

## JDC Faculty Meeting – October 25, 2019

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CF: Welcome, all. Motion to approve minutes from Sep. 20?

CC: Motion

MA: Second

All: Approve

MM: Happy to be here. No specific agenda, but want to see you all.

CF: Do you have a sense of next steps for campus re: consolidation?

MM: They're open to more comments but are close to a final plan. Budget items aren't clear yet which puts things on hold but academically speaking, there is one CoAS distributed across three geographical locations. Document indicates that campus decisions will happen before system-wide decisions. JDC will be the only separate department housed in St. Pete that reports to me, which reports to Eisenberg. ACEJMC accreditation makes this possible.

Marine Science is still TBD in Consolidation 2.0 plan. Same with environmental chemistry.

MW: In last meeting with Wilcox, there was question about faculty being reassigned. Still hazy – what will come of this?

MM: Still hazy. There has been option in 2.0 plan for faculty to request reassignment to another campus, but it's not clear how that would happen.

BM: Under the new plan, we should have more protection since we are a separate department – unlike other programs that exist on multiple campuses.

MM: You may be able to use faculty in Tampa with specific proficiencies that can teach courses for you, but without shifting lines into your program.

MA: What about teaching loads?

MM: We don't know yet. Tampa is 3/3, but we don't know how that will be reflected at St. Pete.

MA: Tenure and promotion?

MM: Everyone hired in 2016 and before will be evaluated on old T&P guidelines. We've contacted everyone affected by this so they are aware. Any hires after 2016 will have to undergo new system.

BM: To clarify, T&P will be handled at the college level?

MM: T&P candidate will first go through campuses. First through dean of the college, then provost.

MA: What will authority be in terms of scheduling?

MM: We don't know yet but since you are an independent department, it'll go through you first. I think your application for a new CIP code will be approved (BOG said "yes" to yours).

CC: What are thoughts about relationship with Poynter?

MM: We need to improve a relationship with Poynter. Mark and Casey F are working to improve these relations. We can pursue affiliate faculty lines which will improve our standing with the institute.

MW: Maybe there's a reciprocal relationship that can be developed between the libraries.

CF: And internships with Poynter.

CF: As a standalone department, we will be offering journalism system wide. How do we reach out to students at Tampa and Sarasota who want to pursue journalism?

MM: When people apply, they're told what's offered where. So journalism-interested students will be made aware journalism is here.

MW: What about gen ed courses? How will they be divvied up between campuses? Will we continue to offer them separately, especially online?

MM: There will need to be coordination between campuses with regard to what's offered where. As it stands, we don't know how that'll work out. You should meet with Morgan Gresham to discuss. In spring there will be opportunity to submit proposals, etc.

CC: If we're taking on more students from Tampa and Sarasota, do we foresee more classes, etc.?

MM: We don't know yet.

DE: What courses have survived the gen ed transition?

MW: Mass Comm and Society. That's all.

MM: There will be more opportunity with "high impact" gen ed courses.

MM: We are also looking at how internship offerings work. Some departments have a class meeting in addition to onsite work. You need to bolster enrollment there.

MW: We are revamping our web presence for applying to internships.

MM: Good, but every faculty member needs to work to endorse internships – even if they're not required for the degree. Work with the internship coordinator in the college.

DE: One issue is that students need to have a certain number of credit hours to do an internship. We developed that requirement as a department.

MM: It's important to plug the internship opportunity in every class.

MA: The issue is that faculty don't have access to Handshake.

MM: You should provide Catherine Kozoil's information to students.

CP: A lot of opportunities on Handshake seem predatory.

BM: That's why our coordinator should have access to Handshake.

MM: This is why we have an internship person in the college. She can make personal connections to providers to ensure they're above board.

BM: We do a lot of this in house.

MM: We have a college form for this to discuss legal requirements. We have everything in place to make internships systematic process. Catherine has streamlined everything into one form. USF is also heading toward requiring students to have insurance, which will satisfy internship providers and make things easier. Not sure when this will take place.

MM: As a separate department, you should expect to grow the number of majors and graduate students in the years to come since you will be the journalism offering for the entire system.

MA: And the STEM degree will come with a more modern name that appeals to students.

MM: Eisenberg in Tampa says they don't have research assistants. They'll only fund grad students for teaching. It's hard to get grad students if you don't have funding. (We can make an argument for NNB.) We're still looking at how Tampa does it and we will try to figure out how to do it. Once done well, it can work. You may have to think about doing things a bit differently in order to make funding possible.

