

College Faculty Senate – Minutes for October 16, 2008
College of Journalism and Communications

The meeting was called to order at 8:35 a.m. by Chair Mary Ann Ferguson.

Members present were: Johanna Cleary, Julie Dodd, Mary Ann Ferguson, Robyn Goodman, Bridget Grogan, Mike Mitrook, Henri Pensis and Kim Walsh-Childers. Absent: Marilyn Roberts. Also in attendance: Linda Hon.

The minutes from the September 18, 2008, Senate meeting were approved.

Tenure & Promotion Committee report – Kim Walsh-Childers

The timeline for this year was to be:

April 15 – Candidates submit names of outside reviews

April 30 – Chair to solicit the five external reviewers

But that process didn't happen. The request for reviewers didn't occur until late August or early September. In some cases, the potential reviewers declined, as they didn't have time to write the letters.

UF guidelines are that outside reviewers are to comment on research and creative work but not on teaching. The committee proposes that the candidate's packet include: vitae, 2-page statement, and five examples of research/creative work. The packet should be ready to send to reviewers by July 1.

Discussion: Linda Hon said that UF is requiring that the annual review be completed by March 15. Concern that candidate's teaching and service could impact research/creative work. One committee member reported changing her review of a candidate for tenure at another institution after she learned of the candidate's demanding teaching duties. Should a candidate include course descriptions in the vitae, as the vitae doesn't have a page limit? Can the statement be increased to three pages to allow for discussion of teaching? Can't the chair address the teaching duties of the candidate in the chair's letter that accompanies the candidate's packet? Hon said no, as the same standard letter is sent by all four chairs.

Motion to approve the T&P Committees' proposal with the increase of the page limit to three pages. Motion made by Goodman. Seconded by Mitrook. Passed.

Dean's report – John Wright

Ferguson welcomed Wright to the meeting, saying he had been invited to discuss issues about college and university:

(1) Added positions – Will be sending e-mail to faculty to announce that the College has received three additional positions in addition to the advertising position. Telecomm and Journalism positions are for assistant professors. The Public Relations position can be at a senior level. The funding for these new positions comes from the legislature's initiative to reduce the teacher-student ratio and to improve student advising. Wright said the College needs more cross-

platform training and that should be considered in hiring. President Machen made the decision about how to allocate the new faculty positions, which was a positive for the College, Wright said.

(2) Implementation of responsibility-centered management – UF will be using FTE to drive funding for each College. College needs to maximize FTE production. College is fourth or fifth at UF in terms of FTE production. Possibilities: Web-based courses, having graduate students and adjuncts do more teaching, and offering courses for students who aren't in the College. Need to consider developing a Media Studies specialization. Create some large-lecture courses that could generate funding for a new line. Machen told Wright that the College must grow the doctoral program to “be a player at the university.”

(3) Distance education – Marilyn Roberts is spending the year to help College develop a distance education strategy. Potential of having students in the same class both in real time and at a distance. UF is moving away from Blackboard, which has been used for helping manage distance courses. College needs to bring in a staff person to help coordinate distance ed program. Greatest potential for distance courses are for degree programs. Roberts is working with Ian Tebbett, associate dean for Distance Education, in planning the College's program. Based on information collected by Tebbett, the locations most interested in UF programs are South Florida, Latin America, New York and New Jersey.

(4) Textbook adoption – New state law that faculty must register textbook requirements for courses. Urged senators to help him in getting all faculty to comply. Sign on to Web site and complete information about course even if no textbook will be used.

(5) Budget forecast – Not good. Four percent cut this year for UF. Possibility of an additional 2 to 10 percent cut for the next year. Not an across the board cut but cutting programs. Endowment income is down, and that provides the funds for buying computers and funding graduate students. Wright is traveling to make contacts with UF alumni and other supporters of the College.

(6) Industry needs and potential funding – Big retraining needs for media. Could be potential for College. Five grant proposals from the College for Knight Challenge. The College did well, but none of the proposals was selected. Knight endowment down by 12 percent. Another potential market would be training educators who need new technology skills.

(7) New faculty positions – Each of the three positions has a salary of \$60,000 plus fringe benefits of 33 percent. Telecomm search committee has been formed. Public Relations is meeting to discuss the faculty position. Everyone on the search committee must go through the online training for search committee members. Need a diverse pool of applicants.

Constitution Committee report – Robyn Goodman

Committee has gone through the constitution making changes in wording based on input from the faculty. Hon has met with Wright about the constitution and has made the changes he recommended.

The major issue to be resolved is the procedure for voting – whether ballots must be signed or not. Goodman asked each department to report on the departmental discussions regarding voting.

Advertising – The faculty supported recognizing “core values” in the College of openness, privacy, diversity, and protecting the rights of untenured faculty. In addition, the department noted that the university does not require that ballots be signed. The department’s position is not to sign ballots.

Unaffiliated faculty – All members of this group are on annual contract so are not involved with the issue of tenure and how being untenured could affect an individual’s outlook on signing a ballot.

Public Relations – The faculty said that by requiring ballots to be signed, the College would be “out of step with the university.” The department’s position is not to sign ballots.

Telecommunications – The department was not able to meet but discussed the issue through e-mail. The department’s position is that voting should be conducted with the double-envelope system currently used in the College for some voting.

Journalism – The discussion at the Journalism Department meeting was supportive of signing ballots, but the only ones who spoke in the meeting were full professors and those who were not part of the tenure-track process.

Discussion: View that the signed ballot was misapplying transparency and openness to the faculty when those guidelines are to “prevent backroom deals by government officials.”

The Constitution Committee supports the double-envelope process, where the outside envelope is signed. Hon explained how she processes such double-envelope votes. Working with a staff person or another faculty member, she opens all envelopes and sets those aside, then opens the inner envelopes that contain the ballots. That way no connection can be made between the signed outer envelope and the ballot.

The motion was made to support faculty discussion of the voting procedure at the Senate-called faculty meeting and then vote on the voting procedure. That procedure would then be included in the constitution. Motion made by Grogan. Seconded by Pensis. Motion passed.

Meeting adjourned at 9:35 a.m.

Respectfully submitted,
Julie E. Dodd