

University of Florida
Department of Public Relations
2014 Fall Advisory Council Business Meeting
Thursday, November 6, 2014

Council Members/Special Guests in Attendance: Bill Imada, Claudia Panfil, Erin Hart, Iliana Rodriguez, Jay Magee, Karen Oliver, Lisa Malone, Nancy Fullerton and Susan Gilden.

Public Relations Faculty in Attendance: Juan-Carlos Molleda, Ann Christiano, Spiro Kiouis, Mary Ann Ferguson, Kathleen Kelly, Linda Hon, Eunice Kim, Deanna Pelfrey and Kay Tappan.

- I. Opening Comments:** Jay Magee welcomed the group.
- II. Approval of Minutes:** Jay Magee said the first order of business would be to approve the minutes from the last meeting. Spiro Kiouis moved to approve the minutes from the previous Advisory Council meeting and Lisa Malone seconded the motion. A vote was taken by the Advisory Council members present. All were in favor and no one was opposed or abstained from the vote.
- III. State of the Department Report:** Dr. Juan-Carlos Molleda welcomed the group and then thanked all of those members in attendance for coming to the meeting. He then shared a PowerPoint Presentation with the group and answered questions. For more detailed information, please see the attached copy of his presentation.
- IV. Development Report:** Margaret Gaylord, Sr. Director of Development for the College gave an update to the group.
- V. PRSSA Alpha Chapter Report:** Dr. Molleda introduced Chad Furst, PRSSA President. Chad thanked the group for giving him time on the schedule to share information with them. He gave a Power Point presentation and answered questions. For more detailed information, please refer to the attached copy of his presentation.
- VI. Council Committee Reports:**
 - *Bateman Committee-* Deanna Pelfrey introduced the new members of the Bateman Team to the Advisory Council. She then told the group that they are just starting on the research component for the competition and that they are very excited to see how it will develop.

- *Future Trends*- The chair of this committee, Erin Hart said that the group thought it would be best to rename the panel to “Gator Futures” for the next meeting since the topic of discussion is now more about hiring trends for upcoming graduates. She said they had successfully organized the panel discussion which had taken place earlier that day and had nothing further to present at this time.
- *Internships*- Nothing to report at this time.
- *Nominating Committee*- Debbie Mason, who is the chair of this committee, had already presented Dr. Molleda the names of people who the group would like to nominate for consideration. Dr. Molleda reported that the faculty will be reviewing the nominations at the next meeting and he will keep the group updated of the outcome.
- *Communications Committee*- Jay Magee reported that Nancy Fullerton will be the new chair of this committee and that she will work with Jeffrey Reale to develop and roll out a survey to the students for feedback on what they would like to get from the council.
- *Department Research Support*- Nothing to report at this time.
- *Designated Gifts Committee*- Nothing to report at this time.

VII. Proposed Dates for Spring 2015 Meeting:

The dates for the next meeting were announced as February 23 & 24. The group was asked to please mark their calendars and save this date. This is also the week of *frank 2015* so the dates were chosen with the idea that members of the council would come to Gainesville for both events.

VIII. Other Business:

- Ann Christiano briefly spoke about *frank 2015* and told the group that she would be delighted if they came to the event next year.
- Jay Magee nominated Erin Hart as Vice Chair of the council for 2015 and Lisa Malone moved to approve her nomination. Kay Tappan seconded the motion. A vote was taken by the Advisory Council members present. All were in favor and no one was opposed or abstained from the vote.

Meeting was adjourned.

*Submitted by Martha Collada
Office Assistant
Department of Public Relations*

State of the Department of Public Relations Report*

Juan-Carlos Molleda, Ph.D.
Professor & Chair



Advisory Council Membership

Welcome returning members!

Karen M. Jones,* Chair – Jay Magee, Vice Chair

Kathy Barbour – Rick Bubenhofer*

Elena del Valle – Craig Dezern

Rosanna M. Firke – Nancy Fullerton

Del Galloway – Susan Gilden

Amy Gravina – Bob Grupp

Erin B. Hart – Bill Imada

Lisa Malone – Debbie Mason

Gary McCormick* – Karen Oliver

Frank Ovatt – Claudia Panfil

Iliana Rodriguez – Ron Sachs

Julie Spechler – Dwaine Stevens

Oscar Suris*

* Indicates leaving this term

Thank You

Kathy Barbour, APR, PRSA Chair-Elect
Congratulations!