MM EXITS

CF: Now let's look at Clark Bell's consultant's report. Any edits/thoughts?

My thoughts: it's good, but needs more pointed recommendations.

DE: Who is the audience?

CF: Internal within USF. Leadership at various levels. We're also a real audience. I'd like to use the document as a jumping off point for a strategic plan as we move into a consolidated landscape.

MW: Do you see the strategic plan as part of accreditation?

CF: I see it as a parallel process that can be folded into our self study. I'd like us also to pay attention to what other journalism programs around the state are doing. Let's have a better sense of what our relative strengths and weaknesses are to other programs in Florida. Several programs have the same CIP code we're pursuing. At some point, we could lay these comparisons out to prospective students.

MW: Do we have a challenge re: how we market ourselves compared to Zimmerman? How will Tampa react to our offering journalism for the entire system?

BM: It's important to note that we're going to lose the "boutique" status we have enjoyed as a separate department. How will we market ourselves against other big, generic statewide programs?

MW: Clark Bell's report doesn't really address the Tampa program.

CC: What programs do they have?

MA: It's TV production, mainly. They don't have a lot of students in the program, and they struggle with keeping the tech up-to-date. Their broadcast program is 48 credits, but less than half of the curriculum is comprised of broadcast courses.

There could be opportunities for collaboration with Zimmerman online. It would be good advertising for us among their students. With a new CIP, the distinction becomes clear.

CF: Can you update us on the search for a new Zimmerman director?

MA: They're down to three candidates and have interviewed two. Committee will meet first week in Nov. to make a recommendation to the dean.

CF: So we're in a holding pattern until we know who their new leader will be.

CF: Cecil Howard invited us to apply for a national model of excellence for diversity and inclusion. (It also fits in with one of our nine accreditation standards.) We have a 10-item survey to fill out (attached). If we move forward with this, we'd need to get it done quickly – end of the month. We'd also need to designate a liaison between the department and Cecil's office to develop diversity efforts. This would also benefit us in that we'd begin to tie into offices in Tampa, which will benefit us after consolidation.

BM: This looks good, but I don't have the answers for many of the questions since some are directed at the college, not the department. Other answers I don't have – diversity and inclusion training? Engagement in “difficult conversations?”

DE: Lillian Dunlap came to give diversity training, and we updated the diversity and inclusion plan every year.

MA: Can we think of these questions in a broader sense? We do put effort into incorporating components of diversity and inclusion in our classes, like in NNB and Ethics.

BM: We have good answers for some of the questions, but some questions are very specific.

CF: We won't be disqualified if the answer to any of these questions is “no.” My understanding is that this process is designed to continue to improve our efforts in the areas of diversity and inclusiveness. Even if we have some “no's” on the application, it shows room for improvement. Any volunteers for taking lead on wrangling answers?

DE: Raises hand. Give me information via the Google Doc and answers by Monday, and I'll talk to Cecil then.

CF: We are aligning our minor with Tampa. We have five minors, two of whom are graduating. Tampa has 20. If we get the CIP for the STEM major, we don't have to align the minor.

MA: We submitted the paperwork to change the minor, but found that they need to take at least three courses at the 3000-level. This made it so students couldn't take JOU 2100. So we withdrew the paperwork, then consolidation happened. So we should wait for the new CIP code to re-map the minor.

CF: University has given us until December to align the minors, so we can wait for the CIP to be approved.

DE: Are we being encouraged to do minors? Historically, we've been told to discourage them.

CF: The message hasn't changed. We just need to eliminate overlaps between minors in the wake of consolidation.

MA: We shouldn't do away with minors entirely. We appeal sometimes to students in other majors. And we should stay with it in case we decide we need a minor in the future.

CF: There are also marketing benefits to having a minor. Exposing students in other departments to our offerings is a benefit.

BM: With consolidation, a minor would be a big attraction for us. Also with students unable to change majors.

CF: Removal of limited access: no minimum GPA, no EDT, no credit hours. Next meeting, let's discuss the merits of a diagnostic test. Pre/post assessment of student progress, etc.

CF: Bernardo, what about the center of excellence application for NNB?

