

JMS Faculty Meeting Minutes

Dec. 5 2014

In Attendance:

- Deni Elliott
- Mark W
- alters
- Casey Frechette
- Casey Peterson
- Janet Keller
- Randy Carlson
- Monica Ancu
- Tony Silvia
- David Snyder
- Joan Eldridge
- Salem Solomon

Absent:

- Paul Wang (Travelling)

DE: Commencement is Sunday, the 14th. We'll meet at the Hangar at 4 p.m.

DE: The department has formalized two-year course plans for its programs.
(*Documents circulated.*)

JE: I was at APC this morning. Our students need to take 72 hours outside the major. It used to be 80, but the College has changed it to 42 outside the major. The audits for students were saying 42 for about a month, but it's been switched back now to 72. Because we're an exception in the College to the 42 credit hours others use, we need to have the same verbiage in our descriptions.

DE: This summer, we'll try ethics online. In general, we're looking to get online and/or evening classes into the mix for concept courses. We also want face-to-face courses for basic/core non-skills courses.

MA: The major changes are the law and ethics class. We've been teaching it every semester, but now we'll do it once a year. Ethics in the fall, law in the spring, law & ethics in summer (online). No law in the fall and no ethics in the spring. But, with the summer sessions, each course is offered twice in an academic year.

For electives, we won't offer both VS2 and PJ2 in the spring. We'll alternate. And we'll always offer both VS1 and PJ1 in the fall.

JE: Formally changing the prereqs will be tricky if we didn't create the courses.

DE: So we can issues permits on VS2 so we don't have people who have taken.

DE: Should we allow people to take Senior Seminar the semester before they graduate?

JE: Would it be okay if someone takes Senior Seminar before they finish NNB?

MA: Some problems if students take the class too soon, before they have more content for their portfolio.

Maybe we can establish a minimum number of credits needed before a student can take Senior Seminar.

DE: Let's let it ride this spring and count how many juniors we have to have a sense of what's coming on deck.

CP: We moved an online section of food writing to happen every spring semester. There's a whole in year 2 of spring. Perhaps we could add a special topics course.

JE: A student said they've been warned to not take law and ethics together. Just want to make sure I have that straight.

MA: That's right. It also depends on your overall course load.

JE: I notice that Magazine Design & Production hasn't been offered in awhile. We need to make sure it hasn't been removed.

DE: We'll check to make sure.

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CP: We have 1 incoming JMS student and 6 incoming DJD students, including 1 deferment and a few on the bubble.

DE: Enrollment is down in both grad programs, for DJD in large part because we lost marketing budget. Are there other sources we can turn to?

MA: What about other recruiting efforts? Open houses, etc. I wonder how this is going to align with the bump prescribed by the strategic plan.

DE: That increase is long term and wide reaching. Various things we can do to raise our numbers.

CF: Should we revisit the idea of a name change to the department, as part of our marketing efforts?

DE: Let's put the possibility of a name change on the calendar for January. MW will lead.

MA: We might survey folks now to see what their teaching preferences are.

DE: Course loads are 5 per year, and we can coordinate from there. Reductions are possible for unpaid additional work.

CF describes next steps for self study process and hands out documents.

MW: We'll make sure courses are queued up for David. We want to duplicate courses and invite David and Karla as course designers.

JK: The Florida Food Conference on April 18 is moving along. Day-long program planned, all about food. Agenda to come at January meeting. We got our grant application in to the Florida Humanities Council. The study abroad program possibility also is moving forward, from July 12 to 23 to France. Cost will be about \$3500. Seems like tuition is only included for grads, but not undergrads. We should be able to market beginning in January, outside the major.

Monica and I talked recently about Food Writing & Photography minor. 12 credits looks like a good load. I suggest we just require Writing for the Mass Media, considering they're outside the major. Mark and I talked about what we have to show to get it approved. Plenty of student interest. Garnering professional interest is another part. There are many similar programs, but nothing specifically food writing, which is the niche we want to fill. Also looking for majors that would be a good fit, including those in Tampa.

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TS: Two of our students were selected to work for Dali's magazine. And that was a competitive process. I think we may hit double digits for spring. Bi-weekly class meetings are also in the offing.

MA: We've covered the major changes in the undergrad front. Nothing else to report.

SS: Theory hasn't been offered for the past two semesters. I've been in the program for a year but have only been able to take one core class. Trying to figure out how I can take comps in good time.

DE: We do need to find alternatives and we're looking at using the DJD classes as replacements. Digital Democracy and Digital Law and Ethics.

Bernardo will join us in the fall. He is willing and capable of teaching law and NNB. David will most likely to be in the visiting position after spring but will continue as an adjunct for DLE. Motta would be slated to teach law in fall, with NNB.

Running the law class is also contingent on having the head count.

MA: What about combining the core classes in DJD and JMS?

MW: Digital Democracy can substitute Theory. But Law and Ethics are combined.

MA: In fall 2015, we need to offer either theory or Digital Democracy.

TS: What does the long term future of JMS grad program look like, given current enrollment trends?

DE: It's important to me that we continue to offer the face to face option at the grad level.

MA: Marketing is a big issue. Seems like we should give it another push before we give up on the program.

MW: We should look at program name, website, etc.

CF: Also, I think we need to take a serious look at the classes we're offering. Mobile journalism, data journalism.

JK: Entrepreneurial journalism, too...