Rosanna Fiske: Diversity Champion




Diversity Distinction
in PR Awards **2014**

 COUNCIL of PUBLIC RELATIONS FIRMS

Knight Fellow-in-Residence, UF Bob Graham Center for Public Service & CJC, Oct. 2014





#withPRSSA

KAREN OLIVER

6:15 P.M.

WEDNESDAY, NOV. 5

TUR L007

ALL THINGS
ARE
POSSIBLE

SPECIAL GUEST



KAREN OLIVER

Karen Oliver, a Senior Vice President at Powell Tate and Gator alumna, has overseen strategic communications planning, event planning, stakeholder engagement, media relations and issues management for a range of clients including the Internal Revenue Service, Public Broadcasting Service, the Pfizer Foundation, United Way of America and Visa USA. Before joining Powell Tate in 2012, Karen worked at Porter Novelli, and she began her career as a lobbyist for the Beer Drinkers of America. *PR News* named Karen the "Public Affairs Professional of the Year" in 2011.



Sponsored by:
Alpha PRoductions

Development

- **Public Relations Advisory Council Fund**

- Support for conference memberships and faculty travel to academic and professional conferences.
- Support for graduate student research.
- Contributions since March 2014:
 - Lisa Malone
 - Elena del Valle (Hispanic Marketing Association)

Thank you!



Frank Karel Chair of Public
Interest Communications —
Thank you Frank and Betsy!

Heinz Endowments \$20,000 grant



UNDERGRADUATE PROGRAM



Highlights

- Stable enrollment, but growth is expected
- High faculty/student ratios eased by adjunct lectures and doctoral students
- Diversity rates above University parameters
- Bateman continues excelling
- The Agency!
- Service-learning
- PRSA CEPR underway