BM: We applied for an internal \$100k grant to start a center for community journalism and digital innovation. This would add to the NNB platform a research arm. We are also applying to six other grants that total a little more than \$1 million to develop a research arm to document local black history. These grants could also connect us with Poynter. We could approach them about creating a research arm, which they haven't had for some time. The grants could also bring in VideoWorks to the center as a funding source – NNB could act as a local news source that uses VideoWorks to produce content for local outlets.

CF: Another possibility would be to incorporate the Crow's Nest with the center.

BM: If the consolidated university means one newspaper, we could bring it into the center.

MW: Would it be possible to monetize the news center?

BM: Yes. It's not a newspaper; it's a news center. We could produce the CN as a paper, but the idea is that the center would be a news service/distribution center. We'd also offer training in the form of local news workshops/training, etc.

ED: The idea would be to make, store and distribute media online. We did a similar thing with VICE News a few years ago.

BM: And once it's set up, we can export the model of a newsroom-university hybrid to other schools.

MW: We could offer structural support and a platform to other universities.

RH: The CN is going to be in trouble very soon. It relies on funding from SG, which is already a group that does not take its role seriously. And if SG consolidates, the funding decisions will come from a Tampa-based body.

CF: If we bring the CN under the center, that would make it still-independent from the department as a whole.

BM: We'd also sell advertising.

CF: We are waiting to see if we get an invitation to apply for the center of excellence. That should come around December.

I've consulted with Dean Michael about the idea. She questions why we don't have a deeper relationship with Poynter and wonders why we'd create our own center. I think there's a benefit to maintain autonomy from the Institute, but we'd need to hash that out.

BM: Even if we don't get the application but we do get money from the other grants, we could still apply.

MA: One thing that sets us apart from Poynter is that we are more focused on actual local reporting.

DE: If the idea is to fold the CN into the center, why not make it a center for Campus and Community Journalism to set us apart from Poynter?

BM: The Center could focus on multiple things. It would be an umbrella for a variety of programs.

CF: Earlier in the semester we were examining multiple partnerships with Journeys in Journalism. We were discussing the option of different or additional locations for NNB.

BM: Not much progress there, but we were examining space at John Hopkins, SPC, and Poynter – though Poynter was talking about charging for space. If they're incorporated into the center, though, that could change.

We were approached by Wengay Newton's office recently with an offer to apply for appropriations to fund NNB. Tampa is also directing us to grant opportunities.

There are also international opportunities in Cape Verde.

DE: Is CAS pushing for us to fund NNB ourselves?

BM: We don't know, but the Consultant recommended we pursue any grant money we can.

CF: I'm hearing there are no plans to either drop or support the amount of support we get from CAS.

CF: We can get additional support for classroom space. Our priority is PRW 107. Let's start thinking about upgrades and enhancements for the Mac lab.

MA: We need to update our tech, too. Drones?

BM: We're expected to grow and attract more students. We need a plan for this expansion, especially with the new CIP code.

ED: Maybe VideoWorks should be set up in a way that can be shown to students. We have tech that can broadcast complex content around the world. Students should see that.

BM: We have been discussing the idea of an integrated newsroom class.

CC: We do something similar with SmashCut Pro – a TV show we broadcast every Wednesday that's student produced.

MW: The question is student access – they need to use the equipment.

ED: We can connect any cameras the students have.

BM: An integrated newsroom class would enable us to do all of that, as a true multimedia class. We just need to think about reconfiguring the space.

CF: They're renovating Davis Hall. We're part of the college but won't benefit from the update. So we have an argument to make about updating our space, too.

MA: Ideally, I'd like another room. We're looking at growth in our majors. Let's update the lab and have an additional space.

BM: At some point, we need to offer grad courses face-to-face. We need to get our international students back.

MA: We do have face-to-face, but not many. And, some are blended.

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## **ONGOING BUSINESS**

CF: Thanks, Mark, for getting posters done.

CC: We are working on a video for the department. Frechette suggested we incorporate real-life coverage of an actual story: the 50<sup>th</sup> anniversary of the Crow's Nest.

MW: Timeline?

CC: I need to talk to CN folks.

BM: We also have an event at Woodson Museum Nov. 9 if you need footage.

CC: ONA is chugging along.

MA: I will begin undergrad advising next week.

CF: Our end of the semester celebration will be Dec. 6 at 1 p.m. for grad student presentations.

CF: Keep an eye out for the assessment collection data website next week.