

## Minutes, Curriculum and Teaching Meeting, September 9, 2013

**Attendees-** Mike Weigold, Charles Harris, Mike Foley, Karen Cody, Juan Carlos Molleda, Wayne Wanta, Sora Kim, Joe Pisani, Judy Hunter

Meeting called to order at 11:45am

### Information and updates

**Mike Weigold** – Welcomed **Joe Pisani**. Dean Weigold also gave a brief synopsis of the duties of the Curriculum and Teaching committee (Approve departmental proposals for course changes/curriculum changes, initiate college wide changes,). Dean Weigold takes note that there will be changes in the undergraduate curriculum this year.

**Judy Hunter**- Reported an update on activity since the spring semester. *The catalog copy* has been updated. Both Karen Cody and Judy worked with **Toby Shore** at **Tigert Hall** to update the 2013 catalog copy to reflect the ACE/JMC academic accreditation standards (**52 credits inside the college, 72 credits outside of the college**). The UCC deadline technically passed but because it was for accreditation standard Dr. Mayor approved the credits. All of the degree audits were updated for all of the college majors to reflect the college changes. Judy Hunter noted that both her and Karen had ideas on how to enhance the appearance of the degree audit (one minor change had to do with the English elective, previously it was combined with critical tracking, it was confusing to students because they thought they had to finish it sooner rather than later, so they moved some things around.) Hunter made statement “If you have any questions or suggestions on how we can improve those audits, please let us know.” Karen and Judy also fixed the **2012 degree audit** and the **public relations degree audit**. The Public Relations department made some changes to their block electives, they collapsed three blocks into two blocks.

**Mike Weigold** – Stated that most students would take 36 to 40 hours in college classes, now it has been changed to taking 52 hours of in college courses not including MCC 4200. He stated that it will allow students to stay in the college’s classes and give them more professional opportunities. Weigold stated that it’s a challenge to make sure that they (Faculty, committee members, and college) have classes available to the students and to do the curriculum revisions that will be made this fall in a manner that allows students to take elective classes. Weigold also stated that he doesn’t think that any single department offers enough elective classes for their majors to make this work and that collaboration with other departments is going to be essential.

**Combined degree updates-** The Department of Public Relations approved three combined degrees. *Public Relations and Online design Communications, Public Relations and Social Media, Public Relations and Global Strategic Communications*. Weigold will be developing information sheets for department to distribute and to look at. Weigold stated that this is an exciting opportunity for students. Combined degrees can be offered with any graduate program. In addition, In-residence programs may also benefit from this.

**Weimer Hall 1060 Move in date discussed – Weigold** stated that they are very close to the move in date. The new move will bring together Charles office, it will bring together the department along with two new advisors. The reference librarian will have an office inside of the building so she can meet with the students. Space will be reserved for distance education and study abroad all in one place. The estimated move-in date is January 2014. Weigold stated that the search for two new advisors will begin so that they can take care of all advising functions in the college. They will begin around the same date as the move-in (January 2014). The department is taking on advertising students starting the fall semester. Joe Pisani will be moving with Karen Cody and Judy Hunter to go over the expectations. They want to get a sense of how we can serve all departments needs and make sure that advising is being done in a way that meets (all parties involved) expectations.

**Weigold** stated that part of the new move will involve reconfiguring the *News Wall*. **Dave Carlson** has prepared a proposal for what's going to happen there. The Wall will reflect 21st century news as well as platforms for telling the college's story to the colleges' majors and to make announcements and to promote classes as well.

**Outside Concentration** - For the outside concentration tracking courses. Outside concentration is required for all majors. A minor, does not satisfy any college requirement. The outside concentration is 4 classes typically in a single department, but not always. With three of the classes at the three thousand level or above, but not always.

**Weigold** stated that the outside concentration can be (needs to be) clarified better. He said we can ask if we still want a 1 and 3 balance of the 2000 and 3000 level courses. The reason for flexibility is because the SEC major requirement for students is so great for transfer students this could prove very difficult for them.

**Charles** asked two questions.

**Question #1** - Do you have a perspective on why we have an outside concentration?

**Joe Pisani** - stated that the reason for the outside concentration was to set up some type of program where there was structure to what students were taking in a way of courses work outside of the college. The college thinking was that they wanted students to go beyond the basic course. There is no minor requirement because of the great deal of hours needed for the minor.

**Question# 2**- Have we ever thought about focusing the outside concentration on the college as far as limiting to students doing business?

**Weigold** - stated that that question has never come up because for advertising students business may be very relevant, but for another major that might not be the same case. Students get a lot of latitude with courses.

**Outside concentration aspect** - Classes can't double count for another thing. For example if someone wanted to do history as outside concentration the American history classes can't count for outside concentration classes.

**Weigold** stated he wants students to have a better understanding of the outside concentration and what constitutes it. In areas that are popular with students (Theatre, Fine Arts, and Entrepreneurial) it's

impossible to have three 3000 or higher level classes. He proposed that committee members make suggestions and talk about it further in depth at a later date.

**Joe Pisani** asked “Was there a change to the concentration and was there notification that faculty was dissatisfied with the outside concentration?”

**Weigold** – suggested that there is confusion from students on what an outside concentration is. Many students believe a minor that will suffice for the outside concentration and that is not true. Certain minors do not satisfy the outside concentration. We want to propose that a student either do an outside concentration or a minor. That would be the policy.

**Pisani**- Stated that is what he has been relaying that same information to the students already. That they have a choice of the outside concentration or a minor. He explains the difference to them as well.

**Charles** interjected that he did the same thing.

**Examples of minors that don't satisfy concentration** – Example, Communication Studies is a minor in the College of Liberal Arts and Sciences and they allow a couple of the colleges classes to count for that minor. Those would not be outside of the college. A requirement for public speaking the college requires public speaking and because of that it can't satisfy the outside concentration. A student can easily satisfy the minor requirement and not have the 12 credit hours that don't double count.

