

JDC Faculty Meeting
March 6, 2020
10 a.m. – noon

Casey Peterson
Bernardo Motta
Bahaa Gameel
Janet Keeler
Chris Campbell
Casey Frechette
Deni Elliott
Rob Hooker
Mark Walters
Edgardo Dangond
Monica Ancu

CF: Tony won't be with us today.

CC: I motion to approve retreat minutes.

BM: Second.

CF: Main point of discussion is with regard to Crow's Nest. Congrats to Rob and Nancy McCann for the coverage of consolidation and the ACLU award last night.

CF: There are some significant headwinds for the CN that presents us with immediate issues and concerns as well as long term issues and concerns. Immediately, there's a need for a good EIC for the next academic year. We only have one applicant, but the deadline has been extended to a week from today. Going into fall, there's a need for whoever comes into the CN to be as prepared as they can be for the fall – maybe an opportunity to provide training/assistance. Then, there's the long term issue of making sure we don't run into this issue again in the future. A big part of that is internships, as the ideal progression is a solid summer internship, then fall/spring classes, then applying to a leadership position with the paper.

DE: That would mean they'd be in a summer internship between sophomore/junior year, then contributing to the paper in the senior year – so one year and out.

CF: If they're contributing to the paper in a non-leadership role during their sophomore/junior year, they'd funnel in as seniors as leaders.

DE: Does anyone know of summer boot camp programs for student journalists? That could be a good way to reward someone for stepping up. Poynter used to do that.

BG: I'd recommend interested students take digital skills courses prior to applying for leadership roles. Maybe a final project in these courses could be CN articles or something.

JK: Rob, why aren't people interested in contributing?

RH: It's a mystery. Many students are just disinterested. Many don't realize they need practical experience and clips to get jobs when they graduate. CN is perfect for that. We have 10 paid positions on the paper, and only 4 applications. Of those, maybe one is qualified. In the past, there's been someone who has bubbled up at the end of their junior year and suddenly gets interested in the CN. Fortunately, in the past these have gotten summer internships through my class.

DE: Maybe we should all give extra credit to students who contribute.

CC: In photojournalism, I'd do that and students just wouldn't take advantage of it.

BM: The main problem is we don't know why they're not interested – we're guessing. We should ask students directly why they're not interested. It could be a social issue (relationships, cliques), it could be a time issue (other jobs), it could be any number of reasons. We need to find out.

CF: We can come at that from a few different ways, perhaps by building this topic into advising conversations we have with students. It seems that a new factor is the proliferation of student clubs that do work similar to the CN but not the same (more multimedia) – like Connect, Outcast Media, even ONA. All are doing work that could have a place within the CN. Some benefits to this is that it provides a lot of ways for students to engage, but I worry that each club is less meaningful to the students. Do we have a role to play to begin conversations of partnerships between the clubs? Do we want to encourage efforts to benefit one club?

JK: We have so many publications now, mostly online. I don't think they're getting the type of rigor they'd get at the CN. A lot of "bloggy" content. I think these publications are siphoning off students who 5 years ago would have ended up at the paper. I push them to the CN with extra credit in Writing for the Mass Media, but alas. We have students from the paper come in to talk about the paper, and they often mention they work all day on Sundays, which would dissuade potential students. Monica and I found a couple of courses in newspaper development in the SCNS, but we can't add new classes under consolidation right now.

MA: We can use a special topics designation for the time being.

RH: Deni helped me develop an MMC 4910 with seven or so students a few years ago that helped get students in public coverage (elections, ride-alongs, city hall). This hands on class ended up with publications in the Times. Lots of writing and critiquing and public records, etc.

JK: We can do that kind of stuff in Advanced Reporting.

RH: Yes, but most of the students weren't engaged.

MA: We could offer that as a special topics.

DE: The “special snowflake” course was beneficial.

MA: Yes, but under consolidation we need to fill the courses.

CP: It all comes down to money.

BM: Most students graduate in the summer. So we need to develop them early if we want them to lead as seniors.

JK: We need to involve the Outcast media people.