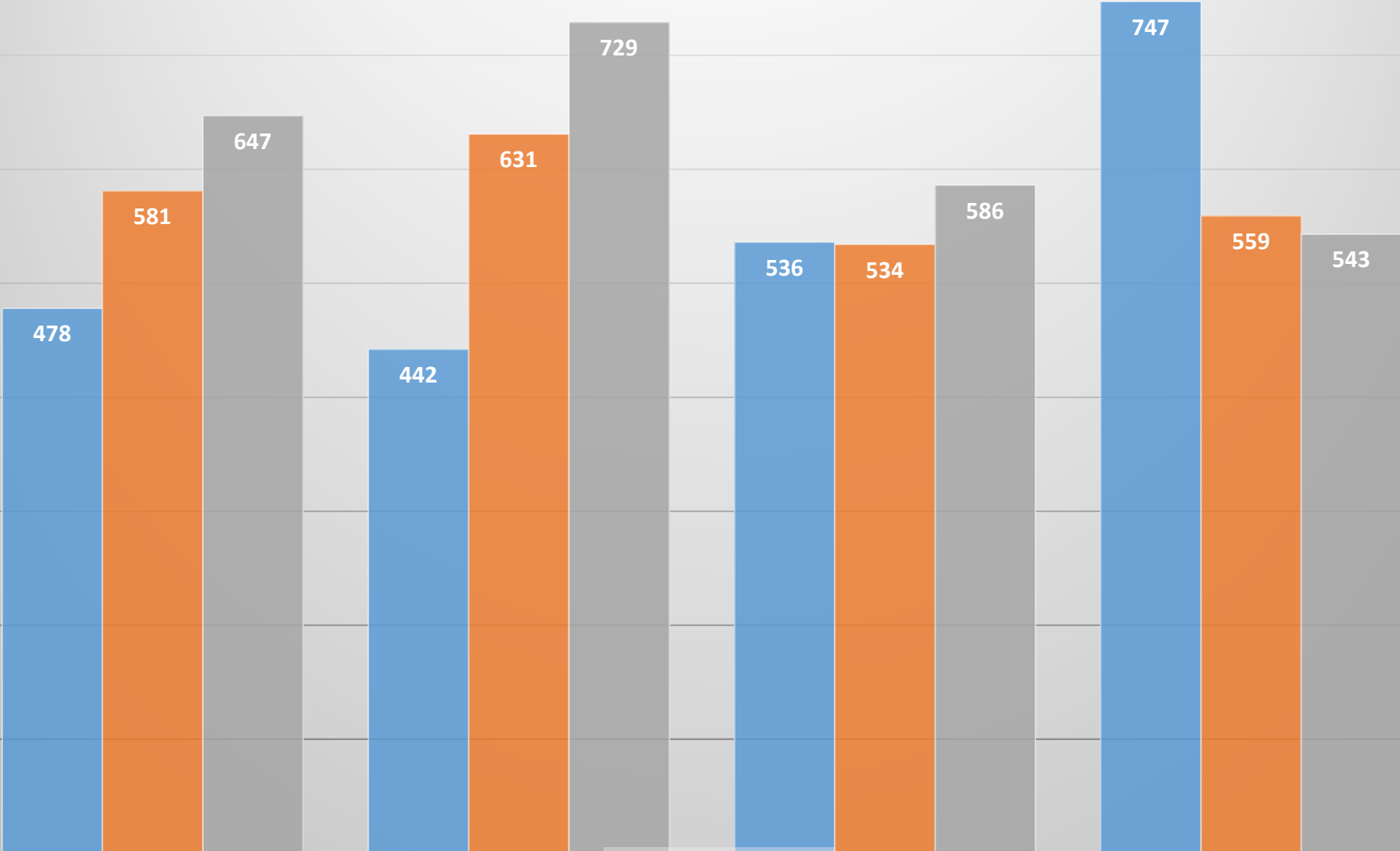


A photograph of the University of Florida's iconic tower, known as the 'Gator Tower', which is a tall, brick structure with a clock face at the top. The tower is set against a clear blue sky. The image is positioned on the left side of the slide, partially overlapping the orange footer.

Enrollment

- Fall 2014 = 542 total (410 juniors and seniors)
- A decrease of 38 students in relation to Fall 2013
- Despite this minor decrease, the Public Relations major remains the second largest in the College after Telecommunication.
- Diversity
 - 40% minority enrollment (N = 146, 27% Hispanic)
 - 88% (N = 479) female enrollment
- Internships
 - 35 internships in Fall 2014 (Only 6 paid)
- Faculty Student Ratios
 - Overall 68:1
 - Upper Division 51:1

Totals



ADVERTISING

JOURNALISM

F14 F10 F05

PUBLIC RELATIONS

TELECOMMUNICATION

CJC Change in Majors: 2000, 2010-2014

Semester	ADV	JOU	PUR	RTV	Total
F00	897	674	946	690	3207
F10	472	641	511	574	2198
F11	483	570	573	609	2235
F12	513	552	564	688	2317
F13	451	507	557	744	2259
F14	499	447	542	757	2245
Chg 00-14	-398	-227	-404	67	-962
Chg13-14	48	-60	-15	13	-14

Big Picture: 2013-2014

- Undergraduate enrollment has increased over the past year as of Spring 2014 [N = 456 juniors/seniors, N = 580 total, 37% minority enrollment (an increase of 7% from last year) and 87% female enrollment].
- Minority enrollment for the Black population as of Spring 2014 was 8% (N = 45, Total = 580), almost twice the university Black population of 5% (N = 2439, Total = 49,878).
- Minority enrollment for the Hispanic population as of Spring 2014 was 26% (N = 148, Total = 580), twice the university Hispanic population of 13% (N = 6273, Total = 49,878).



Curriculum Changes

Sound, Sight, and Motion
starts in Spring 2015

- Replaces Visual Communication, Visual Journalism, and Introduction to Advertising Design & Graphics, and includes video and digital photography components

Course description:

Visual literacy is a pre-requisite for success in most areas of mass communication. This course will teach you fundamentals of design across print, web and multimedia platforms. You will also learn how visual forms convey messages to readers.





