GRADUATE COMMITTEE MINUTES

9-10-14 First meeting of the fall 2014 semester

MA/PHD on-campus graduate programs enrollment

Treise started the meeting with a discussion about low enrollment numbers and ways to increase enrollment. Treise’s recent campaigns class used the Master’s program as a client and designed ways to improve the website and made suggestions to increase interest in our graduate programs. The Master’s information below is a combination of what Treise’s campaigns class learned and the feedback from the students Treise spoke with.

Treise spoke with every student who was accepted into our programs but did not attend.

She said the perception among doctoral students was that our faculty members don’t do enough research. Of the twelve who didn’t come, ten mentioned the lack of faculty research as the main reason they declined our offer. Faculty research profiles need to be updated to include recent work. Funding was mentioned

Master’s students said lack of sufficient funding was a large part of why they didn’t accept our admission offer. They mentioned that they were never contacted other than receiving the letter of acceptance. Another complaint was that our curriculum is dated and our Master’s program seemed equal to the Bachelor’s they received. They want to know more about the jobs available with a degree from our program.

In an earlier discussion with Treise, the Dean suggested rebranding the departments. We need to decide if we are a professional program or academic.

Treise asked the graduate coordinators to review/edit their degree plans and have them ready for the graduate committee to review in five weeks. The exact date will be given at the next grad committee meeting. It was suggested they review the degree plans and classes with an eye toward future job placement.

Suggestions for making our website more informative include providing examples of students who are successful, displaying student work, and making the website more user-friendly. The site needs to include more info about the combined degree programs (4/1).

Students have mentioned the want more integration between the programs. They said much of the curriculum is directed toward jobs that were available ten years ago, not current. Students don’t know what jobs are out there—the media coverage talks about our disciplines being dead. Treise asked that everyone think about how the curriculum could be changed to update or revamp it.

There should be an alumni site on the webpage with up-to-date information on alums. We should also have a placement person who could help graduates find jobs.

ACEJMC has suggested for the past two accreditation reports that our program is schizophrenic - we don’t know if we want to be professional or academic. We need to decide and make it clear on our website.

Treise does not believe the distance programs are taking campus students away because the majority of students enrolled would not be able to come to campus to study. However, they are offering the kinds of classes our on-campus students would like to take.

UF Best Practices

1. Place personal phone calls to accepted students to maximize chances of securing commitments
2. Analyze why not accepting
3. GSMCA – peer mentors
4. Students are saying they are not getting good mentoring from our doc faculty
5. Bring in successful professors in the field through scholar visits
6. Mock job interviews fro doc students
7. Exit interviews
8. Collect job placement data for all graduates
9. Highlight accomplishments of alumni on website
10. Grad faculty play vital role for doc students; but in our college we have many grad faculty who work with MA professional students
11. Need to make doc students fully aware of the expectations, particularly for Grad School Fellows (for whom the bar is higher); have annual evals with teeth.

Treise said the application numbers lowered considerably after we raised the TOEFL score requirement. She asked —what if we lower the score in tiers, and require students with the lower TOEFL scores to enroll in college-sponsored, on-campus writing/speaking boot camp Summer C prior to fall admission. This would even benefit the students with the higher TOEFL scores. There are currently some programs on campus that offer writing and speaking assistance but they aren’t very good.

**MOTION—**Goodman made the motion to change the TOEFL score and admit students below a certain threshold who would be required to come to UF in summer C to take a speaking and writing boot camp in this College prior to fall admission. Rodgers seconded and the motion passed unanimously. This would be an on-campus class, not a web course. Treise will speak with the McFarlin and Kiousis about money to develop the class.

Online Master of Public Relations and Communication Management

In Molleda’s absence, Ferguson presented the plan which has been approved by the Public Relations faculty.

The core courses have an academic focus while there are also applied courses. The online program has a capstone course for three credits. Molleda has someone to teach the capstone class and also has a list of instructors who might be interested in teaching other courses in the program (not confirmed).

The main market for the Spanish version would be Latin America. Those students would not take the GRE, they would substitute the EXADEP which is offered by ETS. This replacement has been discussed with the Graduate School but it will need to be approved by the Graduate Council.

Molleda would like to hire an agency to work with the department to recruit students to the English version of the program.

Many of the classes are already being taught or are developed and ready to go. This would be an OFF-book program. Molleda sees this as being very lucrative. It will need to be decided if our on-campus students would be allowed to take the online courses. Molleda would like the program to begin in Fall 2015. Ostroff asked who gets the funds when departments share courses. The course syllabi need to be reviewed by the graduate committee prior to a formal vote.

**MOTION—**Ostroff made a motion to encourage further development of this program. Goodman seconded and the motion passed unanimously.

Certificate in Fund Raising

Treise related concerns would make money. The discussion was tabled for review at a future meeting when Kelly can attend.

International Student Awards

Four international graduate students were named Outstanding International Student Award winners—

Aqsa Bashir

Jihye Kim

Weiting Tao

Xiaochen Angela Zhang

Work Samples

Treise asked if when reviewing Master’s applications, the graduate coordinators look at the work samples. It was decided to keep the requirement to submit work samples.

Combined Research Methods and Theory update

After reviewing the syllabi for all research methods courses, Treise determined that the main subject matter, except SPSS and historical, are taught across all areas. Ferguson’s concern is that PR students are required to take PR Methods and PR Theory in the first term and if the classes are combined, will there be enough seats for all. Treise said we could have more than one section if necessary. There would be someone on board to teach a second section or there would be an option of an online class.

The meeting was adjourned. The next meeting is scheduled for Wednesday, September 17th at 10:30 in room 2008.

ATTENDING: Treise, Cleary, Ferguson, Goodman, Kelleher, Ostroff, Rodgers, Selepak, Spiker, and Hedge.

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