

JMS Faculty Meeting Minutes

Feb. 6, 2015

In Attendance:

- Deni Elliott
- Mark Walters
- Casey Frechette
- Casey Peterson
- Chris Campbell
- Paul Wang
- Janet Keeler
- Tony Silvia
- Monica Ancu
- Joan Eldridge

Absent:

- David Snyder (Traveling)
- Randy Carlson
- Salem Solomon (Remote this semester)

PW: We can probably merge our grad programs no sooner than spring 2016.

DE: Important to consider timing in terms of our self studies and accreditation/re-accreditation processes.

We want DJD to be looked at separately, but also communicate that we're exploring possibilities of merging programs, changing names, etc.

MA: As average enrolled dropped over last five years?

PW: We had 30-40 about five years ago. We have 35-40 now in DJD. The total number is not too bad, but not good for JMS.

DE: By merging we can increase the appeal of both programs by highlighting the best of both options.

JE: How many grad students were once undergrads here?

PW: None now, and we discourage that. Though we have talked about 4+1 in the past.

MA: The program is that there are many combined classes, so there would be a lot of repetition.

DE: The COB brings in a lot of revenue via an executive seminar for students who lack a certain amount of preparation. For us, we could require a certain score on an entrance exam or participation in a paid, one-week in residency (or virtually, online).

This is something we could move forward on even shorter of exploring a merger.

MW: We should be able to set this up with some conversations with graduate studies. I'd recommend setting an overall score of 80 percent on the Poynter Assessment.

PW: I'd like to see whether there's another cutoff that might be more appropriate.

MA: If we make them do an extra course or experience, would it discourage them from enrolling?

CF: There's a wide range of skills, so a remedial course/experience could help to even things out.

DE: Can Paul and Mark work this?

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JE: Any concerns about the four-year plan?

MA: NNB needs to be in the last year. Ok to be taken same semester as Senior Seminar.

CP: Previous semester is ideal.

JE: The key thing with the 4-year plan is that it assumes students are coming in with no courses, which is seldom the case.

DE: Perhaps we can say classes are offered in times in addition to what's listed? There's a request to post this to our site.

TS: If we post this to our site, aren't we making a kind of contract with students?

DE: It's a way of saying "if you follow this path, you can graduate in four years."

JE: With so many students coming in during their junior year, major requirements in the first four semesters get shuffled and squished into final two years.

MA: Can we add a "such as" list for Selected Topics courses.

JE: Yes, just send the list.

TS: Perhaps, since we don't require them, can we designate internships as "strongly encouraged." And I would strongly argue for placement in the senior year. Closer to graduation is better. Might lead to a smoother transition to employment.

PW: One comment on outside electives.

Casey and I mapped outside electives to new., but haven't done the paperwork yet.

CP: Waiting for the gen ed. course to go through.

CF: Have an idea for a new "Intro to Programming" Gen. Ed. course. Introduction to the concepts of programming, valuable to all students but with aspects specific to programming in a journalistic context. Focus on data, data structures, data analysis, etc.

JE: There's a Gordon Rule for math, and I believe a class can count if you get a "C" or better.

CP: On our outside electives list, don't we have micro OR macro economics?

JE: Yes, that should be fixed, along with the government courses (they're also either/or).

DE: Let's try to get this up on the website soon? Within a week?

PW: Mark has revised 3602 proposal, so that's in good shape.

PW: Any reason why we can't list the course as a COP, or another new department?

DE: Should be fine.

JE: Need to make sure we justify that the teachers will be qualified.

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MA: I talked with someone yesterday about setting up a meeting to move forward on Media and Technology Living Learning Communities.

CP: I spent the morning at Lakewood High School.

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PW: I'm in discussions to bring some Chinese students to our program. We don't know much right because they're on break, but we'll learn more in early March. Could be as many as 20 students.

DE: It's nebulous right now, but it would run at the same time as Sizzling Images. Probably focused on multimedia.

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JK: For study abroad this summer, there are four classes – food, travel, and grad, undergrad. Most everyone will do both, for six credits total.

CP: Patrick Baxter came over yesterday and he's swamped in terms of fixing the website. He, Helen and Jessica have been knocking around the idea of establishing a part time role for a student/graduate (ongoing) to help him with web design, graphic design, etc. If anyone has students who may be comfortable working with web development, let me know, and I'll let Patrick know.

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DE: Annual reviews must be completed this month. Due no later than March 9. We need a committee. Can we reconvene the same committee? Tony, Mark, Monica, Paul. Let's call this a standing meeting. (Department Annual Review Committee).

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MA: I sent everyone the link to the plagiarism document.

I suggest we apply to both undergrad and grad students.

DE: Grad catalog has different language.

MA: I'll check and merge.

DE: When does it happen?

MA: Course by course basis right now.

PW: Apply to non-majors?

MA: Yes, if they're taking our classes.

CF: Suggest we reframe the document as "Plagiarism and Academic Dishonesty."

MA: I'll re-label and regroup some of the offenses with subheadings.

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MW: We've identified strategies, goals and target dates.

DE: We need to maintain a certain graduates over a three-year program to continue a program. Our face-to-face numbers will always be lower, but we can combine the head count if we combine as two tracks in one program.

MW: A possible sixth strategy would be to develop a digital infrastructure.

CP: We may have a 75-80k marketing budget going forward.

DE: We'll heavily emphasize online offerings, but not exclusively.

CP: One of the messages we want to spread is that we have strong graduate program offerings.

MW: We're in the process of capturing images around campus and setting up a repository where we can charge for the images and it will become a new revenue stream.

For Digital Infrastructure, brainstorming a few ideas:

- Single portal, One website for all administrative
- Digifolio.me
- Mobile apps
- Expand VideoWorks infrastructure
- New Programming course, gen. ed.

DE: Let's move Data Journalism under the Digital Infrastructure category.

Faculty have discussed long terms goals of the program and strategic opportunities going forward.

TS: I heard on the radio this morning ads for ASU, and they seem to be targeting our market specifically. Something to bear in mind as we move forward with our own marketing efforts.

MA: What about diversity as part of the strategy?

DE: Great point; let's include language about developing staffing with an eye toward global and domestic diversity.

MA: "Recruit new faculty/staff and educate existing on diversity" ... for example.

CF: Recap of accreditation and ONA.

TS: We have our second internship meeting today. It works well to have the discussions after our faculty meetings as some of the ideas we talked about provided rich discussions, in person and online. We have 10 undergrad, plus Salem in DC, so 11 total. The Dali interns are very engaged in doing some interesting work. We'll have 16-17 for summer. Very close to a full course. And still

working on having competencies tied to an exit assessment. We have close to 30 places we can send students now.

JK: Tickets are on sale for the Florida Food Conference. \$75 regular rate. \$25 student rate. Working on fliers and will get some to Locale.

DE: We can also bring materials and spread word at APPE later this month.

JK: We're going to do a focus group session soon with the students in the certificate program to pick their brains.

DE: We have a grants person here to help us with research, and he'll be meeting with us next Friday from 11:30 a.m. to 12:30 p.m., if there's interest.

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TS: Monica and I are talking about co-authoring a book.

JK: My co-interior designer (CP) and I are working on getting prints for 107.