

JDC Faculty Meeting – January 25, 2019, 10:00 a.m.

Present:

Bahaa Gameel  
Mark Walters  
Monica Ancu  
Casey Peterson (minutes)  
Casey Frechette  
Bernardo Motta  
Tony Silvia  
Chris Campbell  
Janet Keeler  
Wayne Garcia (Zimmerman School)  
Kim Golombisky (Zimmerman School)

Consolidation

ALL: Introductions

MW: We've been in touch since before consolidation happened and we're in a good position compared to other programs.

Our main priority is accreditation and nice that Tampa agrees. Putting politics aside, what structures will favor that cause?

WG: We benefitted from meeting earlier. Now, we focus on where we overlap and what makes sense in terms of consolidation. Both of our programs want to maintain USFSP's program's accreditation.

Tampa has two strictly **journalism** professors. Tampa hasn't been able to enter Hearst awards since they lost accreditation. There are easy divisions of labor that can be had but the creative tasks will be budgeting and governance that satisfies ACEJMC. But it should be possible.

But, the current structure of CoAS is up in the air. Efforts in Tampa underway to fight breakup of CoAS, but it is large and unwieldy.

KG: Social science chairs met with consolidation team to say they want to remain with the humanities. At the cluster level, focus is on college makeup. Rumor has it this has been determined but cannot be verified. Programs that align along social sciences and humanities will be together.

Good news is that a lot of work can happen at departmental level vs. college, so after college level decisions are made we can have suggestions already prepared. We are well positioned because we've already begun these conversations.

Because of the strength of Tampa PR & advertising, there won't be a push for ACEJMC accreditation again.

Tampa is also searching for a permanent director. (KG is interim.) I suggested they should find a director that oversees both programs, so there can be individual program directors in St. Pete and Tampa – but unsure how much clout I have.

WG: This is an opportunity for both of us in terms of research, undergrad and grad education. Our departments get along well and are seen as the model for collegiality. But we understand the uncertainty.

MA: In terms of structure, you seem to be under the assumption that JDC and Zimmerman School might be together. On this campus, the thinking has been that maybe a school will be housed here – but it seems the better fit would be with mass communication rather than a hodgepodge of arts in a school.

KG: But is that accreditable?

MW: We don't know, but Casey F is our accreditation expert.

WG: If you have an autonomous budget and governance, why wouldn't you be a separate department housed here?

WG/KG: Even the deans don't know whether their colleges will exist; none of them are in the loop.

KG: There's a disparity between colleges in terms of STEM money. Upside of being in one college: autonomy. Downside: missing out on funding.

BM: In Tennessee, they made a college of communication and information – the information side made most of the money.

WG: Information college at USF makes money in terms of library science, web architecture, cybersecurity, etc. They're large and well-funded.

TS: In the absence of information, rumor fills the vacuum. The sooner there is clarity at higher levels, the more meaningful these conversations can be.

CF: We tried to come up with a way to look at all the different factors and have listed out three possibilities: JDC becomes part of Zimmerman School, JDC becomes part of a college in St. Pete, and JDC becomes part of another college in Tampa.

KG: I don't think of it as "JDC becomes part of Zimmerman School" – I think of it as JDC and Zimmerman cooperate together and become something else entirely, maintaining separate programs on separate campuses under one set of governance documents and T&P. They would exist under an umbrella and have autonomy over budgeting.

MA: What happens to to curriculum of each program? There's some overlap but also differences.

KG: Our news editorial and magazine/feature writing programs are dying, right Wayne?

WG: Yes (though there is a bit of a Trump bump). The easiest solution would be to kill those two programs and steer students interested in journalism to St. Pete. There will be some similarities in terms of multimedia, etc. but in terms of courses, we'd change the course numbers we use because the courses have changed so much. For example, JOU 2100 has a major multimedia component now so it would be easy to change the requirement to our old Multimedia Reporting course.

Easiest way is to look at those sequences – do we still need those? There might be some concern with broadcast faculty but we can work those issues out granularly.

In terms of CIPs, you would have the digital media/public affairs focus with your new CIP code in progress. We do documentary, entertainment, sports production (not journalism), etc.

KG: Duplication isn't necessarily a bad thing. If they take 2100 or 3100 here or there, it's good to serve students.

MW: But we'd still be sharing a CIP even if you drop those sequences.

KG: I don't think having the same CIP is necessarily a bad thing. It might muddy the waters in terms of departmental structure. We belong together, but we do different things very well. Hence the rationale for keeping JDC on a separate campus.

TS: Is it possible that Tampa would not be unhappy to cede beginning reporting / writing for the mass media to St. Pete and focus on the broadcasting/production strengths? This could be an opportunity for you to offload those lower classes.

KG: Intro level courses we'd need to still offer on both campuses. There's still arguments about what constitutes a home campus and branch campus vs. instructional site.

WG: Our PR/advertising sequence and broadcasting sequence both use MMC 2100, so we'd need to offer it on both sides. But we can also look at why we are teaching those sequences writing for mass media at all? Can we offer an alternative writing course?

MMC 3602 will no longer be a gen ed course, but VIC 3001 will be a new gen ed under development as an online course on our campus. We'd need to look at whether that course would fit your needs. There are some tricky small decisions.

