of our courses as well as the speed at which we were able to move forward.

MW: We're seeing a big connection between the quality of the website and enrollment/requirement.

BD: Worth noting that we've been the flagship for a lot of things, Canvas, websites, etc. This is relevant to accreditation.

MW: Along with revisiting "traditional" for JMS masters, should be revisit our overall naming possibilities.

DE: Perhaps we can take in three or four proposals at our next meeting. We need to think about this for programs and departmental.

DE: Let's also focus on Quality Matters for our online courses, too.

CP: 21 students in JMS, 35 in DJD, including two recent graduates.

DE: It's important to think about our masters programs in aggregate in terms of numbers, graduation rates, etc.

DE: We're launching food writing program officially next fall, with lead up events, etc. between now and then.

DE: Please get ready for Murrow visit and review the agenda. (*Handed out.*)

Visitors will be assigned to classes/grad students for Monday afternoon visit.

BD: KTA w/ DJD will be a problem given graduation cycles and when we have the initiations. Something to think about...

TS: Robert Pierpoint: Murrow's Last Boy is title of my book, and it's finished. Bob Schieffer wrote the forward. Comes out next spring.