## GRADUATE COMMITTEE MEETING

September 15, 2016

Global Strategic Communication

Associate Dean Weigold presented a revised degree plan for the Global Strategic Communication specialization for the approval of the Graduate Committee. The major revision of the specialization is that UF will partner with Stetson University so students can receive a certificate from Stetson as well as a Master’s from UF.

UF students will be required to take 12 credits from Stetson, nine of which will transfer in to the UF degree. Weigold will devise a lockstep degree plan to ensure students take the correct classes because students cannot be registered at both universities in the same term. It will also be possible for UF students to get a dual MA/MBA with Stetson.

Ostroff moved to approve the request with one change—that in section C of the degree plan, it should state 12 credits required, not 9. Babanikos seconded and there was unanimous approval.

Minutes from Spring Graduate Faculty Meeting

The minutes will be reviewed at the next committee meeting.

Accreditation

Treise asked committee members for input on the decision to accredit the master’s program during the upcoming ACEJMC accreditation process. Discussion of the pros and cons followed.

It was mentioned that Georgia, Tennessee, Ohio State, UT-Austin are no longer seeking accreditation. Many of our “competitors” are not on the list. Only professional programs are accredited, not academic.

We can opt out of having our online programs included if we want.

Treise would like to pursue the accreditation but others thought maybe we should wait for the next one since our Pro Master’s program has only just started. It was suggested we survey our students to see if they are aware of our accreditation and if it had an impact on their decision to come to UF.

Treise will talk to Kathleen Kelly about accreditation and its impact on our reputation.

International Graduate Student Award

Treise distributed a list from the Graduate School of students eligible for the Outstanding International Graduate Student Award. She asked that committee members review the list and make recommendations to her today.

Bootcamp Class Report

Treise distributed Cleary’s evaluation of the first Bootcamp class. Cleary considered the summer Bootcamp successful. Twenty-one students were enrolled and all but one passed. A list of students who attended Bootcamp will be provided to all committee members.

PRO Master’s updates

It would be logical to drop the project option in the academic track.

PR/ADV students need Methods and theory classes—they could take MMC 6421 instead of a specialized class. Advertising Methods could be dropped. If students are doing a thesis, they need a methods class.

Advertising students should take Mass Comm Methods, Theory, and an elective in the first term and Statistics in the second term.

Goodman mentioned that she puts holds on students for the summer and 2nd fall semester until they have the thesis topic and chair selected. When they provide that information to her, the hold is removed and they can register. She requires her students to meet face-to-face with her about their topic and she steers them in the right direction.

Treise asked chairs to talk to their faculty about Goodman’s method and about adding relevant methods course to their degree plan as a requirement. Degree plans will be sent to all chairs for their review and edits. It was suggested they list the classes in the order they are to be taken.

Doctoral Mentors

The Provost said we need guidelines that mentors must follow so students have enough contact with their mentor.

Treise listed on a handout the things our mentors do well—this information will be part of her report to the Provost.

Dean’s Graduate Council suggested a one-day symposium.

Treise recently surveyed doctoral students and the consensus was that they would like to meet with mentors every week or two.

Treise asked for feedback/input from committee members.

Goodman suggested the onus should be on the student to set up meetings, not the mentor. Some faculty set aside time to meet each week and it’s up to the student to actually meet or not but the time is reserved.

Provost Glover is pushing for the evaluation of mentors. It was mentioned that evaluating the mentor could prove problematic if the mentor has only one advisee so there would be no confidentiality if the evaluation.

It was suggested there should be guidelines detailing the responsibilities of the students.

Questions should be worded to reflect what part of the program the student is in—just beginning, pre-quals, post-quals/final stage of dissertation.

Add yes/no questions for the mentor evaluations. Mentors should ask their advisees if they are having any teaching issues—not about content of class, but about teaching methods or particular student issues.

Meeting was adjourned. Next meeting will be Thursday, September 22nd in room 2008 beginning at 12:50 (6th period).

ATTENDING: Babanikos, Goodman, Kelleher, Ostroff, Rodgers, Selepak, Spiker, Treise, Wright, and Hedge.