MA: And those courses would need to be capped at 20 because of accreditation.

WG: Accreditation is always a good explanation as to why we need to offer a course on both campuses.

MW: For the common courses, a great option for being distinct would be to retool them for specific sequences.

BG: Has there been discussion about physically moving JDC to Tampa? Would St. Pete faculty need to teach in Tampa and vice/versa?

Everyone: No.

CF: In terms of accreditation, even if Tampa drops the two sequences, there will be an issue if there is a duplicate CIP in programs.

MA: If we are under one unit, the CIP will be shared under one umbrella rather than across campuses.

WG: Will USF allow a CIP to exist with two concentrations – one accredited and one not? We'd need clarity. The exception to the new program moratorium would allow St. Pete to pursue the digital journalism CIP.

CF: In conversation with ACEJMC, the less disruption to the unit the better. Some changes would require a check in from ACEJMC. The safest route would be to consolidate the CIP within one departmental unit but the implications are tough because Tampa's broadcast sequence runs under our CIP. Maybe we can outline our plan to get the digital communication CIP as a defense. Consolidating our offerings under a departmental unit would be the easiest in terms of ACEJMC.

MW: Would there be any limitations operating under the new CIP in terms of offering the courses we need?

MA: No. Some of our existing course numbers would transfer, but not all.

CF: The idea of concentrations at different campuses is encouraged by ACEJMC. But there's still the issue of where the CIP itself is housed.

TS: Can we run a draft of a plan by ACEJMC and see if it would fly?

CF: Yes.

WG: If we both exist as departments under an umbrella unit, the director won't have much direct curricular contact – we will exist autonomously. We can work out the CIP overlap. Everyone's rushing for STEM designations which is good and bad.

The state no longer wants limited access programs, but I've seen other schools propose keeping their limited access journalism programs.

Whether you need to keep the CIP for accreditation and we try for a new CIP or you try for a new CIP, there will be a way to make JDC distinct. There are opportunities to focus on each campus' strengths. Generally, separation at the CIP level is always the easiest.

We're down to 60-70 journalism sequence students. The other sequences, we teach 300-400 students.

MA: Seems like CAS Tampa is splitting. Where do you think your school will end up?

WG: Probably in a College of Social Sciences, but Kim says the cluster she serves on wants the school split two ways, not three.

MA: Good because we feel more aligned with Social Sciences in terms of the T&P evaluation process.

MW: How do the journalist faculty in Tampa get tenured? Do we need to propose a Professor of Practice position?

WG: We think there should be two professor tracks but haven't heard talk of that as part of consolidations. We rely on instructors for the journalism curriculum so we don't have any journalism faculty unable to get tenure.

The provost and president champion big grants and big publications. The people who went up for tenure in Tampa had like 6-7 publications in the last five years but didn't get it, since T&P requirements are 10-12.

MA: Let's say we become one unit after 2020. Do you foresee a scenario where there are more resources for research? Our current load is 3/3 – even assistant professors.

WG: Our assistants are 2/2. But I have assigned some to 1/1 based on need for research.

Even though we have to maintain separate budgeting, etc. I would hope we have the same workload and T&P criteria from campus to campus. If there's a need for someone from Tampa to come pick up the slack while a St. Pete faculty member has to focus on research, there's possibility for assistance. We can help with staffing, research assistants, etc.

People at USFSP who are grandfathered in under old T&P guidelines may get another year.

MW: What are our next steps?

WG: Let's form working groups.

Monica and Wendy Witt have been talking undergrad curriculum. (Specifically, MMC 2100, MMC 3602, VIC 3001 – which would be either offered on both campuses or changed from program to program.)

Frechette and Wayne can talk structure and CIP code possibilities. The issue of whether we can share a CIP for a time and have different conversations needs approval of deans and ACEJMC.

Art Ramirez (Tampa graduate director) and Mark Walters for a Tenure and Promotion workgroup. Shared resources, how we can help each other with research, which home we want to live in – social sciences.

Grad curriculum is nicely separated. Down the road we can discuss how we can help each other. Tampa has a media studies concentration and communication concentration, both of which need help.

MW: Where is best place to get documents made by these working groups into the conversation? How do we alert decision makers?

WG: February 8 is the subcommittee meeting. Let's get something done internally February 1. Then get it to our deans, the chairs and the clusters.

Then the recommendations will be sent by the clusters by February 12.

MW: We will use Google Docs and get them shared by Feb. 1.

MW: Our stem degree isn't on the five year plan. Is there a way to get it in there?

WG: I don't know but it seems like it would be doable because of the exception clause that this is necessary for consolidation. I know some programs that have been taken OFF the plan. How much they're enforcing the five year plan, I don't know.

### Annual Review

MW: Among senior faculty, do we have volunteers to be on annual review committee?

Whoops, there are only three of us. Welp. Monica, Tony, and me.

### Regular reports

BM: Joshua Jones is coming to town, and he will be here one day and in Tampa one day. Trying to get him to talk about NNB.

CC: Lots of people came to ONA last night. About 15.

MW: March 8 – annual reports due.

TS: Whoever comes next after I retire, if that person has an interest in sports journalism that would be good.