

**College of Journalism and Communications**  
**College Faculty Senate – Minutes of Sept. 1, 2009**

The meeting of the College of Journalism and Communications Faculty Senate was called to order on Sept. 1, 2009, at 4:07 p.m. by Robyn Goodman (chair).

Senators attending were: Julie Dodd, Mary Ann Ferguson, Robyn Goodman, Bridget Grogan, Lauren Hertel, Jon Morris, Titus Rush and Kim Walsh-Childers. Absent was Mike Mitrook, who was teaching class. Also attending were Linda Hon and Churchill Roberts. John Wright joined the meeting at 4:30.

**Announcements – Goodman**

- Need to replace T&P Committee member from Telecommunication. The replacement is Churchill Roberts.
- Need to replace Cynthia Morton on the UF Senate, as she is on sabbatical. That will be on the agenda for the faculty meeting on Sept. 8. Goodman will e-mail the faculty to make that announcement.

**Issues for this year – Goodman**

Goodman had asked the senators to contact their departments to ask for issues that should be addressed by the Senate. She also sent an e-mail to the faculty making that request. She read a list of the issues that had come forward:

1. Outside-of-the-college perception that UF wants to downsize our college.
2. Provide direction to the College Budget Committee about priorities and suggestions for addressing further budget cuts.
3. Address teaching loads to provide fairness in assignments by looking at teaching load, number of contact hours in a class, and class size.
4. Preparing for the site visit of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) team during Fall 2011. Need to address the governance section of the report, as the college received an unsatisfactory evaluation in this category on the last visit. During the semester, Hon will be discussing the self-study with the Senate.
5. Conduct a survey at end of this semester on governance.
6. Reorganization of the stations, including fees for consultants, hiring procedures and the potential of conflict of interest, and determining the search committee for the executive director position.
7. Mentors for faculty members.
8. Handling communication between the administration and the faculty during the summer.
9. Clarifying and establishing hiring and search procedures:
  - Seven new faculty positions developed over summer and submitted to the UF administration. Hon said one-graph descriptions were submitted to the UF administration. Discussion that the faculty perception is that the proposed positions were submitted as well-defined descriptions. Hon said Wright can address that topic at the faculty meeting.
  - Freedom Forum Visiting Professor – A faculty committee needs to be established that will develop a list of potential candidates and submit names to the dean.
  - Improve process in determining job descriptions.

10. College needs to establish annual evaluation process that follows collective bargaining agreement. The deadline for faculty to submit self-evaluation is March 15. Department chairs are to complete their evaluations by May 1 and notify the faculty members of their teaching assignments for the fall.
11. Establish a Merit Pay Committee – Hon said each department is supposed to have a Merit Pay Committee that is elected not appointed.
12. How will shared governance be carried out at the departmental level?
13. Improving success for faculty in the college going through the tenure and promotion process.
14. Conducting evaluation of administrators – Could this be done in conjunction with the shared governance survey?
15. List of open lines retained with explanation of how those funds are being used.

Goodman said she will organize the list of issues. Discussion that some of the issues should be topics for college committees to address. Agreement that the Senate should vote to send a topic forward to a committee with a charge. The faculty should be alerted when issues were being moved forward for committee action so they would know the status of the issues.

Additional item to list is how the layoff of a station member affects curriculum.

Hon said that some of the topics require more information, which the administration can provide. Discussion that as the college committees take on issues sent forward by the Senate, a process needs to be developed for communicating between the committees and the Senate.

Concern expressed that the College Budget Committee doesn't know enough to help make decisions, as the only specific information they had was the state budget, not Foundation accounts, etc. Hon said she had worked with Susan Luther this summer to develop a spreadsheet with more information about Foundation accounts.

### **Election for Senate vice-chair**

Ferguson nominated Kim Walsh-Childers to be Senate vice-chair. Seconded by Morris. Approved unanimously.

### **Issues regarding the college – John Wright**

#### **UF's response to the threat of the swine flu**

Wright reported on information from a deans' retreat on Aug. 28. UF now projects swine flu could impact 25-40 percent of the students this semester. UF has decided to continue classes and will be announcing steps to be taken by faculty.

