

January 2017 Faculty Meeting

Jan. 13, 2017

In Attendance:

1. Deni Elliott
2. Casey Frechette
3. Mark Walters
4. Chris Campbell
5. Edgardo Dangond
6. Bahaa Gameel
7. Elliott Wiser
8. Casey Peterson
9. Janet Keeler
10. Monica Ancu
11. Chris Rish
12. Bernardo Motta

Elliott Wiser and Chris Rish introduce themselves.

DE: Two things important to all faculty: Based on the campus-wide meeting this morning, Casey Peterson and I are going to review all compliance issues with syllabi. I know they're done, but we're going to send you a list of things that have to be there. Redo and repost to Canvas as needed and then resend the correct one for archival purposes.

Please also send data assessment collection information from last semester to Casey Frechette.

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DE: We got a couple applicants for a new student award in investigative journalism and have a winner, Devin Rodriguez. Len Deadman provided the funding for this. The evaluation committee included Al Tompkins from Poynter, Frank Biafora and myself. The question is whether we want to continue this going forward. Do we want to continue issuing the award going forward?

MW: Not sure I understand the funding. The \$2600 was one time?

DE: Yes, but the award is not monetary, but a plaque and ceremony.

MA: I think it's a good idea given the consolidation of our curriculum going forward.

MW: I like the idea of reinforcing the value of investigative reporting as I have often seen it as a weak link.

BG: Could we also include data visualization and alternative storytelling? Interactive? Not just traditional stories?

DE: Tony, do you want to talk about how we did the Dardenne last spring?

TS: Last spring, we did it retroactively and it snuck up on us. Despite that, we got some really good entries and a few that were so good that we gave two awards to Caitlin and Samantha. I plan to get something out to all faculty in the coming week reminding us of the criteria and guidelines so we can think about present work and work going back to the fall semester. It's the entire academic year, looking back and looking present.

DE: Do we require published work for this?

TS: Yes, and publication is broadly defined.

DE: Bernardo and Tony, will you both continue working on this?

Both agree.

DE: The only external competition we do much with in Hearst. This competition disperses a \$100 to the department for each submission. The trick is to find a way to do it without taking too much time.

BM: This past year, it took a lot of time to organize the submissions. But our students' work didn't fit the competition categories very well. Other universities seem to create specific classes to generate submissions. This year, changes have been made, and new requirements have been added. Bottomline: Students aren't eligible in the same way they were before.

My suggestion is to create a folder on Google Drive where all of us can identify students who have published materials who should be awarded some kind of award. We can add the link to the document and find a student worker to help facilitate the process. Not just for Hearst, but SPJ, ONA, etc.

JK: When you enter Hearst, you don't pay anything?

BM: No, we get paid.

JK: That's an issue for other competition that require payment on submission.

DE: We can justify those payments for some great submissions given the money we can get from Hearst.

The Google Drive should not be necessary as all student work goes through Casey.

BM: It could even be done by an undergrad, by the hour.

DE: Yes, though this could also integrate with desk duty.

DE: Eric and Shawn both have papers accepted at APPE. They'll be coming to Dallas with me in February. SPJ is another outlet we should think about.

MA: AEJMC has categories for web design or other creative works.

BM: Fellowships are other opportunities we should be thinking about.

DE: Hopefully we can do a lot of this without too much hands on intervention, except perhaps for Hearst. Casey P, please add Monica's list of opportunities to the website. And, Bernardo, please come up with a list of procedures for front desk people.

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MW: So, we're combining our two graduate programs into one that can be done all online or as a hybrid. The APC approved the plan. A piece that had been missing was the admissions test that we will be developing and using in replacement

It turns out that we don't need to offer this as a for credit course, so it can be done online and in a self directed way. Casey Frechette will be developing that. When do you think it can be ready?

CF: My plan is to have a solid prototype by the end of the spring semester.

DE: We need to be very careful in terms of structure and how we present it. Along with these changes we are looking at new branding. Department of Journalism and Digital Communication.

EW: Will there be tracks?

MW: Yes, tracks and areas of specialization for sure.

DE: So, we have three core courses and then 33 hours total that can be completed by doing any number of things. The three courses must be available online or in person.

MW: Admissions test is a digital/technology proficiency requirements. Assessment and course, for those who don't pass, will go hand in hand.

JK: The name of the major?

MW: Digital Journalism and Design.

DE: This will give more options to DJD students.

CF: Will all courses be offered both in-person and online?

CP: Only online.

CR: What's the endgame? To offer all classes online and in the classroom?

MW: Theory and Research Methods, Law, Ethics and Multimedia Reporting are the four required, and they will be online. Some electives will be face to face, and some will be online. The key is that someone can complete the course online.

DE: What we're trying to do is make sure students in both programs have a wide array of possibilities.

MA: Do students have to choose a program? Online or in person?

MW: No, because there's just one. In terms of getting everything into place, the goal is to have everything in place by the end of the spring semester. We have to be sure we're ready to go online in the fall.

BM: Are we going to try to offer students now enrolled a chance to change?

DE: Yes.

MW: My understanding is that they DO have to complete the program they started under.

DE: Let's sit down with Donna and see if we can get clarification.

MW: Yes, we don't want to build a bridge that doesn't meet in the middle.

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CC: Here's a preliminary list for a new student studio in 123. All can be adjusted, but here is what we have now. There are a few cameras, and they can be used in different ways -- for video, for stills. The two video cameras would allow for switching, using the same software we're using in the studio. (Wirecast).

ED: We'd do that with a new license.

EW: What's the purpose of the study? To create newscasts?