ED: Yes but to do that we need to change how the CN works entirely.

DE: Do the students know they’re getting paid?

BM: This semester we have such a small pool of students who could even apply for the jobs. In NNB, all of them are graduating. In Advanced Reporting, most students are graduating in the summer. The people just won’t be there in the fall.

MW: This conversation mirrors what newspapers are talking about all over the country. We should think about salvaging what we can, but also think about alternatives the future may hold. Maybe offering internships early for the former – these students need clips and we need to provide them one way or another.

MA: Also the skills.

BM: Before, we only had 3 possible internship credits; now we have 6. We don’t advertise that they can do them sequentially. Students should know that they should have an early internship, then an advanced internship that will get them to the next stage of employment.

CC: What’s the worst case scenario? Would the paper be suspended? Put on a hiatus?

CF: Given the moment we’re in, it would be very precarious if the paper had to go on hiatus. Worst case scenario would be that we’d be able to fill the slots but the students would be unprepared and put out an inferior product. Long term, most students aren’t looking to get the kind of job the CN would prepare them for. That puts us at a disadvantage. We need to expand the scope of what the CN can do and be, or we need to figure out how to re-frame what our students want to do with the degree (which I don’t think is the best idea). Hooking up with Outcast Media could realign the paper with our curriculum.

CC: The advanced video/photo minimester class talked to Emily Wunderlich

MA: When is the deadline?

RH: It was extended to a week from today.

BM: The problem is that we need to find the students who can fill the positions. The students who **would** fill them are graduating. Maybe we need to look at non-journalism students.

JK: When we come back from spring break, I'm going to have the CN staff to do their contributor budget meeting in JOU 2100 to illustrate what goes on with the production. They need to understand the value of that process even if they don't want to work for a newspaper.

RH: You have to do accurate work and you have to meet deadlines no matter what you do with the degree.

BM: The issue is that many students don't care.

CF: For the 10 positions, what is the time commitment?

RH: EIC paid for 15-18 hours per week, usually works far more. Managing editor, 12-15. Designer, 15. \$8.06 per hour. Range from \$2500-\$4500 per year.

RH: Take the current EIC. First thing she did as a freshman was join the paper.

DE: Is there a way to engage SPC students early?

JK: Yes, we're getting a ton of transfer students nowadays.

CF: Is there a particular point of contact at SPC?

RH: They abolished the SPC paper. We need an editor, folks.

BM: Probably our best shot is a grad student.

JK: Yes but they're mostly online now.

CC: Next Tuesday there's a Compass event I'm covering for the entire school.

DE: Could we appropriate the Dardenne award money? Barbara O'Reilley is nearby if we need to work with Foundation.

CF: Also if we could put together a fund for summer internships that would otherwise go unpaid...

JK: We also can't discount how much students are working. They just don't have the time.

BM: But if we pay them, it might attract them. Also, could we involve English students?

JK: If we do something over the summer, I'll be around to help with a boot camp.

CF: If we do something ourselves, I think the former EICs could assist and would probably be willing. Also other alumni. I can reach out to Wayne Garcia to see if he has any students on his radar he might recommend. But at this point, I think one-on-one communication with our students is our best shot at finding an EIC. We have a week to get new names in the hopper. The idea of kicking in supplemental help for the students is something worth pursuing.

JK: Is there any risk to seeking a student from Zimmerman given the consolidation situation?

CF: Maybe. But at this point I think it should be a one-on-one request. Our best case scenario would be to find someone enthusiastic and eager who we can train over the summer.

DE: Is the CN secure? We talked at one point about possibly folding it into the Center if approved? Is SG still funding?

RH: Every organization is being asked to take a 10% cut, and that's better than last year – about \$40k. But remember: SG is shifting to Tampa, and the vast number of senators will be Tampa students.

DE: Sri is offering to get involved with the SG.

CF: We are supposed to hear back re: Center funding at the end of March, so there will be more clarity then. If we're considering re-conceptualizing the CN (more digital, multimedia), that would work well – but let's see if we get the funding first.