- Every course in college must be on eLearning or another platform so students don't have to come to class if they are sick or afraid of becoming sick.
- Faculty must have a liberal attendance policy – not require doctor note.
- All auditoriums with seating of 250 or more will have webcasting. The auditoriums are being wired now. Gannett Auditorium is one of the auditoriums.
- Every instructor should have two other people who could take the class if instructor were absent.

Discussion included questions about how these policies affect staff and how the stations can stay on the air if students or station staff are sick. Concern both about testing in auditoriums and testing online. Concern expressed about how classes that are based on in-class discussion or lab

work can be conducted if students are absent. Wright said he wants to form a committee to discuss what action the college should take.

### **College computer infrastructure**

The college now has a new SAN (Storage Area Network) for the entire college. It is a data SAN for email, labs, etc.

The CMIR is a \$1.5M project. Wright said \$750,000 in state nonrecurring funds was allocated by UF for the CIMR for fiscal years 2008-09 and 2009-10. The Harris Corporation is involved in the funding of the project.

### **New faculty positions**

Wright has submitted requests for seven new faculty positions based on stimulus money from UF administration. He is to receive feedback on those job requests by Sept. 15.

### **RCM (Responsibility Center Management)– UF’s new budget process**

College can generate more state funds through student credit hours. He said the college must move forward on Media Studies and online courses – on book and off book.

**Returning vacant faculty lines** -- As of Sept. 1, 2009, any vacant faculty position is returned to the provost. The college must then make the case to get that line again to hire a new person. As noted in discussion, this is a new process now but has been the process used in previous UF administrations.

**Additional UF budget cuts** – UF still may need to send back \$7 million to \$8 million. Our college’s call back this year could be \$120,000.

### **Online and off-book courses**

College must move forward on these.

### **Broadcast stations**

Cuts in college’s stations reflect trends in commercial media. The college was paying \$1.4 million in station salaries.

Three reasons for format changes for WUFT-FM:

1. Academic mission of college – Increasing news and public affairs offering for students. Increasing Prime Time Gainesville and could include Spanish mix program.
2. Economic sustainability – The audited financial statement for the year ending June 30, 2009, showed that WUFT-FM lost \$290,300. Part of the financial review included depreciation of station equipment.
3. Never a time when there was more of a need for news and public affairs programs.

Wright said the College Constitution includes that the stations are part of the teaching mission of the college. The format change will provide more opportunity for broadcast experience for college’s students.

Wright said he wants to send the station reorganization report to the faculty. A major factor was cutting expenses.

Discussion included staffing of newsroom(s) to work with more students.

Wright created the Change Advisory Team to give station personnel input into making decisions about the cuts. They worked through one round of the budget cuts but then came back saying they could not make additional cuts. Wright then formed an executive committee of Paul Gordon, Mike Harding, Larry Danker and himself, and they made the decisions.

The stations will have new positions but not necessarily new hires. In-house candidates will be accepted as applicants for the new position. The overall budget will be \$220,000 less. WRUF was close to being bankrupt.

### **Center for Media Innovation and Research and stations**

Concern raised about the selection and hiring of CMIR newsroom director and the direction of the CMIR in terms of its purpose and how the Center will be used and how it relates to the curriculum. Discussion included recommending a CMIR task force be formed that includes a broad range of faculty to represent the range of curriculum and research interests. Wright said that could be done. Wright said the current Journalism and Telecomm positions will be combined for the position to be the news director for the CMIR.

### **General discussion with John Wright**

Visiting professor position -- The position was not funded for a second year.

The college promoting interdisciplinary efforts – The new UF policy encourages doctoral students to take courses in other colleges, as now if our doctoral students take a course in another college, that college receives 70 percent and our college receives 30 percent.

Wright was encouraged to improve communication between administration and faculty.

The meeting was adjourned at 5:40 p.m.

Respectfully submitted,

Julie E. Dodd

Minutes approved by the College Faculty Senate - Oct. 13, 2009