

MMC 6929
Communication Colloquium

Fall 2016

Dr. Debbie Treise dtreise@jou.ufl.edu

Class hours: Tuesday 3-4 Weimer 3020

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Office hours: Monday 8:30-10:30; Tuesday 8:30-9:30; Wed 9:35-11:30; and by appointment
(Note: these office hours may change once other college committees set meeting times)

Grants lab: Monday period 6 (12:50–1:40) in Weimer 2008

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Students will provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at: <https://evaluations.ufl.edu/results>.

Course Description: This course is divided into two parts, each designed to enhance your opportunities for success as an academic, researcher and professional.

During the first part of the semester you will hear several speakers, and we will have class discussions and readings that will introduce you to the College, the doctoral program, available resources, grant writing (throughout) overall research issues, approaches and methodologies. In addition, in consultation and collaboration with your advisor, you will be drafting your degree plan and developing a research agenda.

The second half of the semester, through speakers, class discussions, and readings, will prepare you for:

- Job search and interview strategies
- Tenure and promotion process
- Conference presentations
- Taking qualifying exams
- Dissertation problems

Throughout the semester, you will also be learning about grants and writing a draft (see below).

Course Format: The class will be a mixture of lecture, discussions and guest speakers. The topics listed below are subject to change based on your input. However, I will be asking you to coordinate and invite some of the guest speakers to help you to get to know faculty and their areas of expertise and to get you connected.

Policies: Because this course is designed to be a discussion format, it's expected that you will participate in these class discussion. **ATTENDANCE IS MANDATORY**. On the weeks that

readings are assigned or grants topics are due, it is expected that you will have read them by class time and be ready to discuss them. There is no textbook assigned for the class.

Grading: S/U. A satisfactory grade is based on participation in class discussion, attendance and satisfactory completion of the three items listed below. More than two absences will result in a grade of “U.” If absences are **NOT excused** for health or other reasons, a grade of “U” will be assigned. It will then be necessary for you to complete this course next Fall semester to remove the unsatisfactory.

- **Item One – degree plan:** By **October 4th**, you will be required to have met with your advisor to complete your proposed degree plan and to have discussed and mapped out a research plan. We’ll then meet to discuss it. During the semester an individual meeting is scheduled to review this.
- **Item Two – research goals:** Because ours is a research institution, you need to set goals for yourself that will help ensure your job search and future academic success. Therefore, also due on **October 4th** is a well-thought out, honest and realistic research goals’ statement – approximately one page. This statement must detail where *you* plan to be at the end of your studies at UF. Please list the number of research papers/creative works you plan to have presented or published by the time you are searching for an academic position. Where do you plan to present or publish them? What will be the research area? Please also list those you have out for review now or are planning to send this year. I realize that some of you want to go to strong teaching institution; however, increasingly teaching institutions are also requiring research productivity as a criterion for hiring, tenure and promotion. These goals will also be shared with your advisor as a benchmark to use for your annual student evaluations. Setting and achieving ambitious scholarship goals is an important component of earning satisfactory annual evaluations in the program.
- **Item Three – grant proposal:** Increasingly, grant writing is becoming a fundamental expectation at both research institutions and teaching institutions. Additionally, demonstrated grant writing skills are key to securing an academic and some industry jobs. You will learning how to develop grant proposals with the goal of preparing a grant for submission to an external sponsor. You will be drafting and submitting individual sections of your proposal throughout the semester. Proposal goal and needs statement are due on **September 27**, logic model and objectives are due on **October 11**, project activities and summary are due on **November 1**, and **final grant proposals with a title** are due on **November 8**. In the world of grant writing, deadlines drive the show. **Therefore, no final proposals will be accepted after November 8, and you will receive a U grade for the course.**

Academic Associations

I would strongly urge you to become a student member of the appropriate academic organizations in your particular area (i.e., American Academy of Advertising [AAA]). Overall, it’s a smart idea to become a student member of the Association for Education in Journalism and Mass Communication (AEJMC) as well. AEJMC is a comprehensive organization in our field and is an important outlet for much of our research. Its major publication, *Journalism and Mass Communication Quarterly*, is a very important and highly rated journal in the field.