CF: Will be talking with Dean Michael on Tuesday to discuss department's hopes and plans. Want to clarify that we will be requesting a 3-part solution for NNB: (1) Support for a newsroom manager for day to day tasks; (2) A research fellow who could perhaps cover theory in the fall and work in the Center; and (3) A visiting clinical instructor who could take on NNB the class (and perhaps another elective). For fall, NNB and theory are the two major question marks in terms of staffing.

MA: This is just for next year, right? Why are we not requesting a full time position?

CF: Every indication I've gotten is that we won't be able to get a full timer before the fall. Although, if this ends up being a successful model (full time news manager), we may not want to step back.

MA: But why would we want to give up a full time position? I understand we don't have time to hire for the fall, but if we make clear this is a temporary solution it would hold up our full time position.

DE: We should make it clear that our intention is to hire a full timer before next fall. If we need to step back and reconsider later, we can.

MA: ACEJMC looks at ratio of full time to part time faculty. Also consider continuity – every time we have a transition, the new hire takes time to get acquainted.

BM: I think you should request everything you could possibly get. Make the ask big. If you can get the Center AND full time faculty, why not? You probably won't get everything.

MA: At the minimum, we need a full time position for NNB in fall 2021, but stopgap folks for 2020.

CF: And we need to be prepared to advertise the position in the fall. I'll give Magali our long term intentions and a proposal for the short term to get us there.

CF: We have some money left in our departmental budget for the remainder of the academic year. With consolidation, we have no idea what it'll look like for 2021. We should think of good ways to spend what we have, about \$8,500.

JK: How can we spend it?

CF: It's pretty open-ended. We have some students going to the 2020 ACES conference in Salt Lake City. If the department could support airfare, that would be good. We have 3 confirmed students, looking at perhaps 8.

CP: At least one has applied for funding from CAS.

BM: If they need to present, maybe they could do a presentation at the research symposium.

CF: And we could do a summer workshop, too.

JK: It could be cool to invite students who are going to be in MMC 2100 in the fall, that could inspire them.

BM: I did a similar workshop thing at Bridgewater College.

MA: There's a major celebration happening at the end of the month, for sophomores starting their majors. I RSVPed and will do my best.

CF: Keep thinking about this. Any and all ideas are welcome. I also want to bring David Brodosi into PRW 107 to consider updates to the lab space.

CF: There's some money in the Tampa library to get journalism books. I'd like to compile a list for David Shedden. They'd be stocked in the library.

CC: Film books too?

CF: Sure, if relevant to my teaching. Send me book titles by Wednesday. Preference for digital books.

CF: We've been given website wireframes and they look fine. We'll have Tampa populate the site and then we can go back and alter verbiage to reflect the new program.

CF: There are efforts underway to bring our teaching loads into alignment with Tampa. All CAS departments have audited their loads and compared to counterparts in Tampa. For us, tenure track faculty average teaching load is 2/1 and tenured faculty is 2/2. Our campus' priority is to bring parity to our tenure track faculty, beginning in Fall. For tenured faculty the timeline is a little less clear.

MW: How does that relate to productivity?

CF: That is unclear right now. In past years we had productivity worksheets, but there's no indication of that continuing.

BG: When will we hear back?

CF: For tenure track it's basically already in place. As it stands, plan is to implement effective 2021

CF: We need to freshen up our governance docs this semester. Working on it now and will send out a draft.

DE: Good timing, since self study is next year.

CF: Recruitment efforts...?

MA: I haven't heard of anything about an open house this semester.

CF: I'll check on that. Did talk to Serge the other day. Elliott Wiser has been interested in recruiting high school journalism classes. Discovered AVID program, which might be best venue to get into high schools to preach value of what we're teaching. We'd go in for a day and do a presentation/session for a rotating group of students. Maybe something with a media literacy component. Wiser is on board with this, anybody else can join. Having a few folks makes it easier. Let me know if you're interested. We could do one sometime in April. Sophomores and juniors are the target for this program. Any other recruitment ideas would be helpful.

JK: We doing anything at Northeast or Tarpon High? They both have good culinary programs.

MA: Since we have a new CIP and major, do we know if the university is doing any type of advertising?