UF ONLINE

UNIVERSITY *of* FLORIDA

- Courses offered:
 - **PUR 3000 Principles of Public Relations**
 - **PUR 4404 International Public Relations**
 - **PUR 4932 Social Media Management**
(cross-listed with Telecommunication)

Undergraduate Student Accomplishments UF Bateman Team “2014 National Winners”



We are building The Agency



Making Contributions to UF



- Internationalization Campaign
 - AdWords and Alpha Production under the supervision and guidance of Andy Hopson, The Agency





GRADUATE PROGRAMS

Highlights

- Very healthy doctoral program
- Small master's program, trend across the College
 - Summer camp
 - Orientation
- Online education shows results and promises growth



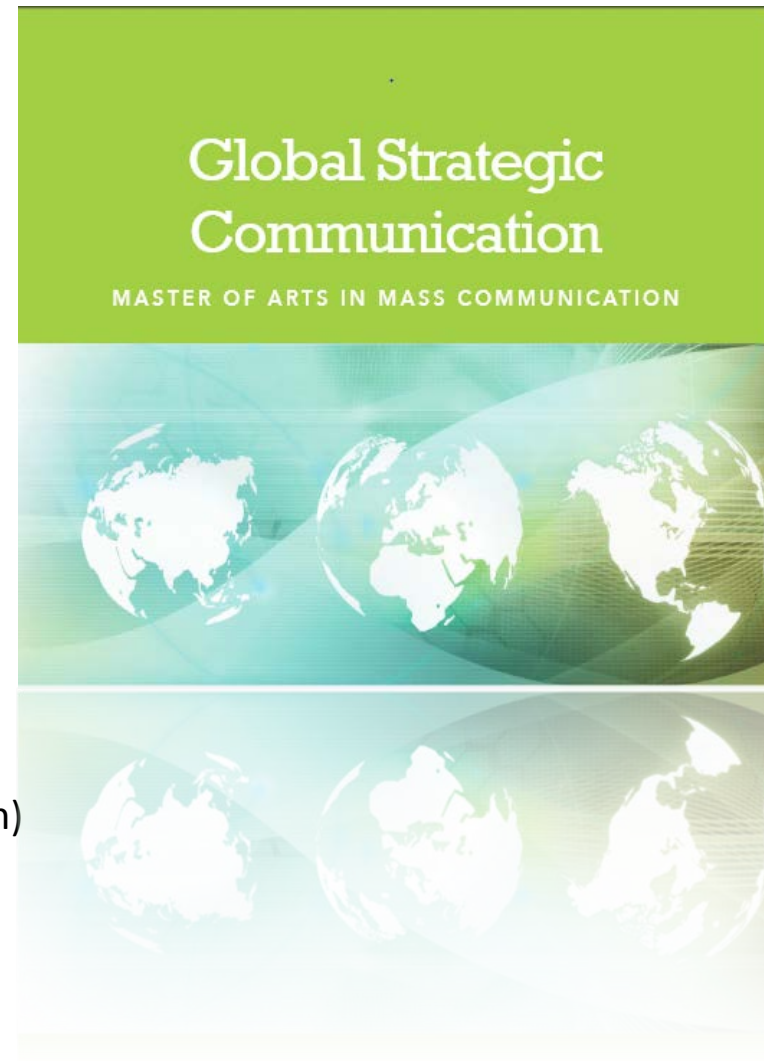
Graduate Teaching

- Enrollments
 - 18 master's students (8 new students for 2014-2015)
 - 10 Ph.D. students
 - University and College priority = to increase graduate enrollment
- Ph.D. students as Instructors of Record and TAs



