Minutes from 10-15-14 meeting

Cleary moved for approval, Kelleher seconded the motion. Approved unanimously.

Certificate in Fundraising

Treise met with Dean McFarlin regarding the fundraising certificate. Some faculty members have been identified who could teach classes.

**Motion** was made by Ferguson to approve the Certificate in Fundraising, seconded by Molleda and passed unanimously. It will move on to the Graduate Faculty.

Value Communication and Conversion Certificate Program

Questions raised in the 10-15-14 meeting were answered in an email sent to all committee members 10-16-14.

1.       Who is the instructor?  What is the role of Flint McLaughlin and Austin McCraw.

The SOLE instructor for all of the classes is Andy Selepak.  He is collaborating with MecLabs (McLaughlin and McCraw) to develop the content, but Andy will make the final decision about content, assessment, activities, etc..  In all instances for any partnership that our college enters into, we consider it non-negotiable that we have final say over all course-content and over the choice of instructors.  Part of MecLabs contributions to the program is to prepare content that can be used as training materials.  In this sense, the content is much like a text, video training (as in Lynda.com), or other instructional resource.  However Dr. Selepak will create the content of each week's lectures, the assignments, assessments, learing outcomes, discussion topics, etc.

To ensure a close correspondence between Andy's outstanding teaching skills and the state-of-the-art knowledge provided by MecLabs, Andy will receive several weeks of training from the company.

Flint McLaughlin, PhD,  is the Managing Director and CEO of MECLABS. His organization works with companies such as Verizon, The New York Times, The Boston Globe, Johnson and Johnson, Microsoft and Matrikon. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen’s University and as a Trustee for Westminster Theological Centre.

Austin McCraw is a Senior Director of Content Production.  His primary role is as a production assistant, NOT content development.  He is a graduate of our own Telecom program and has worked at WUFT.

In sum, while course production will be collaboration, Andy is the only instructor.  McLaughlin and McCraw are business people with lots of other things to do!

As a final point, I have vetted the idea of collaborating with outstanding professional organizations to develop high-quality distance programs with Brian Marchman and Andy McCoullough.  The Distance Office at UF is very excited about this idea and very supportive of this approach.

2.        Do we have a contract with MecLabs to see what the partnership agreement was.

We do not have a contract.  We do have a working agreement.  The agreement specifies responsibilities as follows:  UF is responsible for all content, for approval of instructors, and for accepting or rejecting students.  MecLabs will partner in content development and will ensure content reflects the very latest information.  The company will also promote the program at its marketing summits, which draw thousands of practioners hungry for information about how to improve their value models and engagement practices (see [HERE](http://www.meclabs.com/training/marketing-summit/email-summit-2015/overview?utm_source=MECLABS&utm_medium=Summits-text&utm_campaign=Summit-EM-2015)).

3.       What material of MecLabs is proprietary?

In any of our programs, we respect the intellectual content provided by instructors or partners.  In the case of instructors, this means we would not use course content developed by an individual professor without his/her permission.  In the case of a partner, we would not use content that is part of the value they provide clients without their permission.  From our perspective, the willingness of MecLabs to share their conversion strategies and secrets is what makes the program exciting.

Should MecLabs (or the college, for that matter) choose not to continue the partnership, we would not use content that we jointly developed.  Our options at that point are: we could find another partner, develop such content ourselves, or choose not to offer the certificate.

4.  What happens if individuals apply who do not work for a MecLabs client?

UF will control admission to the program and will evaluate students based on our traditional criterial for a certificate program.  We will not turn anyone away based on employment with a non-MecLabs client.

5.     Can someone request to take only one class?

While we have not discussed this, and it is generally rare, a non-degree seeking student who did not want the certificate, but who met the criteria for admission to the certificate, could just take one class if they wished.

6.       Will this grow into a full MAMC specialization?

This has not been determined yet.  The answer ultimately will rely on the demand for the knowledge offered in the certificate and whether the content can logically grow to be a high-quality MAMC program, either by developing additional classes in conversion, or by pairing the four classes with logically related content (Interactive Advertising, Web Design and Online Communication, etc.).  For the present our focus is exclusively on launching the certificate and making it a national leader in teaching principles of developing value propositions and conversion.

A committee member raised a question about Selepak’s involvement in the program along with everything else he’s working on. He assured everyone that his workload is manageable.

There was some discussion about who would own the content of the class if one of the parties walked away. The committee as a whole understands that we would keep and redevelop the course if MecLabs walked away—continuing to use the same readings, etc. from the syllabus—the specifics would change but the content would not.

Rodgers made a **motion** to accept the VCC Certificate Program, Goodman seconded. The motion passed with two abstentions. It will move on to the Graduate Faculty.

MA Curriculum Review—Data Collection

*Public Relations*—they have sent out surveys and responses are coming in.

*Telecommunications*—Cleary and Coffey have discussed what approach to take. They’ve sent out a survey to the TC Advisory Council.

*Journalism*—sent survey to some grads and have received more than ten replies.

*Advertising*—surveying both undergrads and grads to get a wider picture.

Combined Degree (4/1) Programs

Public Relations has a 4/1 program for online students only. Advertising, Journalism and Telecommunications have the combined degrees but they are not active. Treise pointed out that we need to promote the combined degree programs to help increase enrollment.

TOEFL levels

Doctoral students must make a 28 on TOEFL speak section to be able to teach. If they don’t have a 28, they must take the Speak test and score 55 or more. Last year the Graduate Committee voted to use the same score (28) for Master’s students.

Treise asked committee members what scores they look at when admitting students.

Everyone accepts students in the “Good” range (writing—24 to 30, speaking—26 to 30).

As mentioned at a previous Graduate Committee meeting, a 10 week/five hours per day summer remedial instruction course will be taught for students admitted with scores below the accepted number. During the admission process, Graduate Coordinators review the scores for writing, speaking, listening and reading. GCs agree that good scores in writing and speaking skills are important indicators of success as a graduate student with writing being the most important.

Writing

Tier 1—30 to 27 score does not require the remedial class.

Tier 2—26 to 24 score requires the remedial class.

Tier 3—below 24 will not be accepted.

Speaking

Tier 1—30 to 26 score does not require the remedial class.

Tier 2—25 to 23 requires the remedial class.

Tier 3—below 25 will not be accepted.

The Graduate Coordinator can request that a student take the remedial course based on their reading and listening scores but those scores have not been tiered.

Questions asked:

* What criteria will be used to determine success?
* How will the class be graded? (not letter-graded, will be S/U)
* What assessment will be used?
* What happens if they fail? Will they be removed from the program?
* Will the credits count toward the Master’s degree? No, they will register for the class but the credits will not count toward the total needed for the Master’s.

An instructor has not yet been identified for the course but there were suggestions regarding the content:

* Have guest speakers covering relevant topics (like in Colloquium).
* Include topics pertaining to getting a job following the degree, such as how to get a job in the U.S., how to write a CV, how to apply for internships.
* Discuss cross-cultural differences.
* Include class presentations to make students comfortable with the idea.
* Skype in some successful graduates.
* Perhaps include some of our current faculty to discuss our college and procedures.

Treise is working to schedule a graduate faculty meeting as soon as possible.

ATTENDING: Treise, Cleary, Ferguson, Goodman, Kelleher, Molleda, Ostroff, Rodgers, Selepak, Spiker, Strekalova (sitting in for Schmittel), and Hedge.