CF: Not sure.

CC: I'm teaching the advanced photo/video minimester class. I approached FHC and Innovation District for potential partnerships. Upcoming meetings to talk about continuing work with our students on projects.

CF: At Conference of World Affairs, I spoke with Mary Shedden about a new WUSF program that NPR has done for a while called Next Generation Media that teaches students of color about doing multimedia journalism. Program has been launching pad for many journalists. Jan 4-8.

MA: What is the student eligibility? Undergrads? Grads?

CF: Good question. Meeting with program coordinator in the next couple of weeks to find out details.

JK: At Conference of World Affairs, talked to Dave Jones about moving the big broadcast meteorology convention here from Denver. I told him we have students who can run his newsroom. Was really interested in working with students. Going to message him.

CF: Mark, any effort with the joint institute?

MW: No, they haven't been successful.

CF: I see these partnerships as other ways of recruiting, so keep it up.

CF: I still want to do a newsletter. COB sends one out monthly. An update on achievements of students and faculty.

BM: Good for alumni too.

DE: Also good to gather information for the upcoming self study.

CF: Let's set up a simple Google Doc to drop in blurbs for the newsletter, kind of like what we do for Basecamp.

CF: We had to make a couple of changes to summer and fall given dip in enrollment. Summer, we dropped MMC 2100. Fall, canceled a couple of grad sections of dual listed electives and sports journalism. Casey P, please send out latest schedules.

MA: Also on the website, please.

JK: Some are already meeting with advisers.

CF: Difficult to know what university will do re: coronavirus. An abundance of caution, so we should be ready for the possibility of moving classes online if need be. We welcome folks to come down to the studio for videos or live streaming so use the resource as you need.

MA: The Microsoft Teams platform they're switching to makes it easy to create a virtual classroom to live stream.

BM: Another good tool I use is Zoom.

JK: University canceled all spring trips. For the summer study abroad, they're not buying tickets yet because they're not sure. I wouldn't be surprised if they canceled summer stuff, including my study abroad.

CF: Regular update time...

BM: NNB had a hiccup with its partnership with the TBT. Not collaborating in the project anymore, but our students are shadowing, etc. Working on the project ourselves on new trail for Methodist Town. May 6 1-3:45 p.m., we will be showing what we've put together at the Enoch Davis Center. But we will try to get it moved to the Carter Woodson Museum.

MA: Undergrad advising in MMC 2100 and JOU 2100 March 24. Collecting course blurbs so please send me information on your courses. I won't mention the new program, since these are students in the old CIP and I don't want to confuse them. Also, we discovered that nobody in AA knew about the new program. Working with Tampa to correct issues that were in the original paperwork. It's now been sent to the catalog people. Major will be 48 credits with 6 electives, not 5.

MW: Grad assistant news... We have secured a 20 hour assistant for NNB, 9 hours/semester of tuition + stipend with a 2 year commitment. All GA decisions will be made in the fall, not spring. Purpose is to recruit strong students, not necessarily faculty help. We can also apply for an additional assistant for the department, but that is competitive among all the college. Each assistant has to be associated with a course – not the instructor of record. Meeting with potential NNB candidate on Monday. CAS isn't funding anything during the summer, so we would have to fund any summer GAs ourselves.

JK: Looking forward to consolidation to get on the list of Certificate Programs in Tampa. FWP student Alysia Cruz getting published in the Times this week. Another alum appears on channel 10 did a documentary on black owned restaurants in Tampa.

JK: APC last met in January.

MA: Faculty senate sent a fairness memo to Magali re: teaching loads.

DE: National Ethic Project has been busy. USF collaborating with NJIT for NSF grant (1 year, should hear by June). If this comes through, should be able to fund an assistant via Poynter Jamison to help with ethics and web design.

MA: In the process of submitting a grant application. Working with someone from computer science in USF Tampa to get money from Facebook to study misinformation, fake news, controversial content, etc. I asked for funding for a graduate assistantship.

CF: Self Study in the fall, site visit in early 2022.

****Email Fracas Begins****