**UF College of Journalism and Communications**

**Inclusion, Diversity and Equity Committee**

**Thursday, April 16, 2020**

**Zoom Meeting Minutes**

**In attendance:**

Natalie Asorey, Raegan Burden, Katrice Graham, Joanna Hernandez, Taylor Johnson, Spiro Kiousis, Michael Leslie, Norman Lewis, Mira Lowe, Jasmine McNealy, Keisha Reynolds, Matt Sheehan, Meisha Wade, Alexandria Wilkerson

**Minutes from March 17 Meeting**

Spiro Kiousis moved to approve the March 17 meeting minutes; Mira Lowe seconded. Motion carries.

**Public Relations Campaign Update**

Natalie Asorey provided a progress update. Students are finalizing their team plans, which will be presented by recording on April 24 for review and winner selection by Committee representatives. Students adjusted well to circumstances created by the COVID-19 pandemic stay-at-home orders and were able to conduct 18 interviews in total.

**Curriculum Updates by Department Liaisons Asorey, Lewis, McNealy, Burden**

During an earlier in the semester All-Faculty Meeting, each CJC department chair was tasked by Dean McFarlin with creating a plan that would better incorporate diversity, inclusion and internationalization on its curriculum and syllabi. The Teaching and Curriculum Committee has been working comprehensively with each department and has a written report that would help create a method to merge current changes and adaptations.

Natalie Asorey presented the Public Relations Department update. It created a short-term and long-term plan to integrate a diversity course. The short-term plan is to set evaluation methods to help build understanding and importance of inclusion, diversity and equity in current courses and to continue offering the Diversity Voices course. The long-term plan would be to create a more rigorous course to explore diversity topics.

Norman Lewis and Matt Sheehan presented the Journalism Department update. It is in the midst of data collection to with a goal of discovery where there is a diversity/inclusion/internationalization dearth in order to work on solutions. The department is looking to incorporate diversity topics into current courses instead of adding new courses.

Jasmine McNealy updated the Committee on Telecommunications. The department found that it is currently offering courses, such as those taught by Iman Zawahry and Roxane Coche, that fulfill such requirements. There was also a study abroad course in Japan that had been planned for this year before the coronavirus shelved those plans.

Raegan Burden presented an update for the Advertising Department. It is currently offering an International and Cross-cultural Advertising class. The department decided to offer a free-standing International Advertising class. The department is also a part of a certificate program focused on multi-culturalism in advertising scheduled for next year. They will make one multi-cultural course mandatory starting 2022.

**Climate Questionnaire**

Joanna Hernandez modified the Climate Questionnaire and presented the actual online survey to the Committee for feedback.

Mira Lowe suggested an introductory paragraph to summarize the purpose of the questionnaire and remove time expectations to reiterate the importance of the data we are collecting. She also suggested the questions asking about faculty and staff relations be placed together.

Keisha Reynolds noticed participants cannot make changes to the first page of the questionnaire after selecting options. She suggested making changes to the wording of questions about supervisor relations; to clarify the question, the Committee might want to change the wording to “direct supervisor.” The questionnaire should also include a glossary of terms that she will go over to check that it conforms to UF standards.

Michael Leslie suggested the boxes that are requesting written responses on Page 2, Part 2 be made larger.

Meisha Wade said the fonts on all questions needed to be made uniform. Also, staff might not know the recruitment process and might not be able to determine if it is fair.

Alexandria Wilkerson recommended tweaking faculty questions to be more student-focused. She suggested adding an answer choice to questions that says “Cannot judge” or “Not Applicable” for faculty and staff specific questions, or creating a drop-down menu for faculty and staff questions.

**Reichert House Update**

Meisha Wade met with Dr. Angela Lindner, UF Associate Provost for Undergraduate Affairs, via Zoom about what she saw as possibilities for partnering with Reichert House. Chromebooks were from Coca-Cola; ideas that were discussed included UF students within the CJC, Fine Arts and Visual Design to help update Reichert House’s media lab. The partnership may be a work in progress through summer or fall due to COVID-19.

**Staff Announcements**

The Committee opened the floor for announcements and updates from around the college. Forest Smith is retiring and his search is expected to begin in the summer. Julie Frey started as the first director of the Office of Careers and Corporate Partnerships and is available to connect students with employers and alumni. And We Are CJC is going to be offered as an Immersion Experience.

This is the last IDE Committee meeting of the 2019-2020 academic year. Director of Inclusion and Diversity Joanna Hernandez and her assistant Taylor Johnson plan to keep Committee members in the loop with emails throughout the summer.