

Journalism and Digital Communication Faculty Meeting
Friday, April 1, 2022

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CF: Welcome on this rainy Friday morning. This is our second to last meeting this semester – last one on 4/29. That is also our end of semester gathering from 1-3 p.m. in a hybrid format like this. The centerpiece will be presentations for our graduating masters students. If you're overseeing any projects, let them know we will have our not-required gathering. Can we get approval of the last meeting minutes?

MA: I didn't have a chance to read them.

CF: Let's table that.

JE: We have had a robust uptick in people showing up. 187 people on Wednesday. I went through every single class in the major and there were a lot of classes restricted to old class and major codes. Got them all cleaned up thanks to Peterson and Seggelke. FYI the blogging class in summer has a prereq that is incorrect, just MMC 2000 – which we don't even offer here. Tampa said they'd fix when they get to it, so anyone who wants into blogging will need a prereq override from me or Peterson. Social media is already full. Other classes are doing well. Registration started on 3/28, but this has caused a lot of people to panic. Remind students they need to check when they register. Transfer students register on 4/18. I ask in classes, please remind people to register. None of our core classes are closed yet. Lots of anger over the class that starts at 8 a.m. Everyone has gotten an email about Global Tech, but that only helps if you need hours outside the major. Peterson, can you please check that grad classes are restricted to grad students?

CP: Yes.

JE: Regarding internships, students need to be reminded that it defaults to one credit.

CP: Yes, I tell them this and that they need to manually change it to 3.

CF: Let's talk about searches. Miyoung Chong has accepted our offer to become our assistant professor in data journalism, big data, and misinformation online. This is exciting - she was our

top-ranked candidate for the position. Her references were very positive. She's excited to join us. Thanks to the search committee.

CF: Position #2, science communication, is currently in active negotiations with Li. This is more complicated because we're looking at a spousal hire. The good news on that front is that his wife is an environmental scientist and we have been able to set up a permanent position for her in the school of Geosciences. We've been going back and forth in our negotiations and the ball is back in their court. They're interested in USF and Li is positive about the position. They're trying to make sure they can make the finances work. I've asked for a final decision by Monday. We will know more at that point.

CF: Position #3, full time instructor position. We just wrapped teaching demos for four semifinalists. All strong presentations. The committee met after the final presentation. Now we select finalists for second round interviews.

MA: We met yesterday and the committee is working on a memo to put forward two finalists.

CF: Thanks to everyone involved with these searches.

CF: Update on a meeting we had with Cathy Fitzpatrick and Wendy Whitt from Zimmerman. Had a chance to give them a tour. It was a beautiful day and we showed them around, talked about new hires, curriculum, STEM focus, etc. They're also doing a lot of hiring right now and in some way thinking along similar lines in terms of new hires. The theme of data/AI/machine learning is a focus of theirs right now, particularly in terms of advertising. In terms of journalism, we need to focus on how these things can revolutionize the way journalism gets produced. Changes to workflow, organizational structure, and our relationship with news. We shouldn't let up on thinking about the implications of these emerging technologies. We also want to be mindful of collaboration possibilities. We have overlaps in faculty research and student interests. They have journalism-centric programs, but even in terms of PR and strategic communications there is overlap. They also have a new LCD display in their studios and we'd like to schedule a visit sometime over the summer to check out their facilities.

CF: Let's talk about the strategic plan alignment. I shared some supplemental documents to guide this discussion, one of which is the strategic plan. It sums up what we're about as a university and what we will be about for the next 3-5 years. Now in the process, the colleges are looking at how their strategic plans align with the university's. And departments will look at how they align. Soon, I'll speak with Dean Eisenberg about how we fit in. I wanted to take an opportunity to do some brainstorming around this. How can we contribute to some specific goals and objectives in the plan?

CF: A second document is an overview of questions and main things to be focused on. Two questions: How do we assess performance toward each of the five goals in the plan, and where do we feel we need the most improvement? How do we align with one or more of the seven areas of focus?

CF: Goal one is student success, at USF and after graduation. Two: faculty excellence in research and innovation. Three: partnerships and engagement with global, national and local impact. Four: Diverse and inclusive community. Five: Sustainable and adaptable finances. This conversation is helpful as we move forward with our self study.

CF: Let's start with student success. How are we doing?

CC: What do they mean by "high impact practices?"

DE: It's a combination of things. What are we doing that gets students to do analytic work? It gets folded into experiential learning. Students don't just absorb facts – they are learning to have impact on the world around them. The department is already engaged in the workforce. We're educating our students for the workforce.

CC: We do that.

DE: Are students being admitted as freshmen?