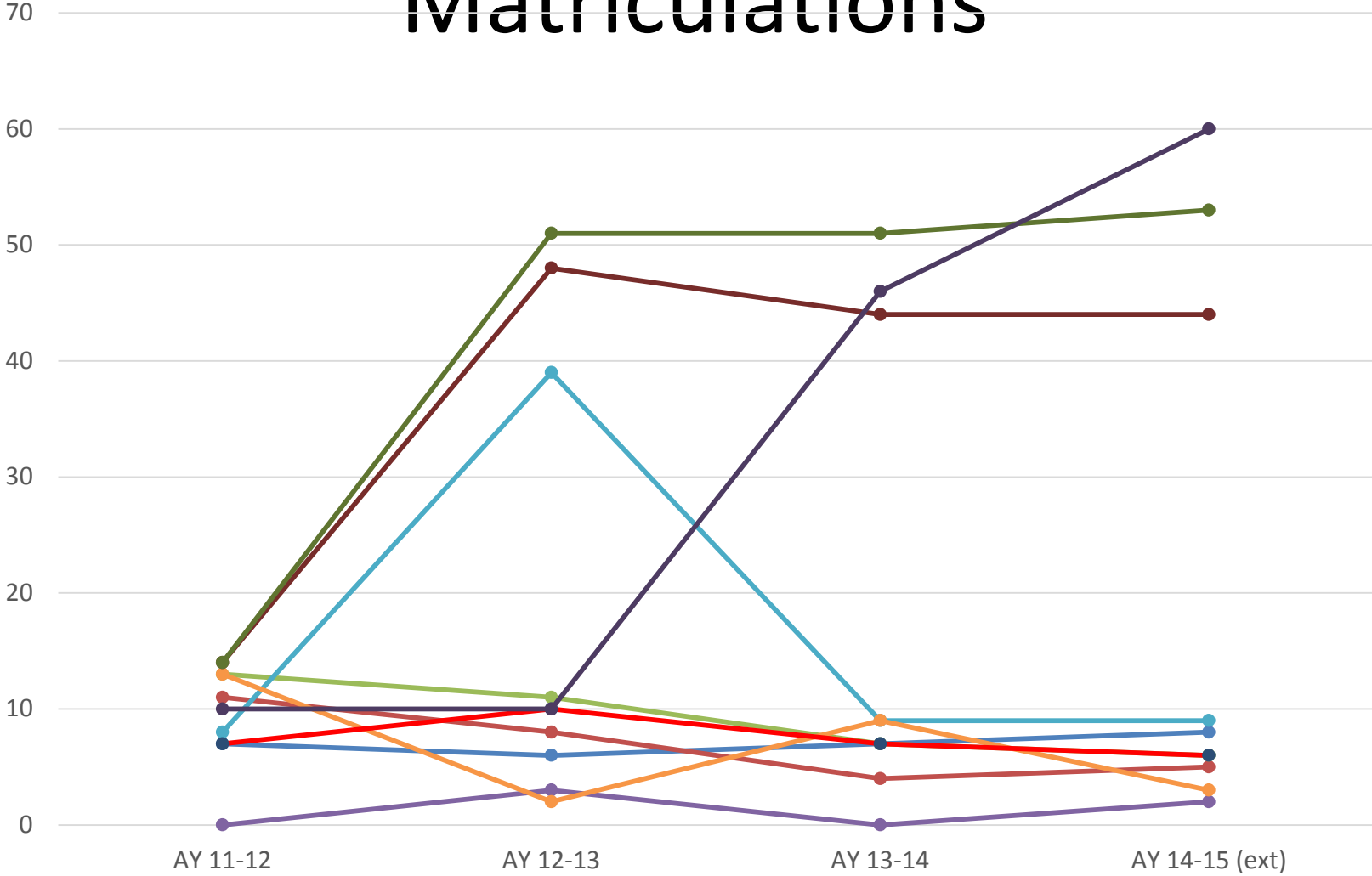
Distance/Online Graduate Education

- Graduate programs
 - Global Strategic Communication (currently 58 master's students and seven certificate students)
 - Summer 2014 = 5 new students
 - Fall 2014 = 21 new students
- Recently approved by the CJC Graduate Faculty
 - Master's in Public Relations and Communications Management (English & Spanish)
 - Fundraising Certificate (in collaboration with the UF Foundation)
 - Dr. Kathy Kelly, Coordinator



MATRICULATIONS BY SPECIALIZATION

Matriculations



Legend: ADV, InterN, JOU, Law, PUR, RTV, SCI/H, GSC, WDOC, SM



FACULTY

Highlights

- Productive faculty
- International engagement
- Preeminence: Public interest communication
- Engage with the profession: IPR, PRSA, Page, FPRA, IPRA, GA



Faculty Team

- Current Department makeup:
 - 9 ½ full-time faculty
 - 6 full professors
 - 1 associate professors
 - 1 assistant professor (joint position with Advertising)
 - 2 lecturers
 - Undergoing faculty search assistant/associate professor
 - Kathy Kelly, Chair
 - Moon Lee and Kay Tappan, members



Teaching Evaluations & Accomplishments

- Spring 2014
 - Instructor Evaluations
 - Department Average = 4.30
 - College Average = 4.27
 - Instructor Overall
 - Department Average = 4.25
 - College Average = 4.22
- Summer 2014 study abroad program in London/Paris with the participation of Professor Kay Tappan – the second largest of UF.
 - Kay is also the PRSSA and Alpha Productions' advisor



A photograph of the University of Florida's iconic tower, known as the 'Gator Tower', set against a clear blue sky. The tower is a tall, brick structure with a square top section containing arched windows. The image is positioned on the left side of the slide, partially overlapping the white background.