CC: It could be used in a variety of ways.

EW: Sounds like editing bays?

CC: Well, just one.

ED: It's not setup to be a broadcast studio. It doesn't have a control room.

MA: Before we go there, the space in 123, how many students could this accommodate?

CR: What I see, if you think of it as a place where you could create a podcast or a YouTube video, you could do workshops and demos, but it's not designed for an 18-person crew.

EW: The industry is going toward using a cheap camera, editing it and putting it on the internet.

DE: Elliott, please check out VideoWorks if you haven't yet and 107.

CR: Elliott's point is well taken. You've spec'ed out a 4k camera, but you could get 3 HD cameras at that same price point that would serve more students.

MA: I'm worried about students running out of time if there's too little equipment available?

DE: Chris, Chris and Casey, please work on this together.

CP: At some point someone needs to figure out if this is possible, because 123 isn't just our room; it's used by other programs, too. This might be the optimal time to do it.

MW: I don't want to lose the conversation we began since we have Elliott here in terms of becoming my broadcast friendly.

EW: I think the time is right. There's a void, not just in this market, but in all of Florida. 80% of a group I just talked to wanted to be in TV. My advice: Don't go big, go small. We need to put focus on writing and storytelling and less on the technical overall. That's what's going to put us ahead.

MW: So what do we need to be just to be more friendly.

EW: I wouldn't worry about a studio. I think what you want to concentrate on is computer, inexpensive cameras, etc. Also, don't get hung up on a quiet area. The microphones are so localized now, we don't even need cubicles.

DE: I'll be having a meeting with Frank next week, and I'll try to find out something about the budget call and see where we stand. It would be nice if the subcommittee could bring forward a proposal before Feb. 10, our next meeting. Let's also have the right person go to Frank to sell this idea.

CR: I'd like to add an agenda item. I want to have a conversation with other people who are doing production work this semester to coordinate our efforts.

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BM: We have a full class in NNB. Two students didn't show up though. They're already working on a Weekly Challenger assignment for MLK week. We have a movie that we're involved with called Arts in the City. It starts today, and the movie will play on the 16th. Main projects: Continuing water testing project. Also looking at 150 years of Black History in St. Pete. We're going to be producing a huge database linking to various places.

We have a documentary that started last semester -- Black Pioneers of the SUNshine City. Shawn is doing an internship with them. There's also a new Weekly Challenger project starting.

BM: K-12 program -- we have programs running still with multiple schools. Zenena is the coordinator. We're trying to reach out to Gibbs High School, a part of town we haven't covered as much.

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TS: We're having a good semester in terms of new internships that we haven't had before. We're back with AARP after losing that contact for a while. It's one of two paid internships. We also have someone working with PGA. We'll know for sure at 5 p.m., but we have 8 or 9.

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MW: We have three additional grad students, about nine total. Four JMS and 13 or 14 total, but we need to double check and update the spreadsheet.

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CP: On summer and fall schedules, Deni will be meeting with Dean Toler about summer schedules. A few classes are on hold. For fall, we'll be putting it together here in the next couple of weeks. The specific classes on hold are MMC3602, VIC3001 and JOU2100.

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MA: We're continuing our work with the FUSE program. One issue we're looking at is whether students are hitting the 2.75 GPA requirement needed to get into our program. The LLC (Living Learning Community) has had a complicated path. We had a proposal for something available to all colleges.

There were certain course requirements in fall and spring. After working through much of the process, we found out we needed dean and advising approval.

One option is to create an LLC open only to journalism students. But it would be for incoming freshman, and these should be intro, 2000-level classes.

DE: If we make the LLC sound interesting, we'll have undecided kids sign up for the major. The point is to make it a recruiting tool.

MA: We could make it open to the COAS majors, but we'd need to offer a gen ed class. How efficient would this be as a recruiting tool? We should make a decision by the next faculty meeting, on Feb. 10. I can come up with a plan to take 2100 students on extracurricular activities to at least strengthen retention rates.

JK: But only about a third are living in dorms, from my impression.

BM: Can we put it on Basecamp?

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JK: We're still in discussion to see about taking over Edible Tampa Bay, the website and the magazine. We'd need a partner in the College of Business to pull this off, most likely.

I'm planning to do a few things to increase exposure, including a webinar with Poynter in March.

JK: I also proposed a seminar to ACES on copy editing food. Going to do a session with Wendy Allen, a food writer/editor.

We're doing well enrollment-wise with the study abroad program. I'm interested in tracking down some scholarship money.

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BG: We have the idea to encourage students to get involved in research, on their own or with us. We need faculty to tell us about projects we're running. We'd put notifications out and see if students want to get involved. Let me know if you're working on something, and I will pass it along.

BM: One idea was to connect students with the right faculty depending on their interests.

MA: There's also the spring research symposium for students, a good venue for their work.

DE: A long time ago, we used to meet monthly, and one faculty member would talk about his or her research. Grads and undergrads would come, and it was a nice opportunity to get feedback and to introduce students to what we're working on. Bahaa.

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CF updates on ONA USFSP, new broadcast club, and student awards.

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JK: Council is looking for clarification in writing from dean's office in terms of class scheduling and particularly adding 3-day a week classes that run on Fridays. There's also ongoing discussion about the department that was removed.

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DE: New business: 4 + 1 has raised its head again. LLC. Edible Tampa Bay. Revising Undergrad.

DE: Welcoming Janet Keeler as a full-time employee.

MA: We have orientation for undergrads every semester now. One idea, though, is to do orientation during the class. I'd visit in the next two weeks.