Certificate in Fund Raising

Kathy Kelly presented her proposal for a three course certificate in fund raising. The certificate would include two core classes from within this college and an additional course that could be from another college or an internship. There will be a list of specific courses that would be acceptable.

Kelly said the targets for this certificate are—our graduate students, foundation employees, graduate students in other programs (such as Museum Studies), and fundraisers employed by other non-profits in the region.

Kelly discussed a proposed $5 billion goal for capital campaigns that is being led by Tom Mitchell, VP for Development and Alumni Affairs at UF. Fund raisers will be needed for this campaign.

The first course is PR Fund Raising (Principles), an existing course that will have a name change to better reflect the course content of the certificate program. Students will be given a writing test prior to admission for screening purposes.

The second course will be offered during the third term and will be a writing course made up of four modules, taught by four faculty members from this college. This course doesn’t have a syllabus at this time because it will evolve depending on who teaches the course. Kelly will put together a flexible syllabus that can be shaped by the four faculty teaching the course.

The syllabi for the courses will be needed prior to final review by the Graduate Committee. Kelly will provide the syllabi as soon as possible so the process can continue.

Online Master of Public Relations and Communication Management

Molleda emailed the course syllabi for his proposed online program but the committee didn’t have time to review them prior to the meeting. The committee will review the syllabi at the 9-24-14 meeting.

The question was raised again about how the funds will be split when courses from another area are taught within this program. Molleda suggested that there needs to be a formula for splitting the funds. The discussion will continue.

Overview of Distance Program

Weigold provided an update of the Distance Education program. Highlights included:

* We’ve had enormous growth since the beginning of the distance program.
  + 204 total Master’s online students\
* Most students are working and cannot attend the UF campus programs. If we didn’t offer an online program, they would pursue another school’s online education.
  + Reasons for selecting UF include—
    - UF’s reputation
    - the College of JM/COM’s reputation
    - the expertise of our faculty
* The majority of students found our distance education programs by using Google, the College’s website, the UF website, Facebook ads, etc.
* Weigold reported that the Global Strategic program is no longer in partnership with Pearson/Embanet. Social Media will break ties at the end of 2014. Our college exited the contract early due to failure on the part of P/E to live up to the contract.
* P/E will be replaced by “352” which will receive 10% of revenue (unlike the 50/50 split with P/E).
* The current balance from our distance programs is over $2 million after expenses. The distance program is expected to net $1 million annually.
* The Future—
  + The Media Sales distance program will launch summer
  + MecLabs—tthe Value Proposition Development Certificate is coming up.
  + Interactive Digital Media Sales Certificate
  + Audience Analytics Certificate or Master’s
* Weigold said we are farther ahead in distance education than our peers.
* Each certificate offers the opportunity for a combined degree for undergrads.
* Focusing on certificates makes a program easier to launch and it will probably move into a Master’s program.
* Certificates are for students who want knowledge for job advancement.
* Master’s degrees are for students who want to advance by degree.
* Kiousis will find out about AEJMC distance program accreditation. Our distance program is accredited by SACS.

The next meeting is scheduled for Wednesday, September 24th at 10:30 in room 2008.

ATTENDING: Treise, Goodman, Kelleher, Molleda, Ostroff, Rodgers, Selepak, Spiker, and Hedge. Guests: Kelly and Weigold.

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