Quality & Impact of Scholarship – Faculty

- Sample academic journals:
 - *Nonprofit and Voluntary Sector Quarterly*
 - *Journal of Promotion Management*
 - *International Journal of Advertising*
 - *Computers in Human Behavior*
 - *Corporate Reputation Review*
 - *Journal of Communication Management*
 - *Journalism and Mass Communication Quarterly*
 - *Journal of Psychology: Interdisciplinary and Applied*
 - *Journalism Studies*
 - *Public Relations Review*
 - *Turkish Studies*
 - *Communication Director*

Sample of Faculty Accomplishments

UF | Preeminence

HOME

INITIATIVES

UF FOUNDATION

WHEN WORDS CHANGE LIVES

ANN CHRISTIANO - FRANK KAREL CHAIR IN PUBLIC INTEREST COMMUNICATIONS



When tackling some of the toughest challenges in our society, from healthcare disparities to climate change, you might not think of storytelling as a powerful tool for social change. Ann Christiano does.

Christiano worked alongside public-interest communications pioneer Frank Karel at the Robert Wood Johnson Foundation, where she gained an appreciation for the power of stories to change minds and lives. Rather than quoting facts to get a point across, Karel framed issues in human terms, sharing examples of people whose lives were touched by those issues.

"That belief in the power of storytelling to engage people, to win people's hearts and attract their attention, was at the foundation of how he approached strategic communication," Christiano says of her late mentor, a 1961 graduate of UF's College of Journalism and Communications. "He recognized that we weren't going to win on the big social issues unless we did a good job of telling stories."

[For the rest of the story](#)

Public-interest communications has been practiced for centuries, but never had its own curriculum or major — until now.

GATORS MAKING IT HAPPEN

FRANK KAREL



When she was really stuck on a problem, Ann Christiano would pop into Frank Karel's office at the Robert Wood Johnson Foundation and ask her mentor for advice.

She often wishes that she still could. Karel died in 2009, and the great irony of Christiano occupying the endowed chair he created with his wife, Betsy, is that he didn't live to see his protégé be the first to hold it.

Faculty Service Activities



- Executive Associate Dean Spiro Kiousis was among 49 faculty and administrators from Southeastern Conference universities selected as 2013-14 SEC Academic Leadership Development Program fellows.



- Linda Hon and Mary Ann Ferguson are engaging in new research projects on social advocacy and corporate social responsibility

Chair's Activities



Some Priorities

- Maintain/increase research productivity
- Manage undergraduate and graduate enrollment
- Compete for/secure new faculty lines
- Online graduate programs
- Public Interest Communication
- Fundraising Certificate
- The Agency
 - Estimated dedication – February 2015
- Executive training
 - Brazilian USP – January 2015, Peruvian seminar
 - Communications Immersion Academy
- Special events: diversity panel and executive communication's speaker series



Led by professionals.

Staffed by students. Inspired by faculty.

We're building an **integrated agency** at the University of Florida that will reside within the College of Journalism and Communications. With **experienced industry veterans like Executive Director Andy Hopson** at the helm, leading an ever-fresh team of the University's **best and brightest** public relations and advertising students, we're creating a firm that will be **nationally competitive**.

Watch for the launch in early 2015.



UF College of Journalism and Communications | www.jou.ufl.edu
To learn more, contact Andy Hopson, ahopson@jou.ufl.edu

Thank you for your support!





@ufprssa



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FRED COOK


6:15 P.M.

WEDNESDAY, SEPT. 10

TUR L005

ALL THINGS ARE POSSIBLE

SPECIAL GUEST



FRED COOK

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Alpha Productions

Fred Cook is the CEO of Golin, an award-winning public relations agency with 50 offices around the globe. In his book, *Improvise -- Unconventional Career Advice from an Unlikely CEO*, Mr. Cook shares the wisdom he's accumulated through his unconventional life experiences. Mr. Cook was recently named one of the 50 most influential people in public relations by PRWeek and has worked with top business leaders such as Apple's Steve Jobs and Amazon's Jeff Bezos.