Speaker Instructions: This will be your chance to get to know some faculty and veteran doc students by inviting them to speak in class. On some weeks, I'll be assigning one or more of you to find guest speakers to address the issue being covered. I'll make suggestions of faculty or students to invite, if you need me to. But you choose the format of the class: debate, panel, Q&A or some combination of those. You decide what would be most helpful to you. So on your assigned week, make sure you:

- Are certain they are coming and tell them the location and time of their talk
- Ask for the speakers CV so that you can appropriately introduce them
- Send them a letter thanking them after they have spoken in class

(Tentative) Seminar Schedule

August 23	Introduction (Treise) Overview of the doctoral program, discipline, associations (Treise) (paperwork: Jody Hedge) “Collaborating with Doctoral Strangers (co-LAB)” experiment Discussion and questions
August 30	Degree Plan/Choosing Classes (class lists and advanced level lists)/Qualifying Exams (Treise) Student panel: degree plan/committee formation, chairs, qualifying exams (Ah Ram Lee, Naa Doodoo, Barbara Myslik) Discussion and questions
September 6	Faculty panel conference presentations (students ask speakers)* <u>Grants:</u> Grants 101, or why you would want to write grants <u>Grants assignment:</u> Proposal Goal and Needs Statement due <u>at the beginning of class on September 27.</u> Discussion and questions
September 13	Faculty panel: Quantitative, Qualitative/Feminist/Historical Research Methods, Legal Research (students ask speakers) Discussion and questions
September 20	Student panel: Being a productive scholar (Jordan Neil, Rich Shumate, Steve Waters, Bruce Getz, Alyssa Jaisle) Faculty panel: Being a productive scholar (students ask speakers)

Discussion and questions

September 27

Research/research agenda, IRB (Ivana Simic, Period 3)
Please read the first half of the Electronic Submission Researcher Manual found at: <http://irb.ufl.edu/wp-content/uploads/myirbresearchermanual.pdf>
Grants: Project resources, activities, and outcomes
Grants assignment: Logic Model and Objectives due by 9:35 on October 11

Discussion and questions

October 4

Individual degree plan/research agenda meetings
Grants: Individual proposal development meetings

(MUST HAVE MET WITH YOUR ADVISOR BEFORE THIS MEETING TO COMPLETE DEGREE PLAN)

October 11

Individual degree plan/research agenda meetings
Grants: Individual proposal development meetings

Discussion and questions

October 18

Teaching Tips (Dr. Lewis, Dr. Morton and Professor Ted Spiker [4th Period])

Discussion and questions

October 25

Leadership in Academia **Dean Diane McFarlin**, Executive **Associate Dean Spiro Kiouis** and **Associate Dean Mike Weigold**
Grants: Project activities and evaluation
Grants assignment: Project Activities and Summary due at the beginning of class on November 1.

Discussion and questions

November 1

Where should I be? (Treise)
Grants: Putting it all together
Grants assignment: final grant proposal with a title due at the beginning of class on **November 8**

Discussion and questions

November 8

Poster development – Yulia Strekalova
Funded grant proposals – Yulia Strekalova, Jordan Neil, Bao Bao Song
Grants: **final proposal due at the beginning of class**

- November 15** Interviewing – faculty perspective (students ask speakers)*
Interviewing – student perspective (Baobao Song, Holly Cowart (2nd hour), Taylor Wen)
- November 22** Authorship issues (Treise)
Reviewing: doing them, receiving them, responding to them (students ask speakers)*
CV Development
Discussion and questions
- November 29** Your presentations

Grant proposal: Instructions for final submission

It's time to incorporate the sections of the proposal that you've developed earlier in the semester in one persuasive, coherent document. The total length of your proposal cannot exceed six pages excluding references.

Sponsors almost always have strict formatting requirements for proposals. Please read the guidelines below carefully for your final grant proposal submission.

- Formatting: single-spaced, 11-point font or greater, 1-inch margins all around
- Length: max 3 pages
- Required sections:
 - o **Project summary** (1/2 page max): Describe the need for the project, state its overall goal and specific objectives, and discuss the expected impact of your proposed project
 - o **Project description** (2 1/2 pages max), including the following elements:
 - *Project title*
 - *Statement of need*: Provide a brief background and clearly state the argument for why there is a need for an intervention.
 - *Project goal*: State, succinctly, what you hope to achieve with your proposed project.
 - *Specific objectives and study activities*: Describe what activities you propose in your project, and who will be involved in them.
 - *Logic model* (figure): Include an appropriate logic model that ties in with the specific aims and provides a summary overview of the inputs, activities, outputs, outcomes, and background of the proposed project.
 - *Expected project outcomes*: Discuss the changes that you expect your project will enable and explain how the success of the proposed activities will be measured
 - *Timeline* (figure): Identify main project milestones and their planned timing
 - o **References** (up to 15): Include references if any data or prior studies are cited in the proposal.

Successful proposals mean submitted proposals, and deadlines are harsh realities of grant writing (and academic life in general). All final proposals are due **electronically** to the course DropBox folder by the beginning of class on **November 8**.

No late submissions will be accepted.

You will receive an unsatisfactory grade for the overall class, if your proposal is submitted past the deadline.