

**College of Journalism and Communications  
Emergency Faculty Senate Meeting – June 6, 2011**

[Note: The meeting was called based on Dean John Wright's concern about information he received regarding the college's financial situation based on recent RCM/SCH reports. Senators for 2010-2011 and 2011-2012 were asked to attend the meeting if they were available. This report restructures the order of the discussion at times to consolidate information on a topic.]

Attending: Kim Walsh-Childers (chair), Lisa Duke Cornell, Julie Dodd, Mary Ann Ferguson, Moon Lee, Mark Leeps, Deanna Pelfrey and Ron Rodgers  
Also attending: John Wright, Linda Hon, Spiro Kiouisis and Mike Weigold

Meeting called to order by Kim Walsh-Childers at 3:38 p.m.

**Reporting on RCM and SCH – John Wright**

He will call a faculty meeting for Thursday, June 9, to discuss this information with the faculty. Distributed two handouts he received at a Deans' meeting about RCM and SCH.

Deans met and received this information, which showed how each college has fared in the RCM model during an 18-month period (July 2009 to December 2010). Our college dropped 7.03% in that 18 months, more than any other college. According to the initial RCM plan, no college was to lose more than 5 percent in RCM. The college's initial loss was \$664,961. But that was eventually readjusted to a loss of \$110,000.

The college must act now to increase SCH.

**Wright's recommendations for improving College's SCH:**

**1. Add more large classes or additional large sections to a class.**

He plans to add an adjunct lecturer at \$37,000 who can teach large sections of Mass Media and You and Rock 'n' Roll and American Society. Those courses could generate \$600,000.

**2. Grow Media and Society specialization quickly.**

The specialization could attract some of the 1,000 students on campus near 60 hours who have not declared a major. Lower admission into the program to a 2.5 GPA.

An issue raised is that program cannot expand to be a large program with the current requirement that the students take either RTV 2100 or MMC 2100, as both courses have 20-student labs. The requirement of a course with small sections must be changed, as Media and Society needs to have auditorium classes in order to be a large program. Discussion of whether such a change would require taking the degree program back to the UF Curriculum Committee for approval.

### **3. Add more options of courses for students to take in the college and require students to take more courses in the college.**

The accrediting standards restrict to 44 credits that a student can take in the College, but many students are taking fewer than 44 credits in the college. Students need to be able to take courses in other departments other than their major. For example, Advertising students could take nine hours in Public Relations and Public Relations could take nine hours in Advertising.

### **4. Support distance education efforts.**

Everyone won't be teaching in the program but should be supportive. Based on information from Embanet-Compass, the distance education company the college is working with, an online masters program in social media would be of great interest to potential students.

Discussion: Other online masters programs that Embanet-Compass has said would have student appeal are a masters specialization in Journalism and a masters specialization in Public Relations.

### **5. Increase the number of masters students**

Based on the RCM model, having more masters students would generate more funds, as upper-division undergraduates are weighted at 2.3 and masters students are weighted at 9.14. Doctoral students generate even more funds, but the college is about at capacity in terms of how many doctoral students it can accommodate. Need to have more non-thesis options, as we don't have enough faculty to supervise more theses. Add a Sports Communications masters program. The masters program being offered in San Paulo, Brazil, is an example of a program that will generate funds. He, Spiro Kiouisis and Debbie Treise will be going to Brazil for the launch of the program.

#### **Other possibilities raised by Senate discussion:**

**A. Require students in college to take Weimer Welcome** – This is a one-hour course modeled after Warrington Welcome and First-Year Florida, courses that are designed to help orient freshman to campus. The college-specific programs would provide the SCH for the college. Weimer Welcome will be offered this fall as an independent study.

**B. Increase the number of credits that students take each semester** – Currently many students are taking only 12 credits each semester. Can they take 15 credits, as that would generate more SCH if those additional credits were in the college? Block Tuition would require students to take 15 credits per semester, but that program is not scheduled to go into effect until Fall 2012 and could be overturned by the new Board of Trustees.

**C. Promote 4-1 Programs** – These are programs that encourage undergraduates to begin taking masters courses in their senior year and then move into the masters

program. We have such programs in the college but few students participate. The low participation is in large part due to lack of publicizing the programs.

**D. Require students to take courses during summer term** – Could this be a requirement for all students in the college? The college is participating in the university's new spring/summer cohort program that will admit students who will be able to take classes on campus only during spring and summer semesters.

**E. Increase the number of credits that undergraduates can earn for internships** – Accrediting standards won't allow undergraduates to earn more than three credits toward their degree from internship credits. Some students cannot take internship credit due to their financial situation. Some internships are unpaid, and some students must be working during the summer. The college can raise funds for scholarships to support students with financial need so they can participate in non-paid internships.

**F. Require internships as part of graduate programs** – Some masters programs do include an internship requirement.

**G. Graduate student enrollment** – Are we having fewer domestic students? Is that because domestic students prefer to earn graduate degrees online? Can we do more in publicizing our program and recruiting students? Very limited budget for recruitment, whereas some programs, such as UNC and Iowa, can pay to bring students for campus visit. Little funding for graduate students beyond what is offered by university and through teaching and research assistantships in the college.

**H. Eliminate courses that are labeled as DeptX in the online registration** – Such courses are set up to have departmentally controlled registration so that students can't sign up online. That discourages students and they just register for another course.

**I. Rename courses to have more appeal to students**

**J. Make courses that could have larger enrollments better known across campus**

**K. Do not run courses that don't have a minimum enrollment** – Looking at the course enrollment over time, some courses could be offered only every other semester or every other year.

**L. Require undergrads to take the introductory courses in the other college departments**

**Senators wanted to know what action can be taken now – resulting in this discussion.**

**Departmental meetings** – Wright said department chairs need to call meetings to begin discussion of what can be done. Weigold suggested that every department could develop five practical ideas to improve SCH in two years. Departments need to develop objectives for SCH increase and metrics to measure their progress.

**Develop a process for faculty to discuss across departments** – Some of the SCH proposals will require across-department collaboration. No system is in place to allow for such discussion.

**Faculty Kick-off** – Senators suggested that time be allocated during the Kick-off to discuss strategies for increasing SCH. Hon said that the Kick-off already has a busy schedule with an update from Wright, a stations report from Randy Wright, and a facilitator leading the faculty to develop a strategic plan.

**Begin this summer to generate discussion and plans for increasing SCH** – Concern expressed that we are losing two months by waiting until fall semester to begin discussion about increasing SCH. Could a blog be started to promote discussion? Wright said that the blog may not have enough context to explain a proposal.

Wright said he will share data at the faculty meeting Thursday but he doesn't want to overwhelm the faculty with data and may spread it out.

Wright was asked about the status of the stations in light of the governor's veto of funds for public broadcasting.

Wright said the cut was around \$500,000 from the budget, which meant that they were discussing possible layoffs. He is working with the UF administration to see about receiving help from the university.

Meeting adjourned at 5:15 p.m.

Submitted by Julie Dodd