

BYLAWS of the Department of Public Relations

College of Journalism and Communications University of Florida

Article I. Mission

The Department of Public Relations provides exemplary leadership, education and scholarship to advance public relations' unique role and responsibilities to foster organization-public relationships through effective communication and actions in support of a civil society and democratic ideals. The department educates the standard bearers of the profession for an interdependent local and global society.

Article II. Shared Governance

The University of Florida practices shared governance at all levels between administration and faculty. The definition of Shared Governance adopted by the University of Florida Board of Trustees, December 5, 2003 and endorsed by the Department of Public Relations is:

“Shared Governance” is the participation of administrators, faculty, staff and students in the decision- and policy-making process. The purpose of shared governance is to provide avenues to University improvement and productivity through the creation of a partnership based on mutual respect and collaboration. Such shared responsibility entails working toward mutual goals established by a fully enfranchised University community and therefore collaborative participation in: a) the identification of University priorities, b) the development of policy, c) defining the University's responsibility for ethical leadership, d) enhanced community partnerships, and e) the governance of the University as a whole.” (Resolution of Board of Trustees, 12/5/2003)

Areas of Faculty Determination, Recommendation and Consultation

The University recognizes three levels of Shared Governance: Determination, Recommendation and Consultation as outlined in the Board of Trustees Resolution (12/5/2003)

“a. **Determination:** The Board of Trustees will recognize and consider delegating to the Faculty and its representative body, the Faculty Senate, the authority to **determine** certain matters, which will be defined and agreed upon, relating to academic policy, including matters of curriculum and tenure and promotion policy;

b. **Recommendation:** The Board of Trustees will recognize and consider delegating to the Faculty and its representative body, the Faculty Senate, the authority to **recommend** to the President certain matters and policy relating to the areas of faculty quality and welfare, planning, budget and resource allocation, research and scholarship, and academic facilities and infrastructure. “To recommend” means to reach a decision jointly, such decision not to be overturned by the President without further discussion with the Faculty representatives and an effort to find a solution satisfactory to all members of the University of Florida;

c. **Consultation:** The Board of Trustees will formally recognize that the Faculty through the Faculty Senate will have an opportunity to **consult** with the President (or designee) on other matters connected with the priorities and policies of the University and their implementation. “To consult” is to have input into the decision-making process, and especially to be informed of the nature and rationale for decisions before they are made.”

Article III. Faculty

Composition

Faculty are defined as those persons employed full-time (budgeted as in-unit) by the Department of Public Relations during the regular academic year whose primary assignment is to carry out the academic mission of the University, namely, teaching, research and academic service.

Voting

The persons eligible to take part in faculty votes are all tenured, tenure-track, and full-time non-tenure track faculty in the Department of Public Relations.

Article IV. Department Chair

Appointed by the Dean in consultation with the faculty as determined by the UF constitution, the Department Chair’s duties include faculty mentoring, curriculum recommendation and implementation, course scheduling, personnel evaluations, budget management, participation in and support of graduate education, and maintaining relationships with the public relations professional community. He/she is expected to engage in an appropriate record of accomplishment in effective teaching of undergraduate and graduate students, and research/publication; to participate in scholarly and professional organizations; to advise undergraduate and graduate students; to chair and serve as a member of committees for graduate students’ theses/dissertations, and to become a member of the college graduate and doctoral faculty groups. The chair is also expected to participate in shared-governance and committee activities at department, college, and University levels, as appropriate, including calling department meetings and attending college faculty meetings, among other things, and to fulfill other administrative

requirements such as classroom teaching evaluations, annual self-evaluations and annual department reports, reports of outside activities, and the signing and prompt return of Faculty Assignment Reports, contracts, evaluations, and other such documents.

Article V. Graduate Coordinator

Appointed by the Chair in consultation with the faculty, the graduate coordinator serves as the liaison between the department and College Graduate Committee and UF Graduate School. His/her duties include ensuring that the graduate program conforms to UF Graduate School and College policies and regulations, oversees the admissions process of graduate students, serves as initial adviser of all master's students, communicates regularly with faculty and graduate students about matters important to the graduate program, and works with the Associate Dean for Graduate Studies and Department Chair on relevant issues to the graduate program.

Article VI. Department Committees

The Department of Public Relations has four standing committees. With recommendation by the faculty, the Chair appoints the members of each committee except Merit Pay/Market Equity/FEO Evaluation (which is elected). Members of each committee select their own chair. In addition, the Chair may create ad hoc committees to address special issues facing the department. Every effort will be made to limit the service assignments of junior faculty. The four standing committees of the Department of Public Relations are:

- **Change of Major**—The Change of Major committee reviews internal applications from UF students seeking to become Public Relations majors. Applications are reviewed three times per year in February, June, and October.
- **Merit Pay/Market Equity/FEO Evaluation**—The Merit Pay/Market Equity/FEO Evaluation committee is an elected faculty committee with the purpose of reviewing and updating the Department merit pay and market equity criteria. They also review Faculty Enhancement Opportunity applications by faculty and make a recommendation to the chair regarding endorsement.
- **Student Evaluation**—The Student Evaluation committee handles the process for undergraduate awards, high honors applications, and related matters of assessment needed by the department. It also serves as an advisory body to Department Chair on matters related to undergraduate affairs.
- **Mentoring Committee**—The Mentoring Committee implements the College's mentoring program for the Department of Public Relations. The department endorses the College policy stating "The College of Journalism and Communications recognizes the importance of mentoring in successful outcomes for faculty seeking tenure and promotion at the University of Florida. The College's policy also recognizes the importance of each department developing a process that works best for it and that some departments may elect to have mostly individual mentors, while others may elect a team approach."

Article VIII. Meetings

Faculty meetings in the Department of Public Relations are typically called by the Department Chair. The majority of faculty may also call a meeting and elect a chair at that meeting. Attendance is expected of all faculty members unless on leave or due to other professional responsibilities. At least two faculty meetings must be held per semester. Notice of faculty meetings must be given at least three business days before the meeting whenever possible. An agenda should be distributed when a meeting is called. Meetings will follow Roberts's Rules of Order. A simple majority vote of those present carries any motion. Minutes will be taken at all meetings and published on the College website.

Article IX. Promotion and Tenure

The department will use the Faculty Standards and Criteria for the College of Journalism and Communications, as well as the policies published in the College Constitution and Bylaws, the UF Faculty Handbook, the UF Faculty Constitution, the UF Faculty Bylaws and the Collective Bargaining Agreement between the University of Florida Board of Trustees and the United Faculty of Florida.

Article X. Merit Pay Criteria

The department will use the Merit Pay Criteria for Teaching, Research and Service adopted Feb. 15, 2008 by the department faculty and may be revised by a majority vote on recommendation from the merit pay committee.

Article XI. Public Relations Advisory Council

The purpose of the Public Relations Advisory Council is to advise the Department on matters relating to the directions of, changes in and needs of the industry and to the curriculum, careers, employment, professional development, grants and research opportunities and other matters or issues deemed significant by the Council or the Department Faculty. Faculty members determine members of the Advisory Council. Council recommendations are advisory.

Article XIII. Ratification and Amendments

These bylaws were formally adopted on February 4, 2011. These bylaws may be amended by faculty vote. A proposed amendment must be circulated one week in advance of the vote. The amendment is approved if voted for by more than half of the faculty eligible to vote in attendance of the meeting.