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NAME

AGENDA

1. MEMBERSHIP
2. PROGRAMMING
3. STUDENT-RUN FIRM
4. NATIONAL CONFERENCE
5. COMMUNITY SERVICE
6. OUTREACH

BY THE NUMBERS

122 members joined in fall 2014

78 first-time members (**64%** new members)

222 total members

A DEEPER DIVE

17 members within CJC not majoring in public relations

10 members with a major outside the CJC

8 members with a double major

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GENERAL-BODY MEETINGS

1. Speaker Series
2. Skill Seminars


FRED COOK: CEO, Golin




 **UF PRSSA** @ufprssa · Sep 10
"Some people succeed by following the rules, others by breaking them.
But some people make their own rules" -@fredcook from @GOLINGlobal

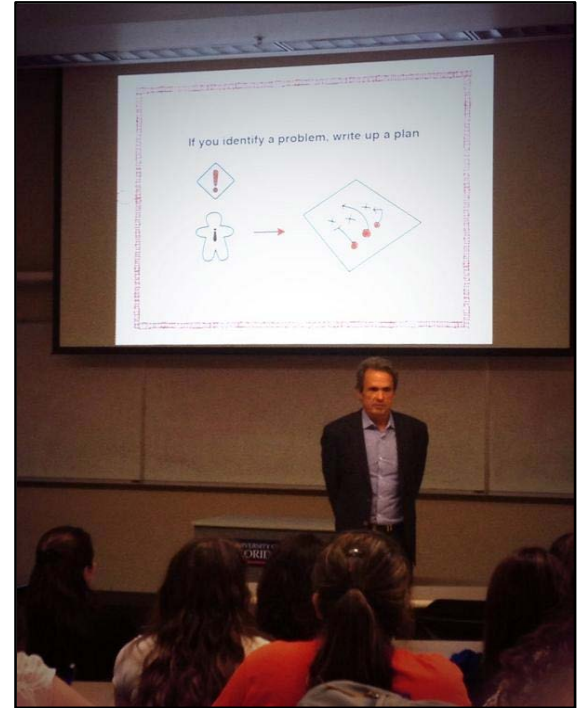
  3  5 

 UF PRSSA retweeted

 **Christian Cooper** @ccooperUF · Sep 10
@fredcook shared some serious wisdom tonight at @ufprssa. Really enjoyed talking with him and picking his brain! #withPRSSA


  1  5 


#ImproviseWithPRSSA




LISA MALONE: Director of Public Affairs, NASA's Kennedy Space Center



 **UF PRSSA** @ufprssa · Oct 22
We're almost ready for blast off with Lisa Malone, director of public affairs for @NASAKennedy. Join us at 6:15 p.m. in TUR L007! #withPRSSA

  5  4 

 UF PRSSA retweeted

 **Sara Jane Wilder** @SaraJWilder · Oct 22
Learning how to be an astronaut!... 's publicist #withPRSSA @ufprssa 🚀

  1  4 

#PublicAffairsWithPRSSA



KAREN OLIVER: Senior VP, Powell Tate



 **UF PRSSA** @ufprssa · 15h

"Everything that can be done ahead of time, should be done ahead of time." -
[@karenoliverdc](#) on crisis communications.
[#AgencyLifeWithPRSSA](#)

  2  3 

 UF PRSSA retweeted



Jennifer Leggett @JLeggett92 · 15h

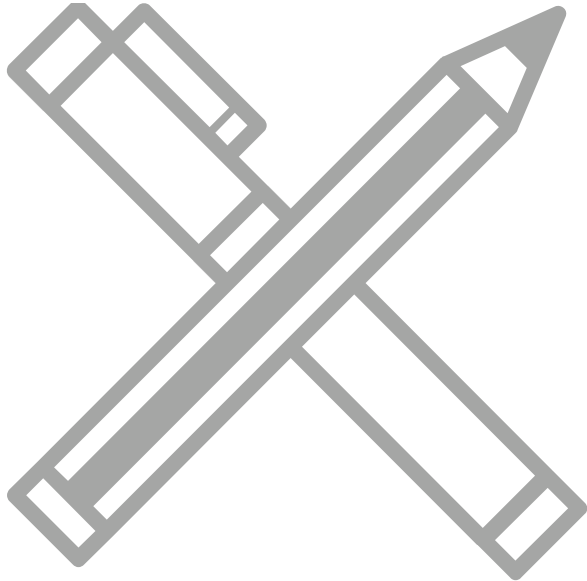
Being human - something we can forget during crisis communications
[@karenoliverdc](#) [@ufprssa](#)