CF: My understanding is they can declare, but it's not official until they have 45 hours.

DE: We should focus on retention of FTICs. Keep track of those who say they want into the major and when they get through the pre-core. Also, how many finish in four years? How many transfers finish in two?

MA: I saw that's being measured at the campus level. Don't we get those stats?

DE: Yes, but if we focus on keeping the students here and graduating them on time, we create the metric.

CF: CF: A couple examples of high impact practices are study abroad, field trips, experiential learning...

CC: Do we need permission to do field trips?

DE: There's a form we should all probably do at the beginning of the semester.

CF: Certain classes already take advantage of off-campus experiences – NNB, sizzling images...

CC: The idea of going to a movie came up in my class.

DE: Most, if not all of our classes have students look at data outside of the classroom. We're well-placed for that.

CF: What about undergraduate research?

NY: There's interest in that, especially in applied projects.

DE: I've had grad and undergrad students co-author book chapters and articles. We should encourage that.

NY: By undergraduate research, do they mean research papers instead of exams or journalism stories?

DE: They're not talking about classroom activities. They're talking about real life research. There may be projects you're working on where you can justify your class gathering data. It could be a couple of students who have interests outside of the class that you can engage with an independent study.

MA: The university is providing resources for research. The grad student research forum is in March and the undergrad one is in March or April. Students can do something as basic as doing a research poster.

DE: Undergrad Research Symposium is coming up.

CF: It's April 11 in person, and there's a virtual one on April 7.

CF: We've had great success with study abroad over the years. We have the option to continue them and this is an opportunity to invest in and cultivate the food writing certificate program. It's been on the back burner for a while, but I think this fits nicely with the strategic plan.

DE: Wendy Baker from USF World has access to opportunities to connect with professors and students in other countries to do "virtual" travel abroad. If there is a global aspect to your course, some piece connecting to academics abroad would be beneficial.

CC: When will they start travel abroad again?

CF: It's back up and running. Perhaps next summer for us. That was a powerful part of the certificate program.

CF: Second item: Excellence in faculty research.

CP: We should define faculty research. Does journalism count?

CF: We produce a wide range of scholarship, accounted for in our T&P document. We define scholarship broadly and the university recognizes that distinction. A mix of qualitative and quantitative methodologies, work that is influential in trade publications and academic publications. Going forward, thinking about our tenure track hires focused on environmental studies, we will have partnerships with other colleges and units. Exploring interdisciplinary opportunities will be important.

NY: Inter-university research is beneficial to the field, it's beneficial to have different perspectives from different points of view.

DE: I think Natacha is already a leader in community action research, meeting a variety of these goals in one swoop in terms of engaging with the community, high impact student work, and producing high impact scholarship. We need to remain integrated in our work.

CF: Natacha, what you're suggesting is a clearer alignment of teaching, research and service pointing in the same direction.

NY: I'm still figuring out how to bring my strengths to the courses we have to offer. I can only do that with a certain number of students.

DE: Fitting in with my favorite Key Performance Indicator – class size. Our goal is that 48% of in-class courses have 19 students or below. Our accreditors want 20 or below. I suggest we make the cap 19 to fulfill both.

CF: Goal 3: Partnerships, community engagement. NNB is our cornerstone on this. How can we grow in this area?

CP: We could reestablish Murrow.

CF: We had some Pakistani journalists recently. And Russian (before the war).

DE: Taking advantage of the virtual classroom connection is obvious. And global research like Natacha's is a good example. Involvement with professional associations like ACEJC and things that expose us to peers at national and international levels.

CF: We have funding for full time faculty earmarked for events.

DE: Staff could be sent to conferences with an institutional membership.

NY: Is anyone else going to ICA?

DE: No.

CF: Regarding local level politics. Keep an eye on everything happening close to campus. Lots of businesses and organizations opening up. Be mindful of possibilities with our nextdoor neighbors.

CC: USGS?

CF: Yes, but there are new developments in the innovation district. Even over at Poynter, they've been bringing in revenue by renting out space to local businesses. There may be interesting possibilities.

DE: In NNB, students have been assigned different beats. The innovation district should be one of those.

NY: This semester they don't have beats – they did pitches. No students doing tech.

CF: Goal 4: Diverse and inclusive community . Metrics are diverse faculty, staff and positive employment experience. This is an area of strength for us we can continue to grow in. We're making headway in terms of faculty hires. Our students are diverse and we can explore connections in Journeys in Journalism. These partnerships can fulfill several aspects of our mission but can also make potential future journalists aware of our opportunity to study.

DE: Are we still engaged with the local magnet programs?

CP: Bernardo was our Journeys in Journalism liaison.