**Weigold** stated that his goal is to make the requirements of the outside concentration as easy as possible.

### **Dean's Curriculum Task Force Committee**

The Tasks is to propose changes to the curriculum college wide. The change is going to be to develop **college wide competencies** among different majors. The proposals will be made starting the *beginning of October 2013*. Committee will be meeting weekly with the provision of an offsite half day meeting if necessary. **Ted Spiker** is the **chair** of committee. Social media will have a role where all of the documents that are being developed by committee will be posted for online comment. The goal is to solicit feedback from all faculty, staff, students, stake holders. Everyone will get a chance to weigh in.

### **Academic Assessments**

**Weigold** stated the academic assessments need to be summarized. The chairs will bring academic assessments both to their faculty and to this committee. Weigold stated what academic assessment is and why academic assessment is a critical component of reaccreditation at the university level by SACS. Weigold also stated that in 30 days he would like to have the data summarized and they will discuss this further in depth the 2<sup>nd</sup> Monday in October.

### **Critical tracking/ Quantitative option**

**Weigold** stated that there is a critical tracking issue in the college that was called to the attention of the provost office last spring as having a record on campus as having students who are 4 semesters off track.

**Weigold** stated that critical tracking is needed for two things

**(1)** - Departments identify courses that they expect students to take and semesters that they expect them to take them and critical tracking involves specifying a GPA that students are expected to maintain to be considered on track.

GPA Requirement was set too high (3.0) each department has been asked to submit to the UCC changes to critical tracking to reduce the GPA requirement to a 2.5. **John Sutherland** embraced concept even further and made the requirement a 2.0. A student will not be considered off track unless their GPA fell below a 2.0 or a 2.5 depending on what the department specifies.

**Charles Harris** asked Question:

The GPA requirement is changed to a 2.0 for tracking but the requirement for admittance into the college is a 3.0 (2.8), why?

**Weigold** stated that Admission's decisions verses critical tracking are separate issues. Admissions decisions for students that want to transfer over from another community college or university is what the 2.8 GPA is used for. Critical tracking applies to freshman because critical tracking is from freshman year to the beginning of their junior year. Weigold stated that GPA was the primary reason students were off track. **Weigold** stated that if GPA was changed to a 2.5 the amount of students off track could be cut by two thirds.

**(2)** Critical tracking

**Karen Cody**- Stated that she and Judy met with the college of Liberal Arts and Sciences and the representatives that they met with were surprised that the critical tracking classes were not in their college. Cody mentioned that one person in particular suggested that they have critical tracking classes in the college that "marries" the students to the colleges major, and have them engaged them with the college so that they are interested and will stay in the college rather than having Liberal Arts and Sciences as requirements.

**Weigold** asked the committee members to look at the classes that they have for critical tracking and they will discuss at a later date.

**FALL S.E.H.** - Weigold discusses how the university tracks S.E.H. - Lower Grad 1 and Grad 2

Lower division is down 5.4% (since the same time last year) Upper division is up, Grad 1 is level and Grad 2 is up.

**Changes in Number of Majors**- Advertising is down, Journalism is up, Mass Communication is even, Public Relation has gone up, and Telecommunications is down

**Year to Year**- Overall SCH is good and which is a plus because it determines the college's budget. He is opening that this will continue to grow with the number of classes that students will take inside of the college.

**Juan-Carlos Molleda** - stated that he opened a new section in Visual Communication this semester and that classes are at full capacity.

**Weigold** stated UF is making a couple of new initiatives this year that he will further discuss in the future. The university is going to an E campus starting in January with 5 (completely) online majors and 4

year degrees. Weigold stated that he spoke with the Distance learning people and they seemed very interested in having them as one of the minors.

## **Discussion**

Questions:

Asked if there was anything new with the general education?

**Weigold stated** - that there are 2 updates

**1<sup>ST</sup> aspect** - of General education will remain 36 hours and not 30 hours. The number of classes offered for general education will be reduced. The state is moving toward a system where there will be a set of 5 classes that are common to all SUS institutions that satisfy general education requirements and then the university will allow additional classes that are unique that satisfy general education requirements for a total of 10 classes.

**2<sup>nd</sup> aspect** - of General Education is all students must take a course called the "GOOD LIFE" it's a humanities course, meant to be a part of the UF experience, The university is going to add three more courses, (similar to Good life, but different) that students must take for the gen ed requirement.

Two things –SCH is not a worry for the college anymore as long as we maintain or grow majors. There are great partnerships going on with SCH now- Public Relations department developed a social media management course that they dual enroll with Telecommunication to split across the 2 departments.

**Juan Carlos Molleda makes announcement** – The department of Public Relations approved the creation of **PR 4910** under project research. The degree audit needs to be updated. 4910 or 4905. He asked what he needs to do to create number for the class. **Weigold** stated that he would check with the staff where he submitted proposal and syllabi by Wednesday September 11, 2013.

**Policies and Regulations of internships** – Juan Carlos Molleda stated that he is working on the language and they have not taken any votes or suggestions to move along. He proposed a language online and has received feedback.

Syllabus requirements were talked about. A syllabus is needed for all independent studies. All courses that offer credit.

**Weigold** – Stated that the syllabus is required for all classes, including station experiences, internships, and independent study.

**Weigold** stated that in the past, the University has sponsored undergraduate research with awards of \$500. Starting the 2014-2015 academic year the \$500 scholarship will be reinstated the college of Journalism will qualify for up to 5 of the scholarships. He recommends that 1 faculty member supervise all 5 of the awardees.

Meeting adjourned.