  3  4 

#AgencyLifeWithPRSSA



SKILL SEMINARS



Members acquire a new skill

More intimate setting

KAY TAPPAN: Business cards



 **UF PRSSA** @ufprssa · Sep 23


Join us at 6:15 p.m. on Wed., Sept. 24, in the Weimer AHA! Lab for our Business Cards Skill Seminar with @KayTappan: goo.gl/MsNrEo

  3  1 

 UF PRSSA retweeted

 **Ryan Baum** @RyanBaum · Sep 24

.@KayTappan: Sans serif is cleaner, modern, hip choice for your business card. Serif is more serious, scholarly. #typeface #withPRSSA

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COMMITTEES



COMMUNITY
SERVICE

PROGRAMMING

COMMUNICATIONS

UNIVERSITY
SERVICES

ONLINE
STRATEGY

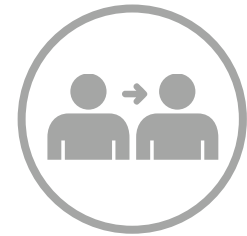


FUNDRAISING

SOCIALS

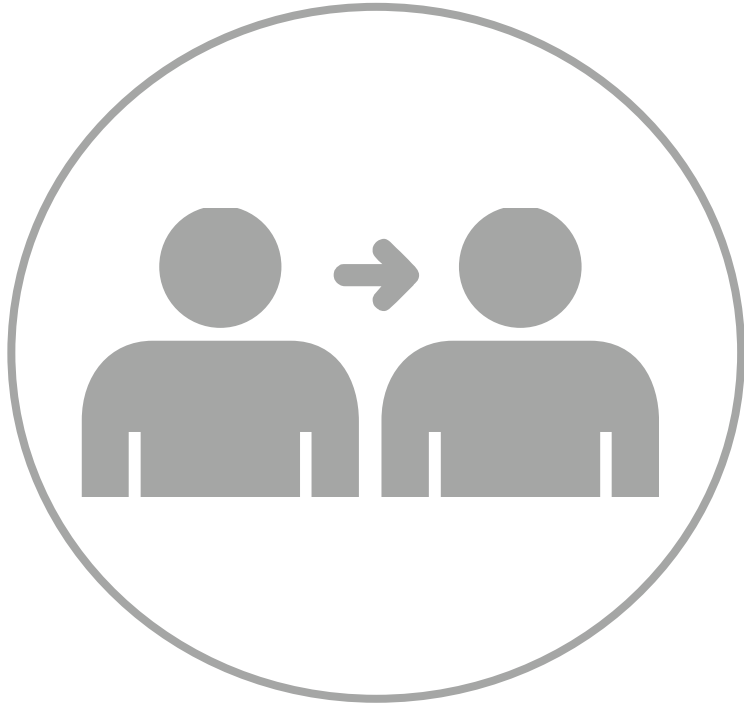
DIVERSITY

GATOR GROWL



MENTORSHIP

MENTORSHIP PROGRAM



#MentorshipWithPRSSA



#MentorshipWithPRSSA



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6. OUTREACH

STUDENT-RUN FIRM



Alpha PProductions
Innovation. Quality. Results.

MANAGEMENT TEAM



Angelica Marino
Managing Director



Josh Ferrari
Asst. Managing Director



Natalia Tamayo
Asst. Managing Director

CLIENTS

1. In-House
2. *frank*
3. Dept. of Public Relations
4. The Agency
5. The Greatest Save
6. Southern Legal Council
7. Hopping for a Cure

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PRSSA NATIONAL CONFERENCE



PRSSA NATIONAL CONFERENCE



PRSSA NATIONAL CONFERENCE



PRSSA NATIONAL CONFERENCE



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UNIVERSITY SERVICE



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COMMUNITY SERVICE



THANKSGIVING FOOD DRIVE



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NORTH FLORIDA PRSA



FPRA



FLORIDA
PUBLIC RELATIONS
ASSOCIATION



QUESTIONS

THANK YOU