

JMS Faculty Meeting Minutes

March 13, 2015

In Attendance:

- Deni Elliott
- Casey Peterson
- Bernardo Motta
- Chris Campbell
- Randy Carlson
- David Snyder
- Casey Frechette
- Paul Wang
- Janet Keeler
- Tony Silvia
- Monica Ancu
- Mark Walters

Absent:

- Salem Solomon (Remote this semester)

DE: Welcome to Bernardo, who'll be joining us in the fall.

DE: Our department did very well at the staff/faculty awards this year. We won two awards -- me for service and Janet for clinical teaching.

TS: Internship update: I want to meet twice a month in the fall. We're meeting once a month now.

Casey F. and I came up with two competencies that we think fit well for internships: Critical Thinking and Business & Entrepreneurship.

DE: How many interns lined up for summer?

TS: Looks like two.

DE: USF Tampa got a \$10M grant for the communications folks. Judy Genshaft made a point about how their department is heavily toward advertising. They are also going for STEM designation. (Something we also talked about in terms of a renaming of our department).

CP: And they're going for the same.

DE: They're already in process; we're not. (Until after accreditation.) I want to make sure we're thinking about how we are unique and add unique value to the system going forward.

CP: They will likely continue to invest a certain amount in journalism, especially in terms of traditional broadcast.

CC: The nimble, backpack journalism angle is something that makes us unique.

DE: Preparing people for the changing industry may be where we want to put our focus.

TS: I think multimedia is something that was pioneered here. In my estimation TV news may be the wrong bet to place. When students come here, students may have the plan to go to Tampa (we know this at least anecdotally), but we change a lot of minds after students have some time here.

DE: Our retention numbers are good, yes?

CP: Better than many other departments. May be in the low 80s.

PW: Even better for the grad program.

CP: We have an advantage in when students come to us (as juniors).

TS: The draw seems to be toward students who want to be in PR. My response is that the best PR people know journalism.

JK: We're having recent grads come in and talk about PR vs. news experience.

MA: Process will take awhile, maybe a year, so we should figure out when to get started, no?

DE: Yes, but we need to move deeper into the re-accreditation process. Next fall earliest. Getting through the visit next January perhaps even better.

CF: Accreditation Update

MA: In my research methods class, I got commencement schedules, which provides some sense.

PW: Bob came up with a list last time of about 100 people, and I sent out a survey. I also started a FB alumni group. I don't know how many are in there. Not comprehensive but some in there.

BM: LinkedIn is also a good place to look.

DE: I think it's important for senior seminar that we fill out a contact form that we've developed.

DS: I think it's a good idea to do that in addition to the sites, in case their portfolios aren't kept current.

DE: January term. The University noticed 4-8, nothing is happening here at the moment. There's some interest in having a 1-week January term. I mentioned that we might be able to come up with something.

DE: Something like 45 contact hours. 5-7 days. Undergrad, grad, workshop.

Web production skills; intensive bootcamp for DJD students; special topics course possibility.

In terms of compensation, it could swap out a summer class or lead to a course reduction in the following semester. Revenue-sharing basis.

PW: I think it's perfect for a summer camp project.

CC: Video editing, lighting are possibilities. Using the studio is a possibility.

MA: Should be geared more toward basics.

PW: I haven't taught graphic design for a long time. I found out some majors in the graphic design program didn't know much about basic tools, skills, and are benefiting from that.

MA: We're not limited to the classroom -- we can use a bigger classroom, and then access the lab when editing time comes.

DE: Let's put together a plan for a week-long experience with those interested (Chris, Randy, Casey) putting together paragraph description, target audience, etc.

CF: Is co-teaching possible?

DE: Co-teaching possible if enough numbers and full faculty and adjunct.

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DE: As you know, Mark is interim chair in fall 2015, so we want to get many scheduling issues resolved now.

Faculty work collectively on spring 2016 and summer 2016 schedules.

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DE: We have a new adjunct joining us, Julie Patel, with some great journalistic experience.

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I've been in touch with folks at Residential Lives. They are interested in starting the process to create a Living Learning Community. I'm going to go to a required leadership meeting, and we'll start the paperwork. A group of students living together. Faculty rep. provides workshop once a month. Field trips are also possible. This can be a recruiting tool. Freshman.

Paperwork could take a semester, so we're taking about spring 2015 at earliest.

CF: About how many students?

DE: A biology cohort has 12.

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CF: Quick update on ONA.

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PW: We're working on inductions into KTA. I'll send an invitation out next week. I have the list in my office.

Graduate presentations -- folks are making progress. Randy's thesis will be defended in two weeks.

DE: CF, make sure students who will not be graduating withdraw from graduation.

2 - 5 p.m. April 24 is our reception day at Williams.

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CP: Order books for summer and fall. The deadline is the 20th. Done online. If you need to cancel a class at any point, make sure Harriet Fletcher knows. Records are kept in the office about this.

DE: My position with the dean's office is we don't cancel class. Subs come in, or we move online when that needs to happen. So, be sure to watch language around students.

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MA: Plan to come to your class this week to talk about registering for classes. I probably need about 30 minutes.

DE: Let's make sure an invitation to the reception is also extended.

PW: GA application deadline is in two days ... we have a number of applicants for the fall, including three international applicants. We have a new grad recruiter from the college, and we're talking about how to use the money to market our programs.

CP: We had a good meeting about using DL money to market distance programs, and in so doing promote the fact that we have graduate degrees. The college may also request a one-time, non-recurring sum for additional marketing.

DE: We have been doing a wonderful job with publications with NNB. Rob's gotten at least a half dozen in The Trib, the Times, the Weekly Challenger.

MA: Are we keeping track?

CP: Frank wanted links, and Rob put it together.

MA: Let's post them to our site.

PW: We can get GAs to help with this.

DE: Paul, please coordinate.

PW: We're looking at four positions, 20-hours per week in the fall, based on the money.

MW: And we should have two additional from DL. Probably 2 20-hour positions. They just need to be tied to online courses.

DE: If you'd like a GA and you feel you have a justification, please get in touch with Paul.

JK: The Florida Food Conference is coming quickly, April 18. Everyone is invited, but let us know if you are. RSVP to Casey P. 12 students have signed up for the study abroad. So we're in very good shape. We'll offer same course/trip next summer. One of the best food photographers. Penny De Los Santos, a terrific food photographer / documentarian is scheduled to join us.

In talking with certificate folks, they want less folks on core journalism and more on food writing/photography.

PW: Mark has re-revised his proposal and we're getting ready to send that back in.

DE: Combing computer skills with numeracy issues, we're consistent with QEP.

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DE: Reception is 24th at Williams House.

DE: Faculty meeting April 3 at 10 a.m. in Mac Lab, with invitation to graduate students about diversity. Again on the 24th.

DE: Next month business: Internships. Recruitment. Plagiarism policy.

MA: I'll send updated version of the policy, and we can discuss on April 24.

MW: I'm on Faculty Council and have the option to rotate off or stay on. I want to see if anyone wants to step in. If not, I'll continue on for another year. I'm hearing a big push for short courses run by faculty.

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TS: I was approached by a student interested in getting involved in a student chapter of SPJ. Something we may want to consider, but probably not until fall, after ONA gets up and running.

DE: Just want to make sure there's enough interest.