DE: We should re-ignite that connection. Another thing we did was engaging students at our STEM summer camps.

CC: Bernardo did that too. I also covered the summer camp for girls for CMA.

CP: Covid stopped all of that in its tracks.

CF: Lyman Dukes' You Matter program for USF students with intellectual disabilities could be a resource. Let's follow up on that. If we have our students working with them, it could be a good opportunity.

DE: That's a good inclusion activity. The students aren't degree-seeking, but they live in the residence halls and take courses as they can.

CF: Goal 5: Strong finances. VideoWorks has been chugging along, doing a number of paid gigs. Chris is wrapping up a video for the CMS on the summer camp for girls. We're wrapping a couple of other recent livestreamed and produced projects – Poetry Out Loud, Listening To Babies. We've developed this competency in livestreaming and video production, and I'd like to see us push the enterprise forward. Students have been involved in various ways, and these are good real-world production experiences for them.

CC: The issue of money is always there.

CF: The nature is that client development is project-based. We have to stay vigilant to know who's interested and who has money for projects. If we can get into a setup where there's a recurring project it would be easier.

CF: Natacha, thoughts on revenue potential tied to NNB?

NY: Is there a departmental fund? Where does the money go?

CP: Into independent auxiliaries.

NY: There are funds like the Knight Foundation and Google to source grant money. NNB is a project that donors will fund. Journalism doesn't make money, but it attracts funding.

CF: NNB has a dedicated foundation account. We need to think about a mix of donor support and revenue-generating activities. VideoWorks has its own money and the goal is to benefit students.

DE: One thing interesting about the upcoming center is that we have money to construct the building. But after that, it's a lot more vague. It would be interesting to tell the story of the development of this center. It would be a fascinating documentary.

CF: We've had conversations about how VideoWorks is poised to help the center of excellence to support teaching and scholarship, but I think the documentary idea is brilliant.

CC: I don't know how we'd propose this.

DE: You need a pitch. The building will take years to construct, and whatever is going to fill the building in terms of leadership, programming and infrastructure is going to take that long. The documentary would look at both things at once – the physical construction and the decision making around it.

CC: And we could get revenue from that?

DE: Yes. There's probably external funding we could find for the production and creation. Once the thing is produced, it's a demonstration project for higher education everywhere.

CF: I believe we need to work on a pitch.

CF: To clarify, CMS is part of the center, but the center is larger than that. The building isn't necessarily the center. It could be up and operating by this time next year.

DE: Yes.

CF: Good intro into the seven areas of focus. Ideas and potential around any of the themes?

CC: This is USF as a whole?

CF: Yes. One idea I have is how any topic can have a reporting class built around it, like cybersecurity. USF wants to invest in that. Even if an area of focus doesn't seem like it relates to us, we can always build a course around reporting on it.

CC: What do they mean by "biology by design?"

CF: Recent advances in biological science and engineering. DNA/RNA. Relation to mRNA Covid vaccines and research methodologies behind it.

DE: If VideoWorks gets involved in creating this documentary, we hit on a lot of these areas of focus. We have arts in the creation of the docs. We have the environmental piece. We can stretch these tentacles as far as we like.

MA: One accessible way to get involved in these areas is to develop our internship program. Students can intern at a range of companies – biomedical, health, NGOs, etc. to tie in with high-impact methods of teaching.

DE: Do we have plans for a faculty member to oversee internships?

CF: We have a broad plan. Mark has been doing it on an interim basis but we need a permanent person. Elliott Wiser has noted the necessity of internships in Senior Seminar.

DE: Elliott is an adjunct. He could do internships as a course if he wanted to take them on.

CF: Thanks for all the brainstorming on this. I propose a next step of a one page document that summarizes this conversation and bring it to my meeting with Eisenberg in May. I'll circulate the document before then and we can keep updating as we move forward.

Regular Business

CF: Nothing on undergraduate program. Grad program is close to finalizing our TA offers for fall 2022. We will have two new TAs, including a new TA for NNB. Mark has been working with the applicants. The non-NNB TA will be working closely with the new full time instructor on the core reporting classes as a writing and reporting coach. No other updates on Mark's items.

NY: Nothing to add on NNB.

CF: We have a self study meeting later this month.

DE: Magali and I are in conversations about giving up the Poynter Jamison Chair in Media Ethics. Likely December or spring 2023. Department can count on hiring a new one in fall 2023.

CF: We had begun articulating a vision of an ethics / AI / digital privacy position.

CP: Registration began this week. Students may be coming to you. Tampa students are swiping seats, so encourage your students to enroll.

DE: Yes, they need to register the moment they can.

CF: Have a great weekend, everyone.