

Department of Journalism and Digital Communication  
Faculty Meeting  
April 17, 2020

Tony Silvia  
Janet Keeler  
Casey Frechette  
Elliott Wiser  
Chris Campbell  
Monica Ancu  
Bernardo Motta  
Edgardo Dangond  
Mark Walters

\*vamping about Zoom\*

CF: A new system-wide task force has been established to look at new digital communities. Group wants to provide guidance on how to make permanent shifts on how to do things digitally in terms of access/inclusion, data analytics, etc. About 30 people. Will bring back information relevant to us.

CF: Summer enrollment looking good. We're seeing a lot of Tampa students / nonmajors in our classes. At least 30 students in my class are Tampa PR students.

MA: In social media, about half are nonmajors.

CF: This is one of the ramifications of easing up access on our courses. Several other departments are seeing this.

JK: I'm worried about enrollment in MMC 2100 / JOU 2100.

MA: Many transfers will come in so JOU 2100 is probably a better indicator of enrollment. With electives, can we increase caps?

CF: The CBA says we can increase but not by much. Might make more sense to do individual overrides.

MA: It's tricky with electives because we don't know how many students have yet to register. Can't tell if increasing caps in some courses will cannibalize other courses.

JK: Tampa isn't offering many interesting online electives.

MA: Maybe we should offer more.

TS: I'm not interested in where students come from, but it's about the pedagogical prep for our courses. If students are missing background, and are not prepared, they should be advised not to take the courses.

DE: Prerequisites would be the way to handle this.

MW: We are well positioned to move more online.

MA: Yes. We could have multiple sections of the same course, with one section restricted to majors. Depending on where students come from, each section could have slightly different setups.

JK: Some of those students could be minors.

TS: I like Monica's idea. It exposes nonmajors to the program.

CF: Let's all keep an eye on the number of majors / nonmajors in our classes.

MA: Is spring 2021 schedule done?

CP: Due 4/30.

JK: Didn't we talk about a newspaper publishing course for CN students?

MA: Yes. We need new electives.

BM: Our students need to learn entrepreneurial journalism.

EW: I do business enterprise, but Frechette and I have talked about an undergrad version. But we need to change the name.

BM: Sarasota has a lot of tourist industry classes. If we can relate the course to those industries we can increase enrollment.

MW: Senior seminar has become a ship adrift. We can use it to focus on this.

TS: I agree, and I don't like the title of it. It's become a job search / portfolio class. Feedback from students indicates the students wish the class had come earlier.

BM: When I taught law, I got a lot of that, too. Snyder focused on gathering information and first amendment, but I focused a lot on negotiating contracts. Students liked that. Senior seminar could be good for that but also could appeal to nonmajors too.

MA: In terms of offering the course earlier, maybe we can do it like an internship and allow them to get the class once they're done with half of the credits. Maybe after 24 credit hours?

TS: That could work. We could also reshape senior seminar to be something different from what it is. Maybe a big journalism or investigative story of some kind.

MW: We should offer a course they take really early to make the major appeal to them.

JK: We do hit in MMC 2100 what jobs are available but maybe they aren't ready to hear it at that point. I'm going to talk about that more in the fall.

EW: An attractive class name would be "Media Marketplace" to look at where media jobs are.

CF: I'd love to see a visualization of our curriculum that shows where key skills / competencies happen.

CF: A few other things... Cursory plans to bring faculty and staff back in mid May. Questions about online instruction in the fall have gone unanswered, but other colleges and universities have opted not to have in person classes until January. But USF hasn't made a choice.

CF: USF is livestreaming commencement. Trop lighting up green and gold on 4/9. I've been pushing for the idea that VideoWorks and journalism can play a role in terms of a digital yearbook. Students who work on SmashCut are helping out to create a digital yearbook. Will have a rough demo next week. Hope is to have it up a week or two before graduation so students can fill profiles and tell family and friends.

CF: We have been developing a live streaming platform, and we hope to use it on May 1 for our end of semester celebration. By end of next week ARP students will be able to do dry runs to test.

CF: I put together a Google form to get votes on things. First, summer internships. Within the last few days, guidance re: internships has been revised to allow for heavily socially distanced internship opportunities. Question is do we want students doing summer internships or not? Rob Hooker has been lining up internships at the Sarasota Herald Tribune, including some incoming Crow's Nesters.

DE: Can we pay him?

CF: Not from college funds, but perhaps with some departmental money.

BM: Deadline for civic engagement grants has been moved up a week. Up to \$1000.

TS: Given that we are working at a distance, I can talk to some places about remote internships for the summer. I'm not enthusiastic about promoting local internships.

\*vamping about quarantine\*

CF: For NNB, we have an opportunity to assemble a job description for a 12 month faculty administrator role. Non tenure track, non research appointment to teach and run NNB. There is

an interest in doing something for NNB on our campus. There's at least a shot we can get this posting listed in time for the fall semester. Is this something we want to move forward on? We aren't guaranteed a tenure track position even if we don't take this route.

DE: We need to make sure this isn't a year-by-year deal. We need a 3-5 year contract.

TS: Yes, who is going to take a job for one year?

MW: Salary?

CF: Sample I saw was \$52,000.

MW: In the new economic environment, I don't see how we could pass this up.

MA: This person would be 100% devoted to NNB, which would be amazing.

CF: The position would teach NNB or perhaps NNB and another course, but it wouldn't be like an instructor who teaches 4 courses.

DE: If we're going to make it an entrepreneurial position, it shouldn't be an instructor role. Person should be able to do grants and contracts, managerial role.

EW: Is this temporary renewable year to year?

CF: I don't know.

EW: We have some renewable positions in business. No annual leave, no sick time, they have to buy health care as temporary position.

DE / TS: And that isn't a model that is appropriate for NNB.

EW: I am temporary. If you can raise some money via grants, that is attractive to the school and makes it an easier sell to renew.

TS: It really depends upon the person. We had little success with the last person we hired in this role.

DE: In terms of building the kinds of connections NNB has had since 1991, that'll take someone committed to building the program, and that will be hard with a year to year contract.

EW: Yes, but there are a lot of people out of work. There are a lot of local people who would come out. It would be hard for the university to say "no" after one year.

MA: Casey F, can you get details on the length of the contract and then we could vote via email.

DE: It's a negotiating point. At this point, keeping the tenure track position is unlikely. Maybe argue that it starts off as a visiting one year appointment, but with the caveat that if the person meets certain criteria then it becomes a sustained 3-5 year contract?

BM: Agree with Deni. NNB head should be a dedicated position. You could secure the position, for multiple years, but as soon as things get better you can ask for the tenure track position again and be in a strong position to do so.

MW: We should ask for whatever we can get knowing the economic environment will only get worse. Argue for what we can get, but get what we can.

DE: We don't need a PhD for NNB, which is beneficial.

CF: We will put off a decision until we have more details, but I will get those.

CP: Get book orders in. July 3 deadline.

TS: Rachel Suwak won't finish her internship but others have more than enough hours, finishing work remotely.

TS: Off topic, I'm impressed with the USFSP library. In a crisis situation, I needed a book and they provided it via UPS in two days.

DE: And the computing people have been great for me.

CF: Meeting over. Will meet again May 1, then do our End of Semester Celebration.