I. Opening Comments: Karen Jones welcomed the group and thanked everyone for their attendance at this meeting.

II. Approval of Minutes: Amy Gravina moved to approve the minutes from the previous Advisory Council meeting and Frank Ovaitt seconded the motion. A vote was taken by the Advisory Council members present. All were in favor, of the vote, no one was opposed or abstained.

III. State of the Department Report: Dr. Juan-Carlos Molleda welcomed the group and then thanked everyone for their attendance and service. He then presented his State of the Department report. Please refer to the attached copy of his report for more details.

IV. PRSSA Alpha Chapter Report and UNITY Public Relations Report:

Dr. Molleda introduced Adara Ney, PRSSA President and she did a brief presentation for the group.

Dr. Molleda then introduced Nicole Early, who is President of UNITY and she spoke briefly about this group.

V. Council Committee Reports: Some committees sent in a report which is attached to the minutes and some of the committee chairs gave a brief update.

- Designated gifts- No report was presented by this committee.
• *Future Trends*- Erin Hart spoke about the Future Trends Panel which is scheduled to take place the next day and updated the group on the plan for this session. She also thanked the panelist participating in the session, Julie Spechler, Susie Gilden and Iliana Rodriguez.

• *Internships*- Amy Gravina updated the group on their efforts to assign students to internships and said that the plan is to meet with students in the fall again to identify candidates who need to be placed for internships in the following year.

• *Nominating Committee*- No report was presented by this committee

• *Communications Committee*- A written report for this committee is attached to the minutes.

• *Bateman Committee*- Deanna Pelfrey spoke about the Bateman Team and informed the group that they will hear their presentation of the campaign tomorrow during the final session of the meeting.

• *Department Research Support*- Bob Grupp spoke to the group about the students this committee has chosen to present at this meeting.

VI. **Proposed Dates for Fall 2014 Meeting:**
Dates for our next meeting were announced by Dr. Molleda as November 6 & 7. He asked the group to please mark their calendars and save this date so that they can participate.

VII. **Other Business:** Dr. Molleda informed the group that Iliana Rodriguez’s company, XCaret submitted a proposal to be considered as the next client organization chosen for the next Bateman Team competition.

Meeting Adjourned.

*Submitted by Martha Collada*
*Office Assistant*
*Department of Public Relations*
Advisory Council Membership

Welcome new members!

Lisa Malone
Karen Oliver
Rosanna Fiske
Susan Gilden
Iavor Ivanov

Knight Fellow-in-Residence,
UF Bob Graham Center for
Public Service & CJC,
Fall 2014
Advisory Council Membership

Welcome returning members!

Karen M. Jones – Jay Magee
Kathy Barbour – Rick Bubenofer
Elena del Valle – Craig Dezern
Nancy Fullerton – Del Galloway
Amy Gravina – Bob Grupp
Erin B. Hart – Kathleen Lewton
Debbie Maison – Gary McCormick
Frank Ovaitt – Claudia Panfil
Iliana Rodriguez – Ron Sachs
Julie Spechler – Dwaine Stevens
Oscar Suris
2013 CJC Alumni of Distinction

• Kristine Ahearn
  BSTEL 1981
  vice president of corporate communications for Lowe’s Companies Inc.

  Public Relations Advisory Council from 2006 to 2012.
2014 CJC Outstanding Young Alumni

• Annette González-Malkin
  BSPR 2003
  Vice President, Hispanic Strategies and Solutions, Hunter PR’s Miami office.
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 November 2013:
    Del Galloway – Claudia Panfil
    Craig Dezern – David Morse
    Debbie Maison – Deborah Charnes
    Frank Ovaitt – Gary McCormick
    Jay Magee – Julie Spechler
    Karen Jones – Nancy Fullerton
    Bob Grupp – Ron Sachs
    Rosanna Fiske

  *Thank you!*

  – Al & Nancy Burnett Charitable Foundation $20,000
    • (provided with the support of Amy Gravina, board member)

• Frank Karel Chair of Public Interest Communications — *Thank you Frank and Betsy!*
UNDERGRADUATE PROGRAM
Enrollment

- Spring 2014 = 580 total (456 juniors and seniors)
- 5.7% increase in student credit hours in comparison to Spring 2013

- Diversity
  - 40% minority enrollment (N = 231, 26% Hispanic)
  - 87% (N = 506) female enrollment

- Internships
  - A total of 54 internships underway in Spring 2014 (10 paid)

- Faculty Student Ratios
  - Overall 64:1
  - Upper Division 51:1
Curriculum Review

New Courses

• Writing Mechanics for Communicators
  – From 1 to 3 credits

• Sound, Sight, and Motion
  – Replaces Visual Communication, Visual Journalism, and Introduction to Advertising Design & Graphics, and includes video and digital photography components

• Audience Analysis
  – Professional Elective

• Supervised Research
  – Public Relations Elective

• Media Creativity, Innovation, and Collaboration
  – Professional Elective
Online Education Undergraduate

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

- Fall 2014
  - PUR 4100 Public Relations Writing
    Rob Engle BSPR ’79
Sample of Undergraduate Student Accomplishments

• Matt Boles, senior undergraduate
  – University Scholar
  • UF Undergraduate Research Seminar
  • Undergraduate Research Symposium
  • Florida Undergraduate Research Conference at FIU
  • Published in Undergraduate Journal of Research
More Undergraduate Student Accomplishments

- Summa Cum Laude, Highest Honors, & Outstanding Public Relations Scholars (cumulative GPA 4.0)
  - Lisa DeRuiter
  - Kimberly Greenplate
  - Brianna Kolota
    - (Also FPRA Award)
More Undergraduate Student Accomplishments

• Charles Wellborn Service Award
  – Joshua Minchin

• Jack Detweiler Professional Promise in Public Relations
  – Evan Galin
  – Jaclyn Paige Rosen

• Frank F. Rathburn Press Award
  – Adara Ney
Making Contributions to UF

• Two Campaigns Classes developing a five-year campus-wide campaign “Internationalization of the Gator Nation”
GRADUATE PROGRAMS
Graduate Teaching

• Enrollments
  – 50 master’s students
  – 12 Ph.D. students
  – University and College priority = to increase graduate enrollment

• 2014-2014 pool of applicants (as of today)
  – Master’s program
    • 79 files
    • 58 reviewed
    • 28 accepted for admissions, so far
    • Expected acceptance rate 50% or less?
  – Ph.D. program
    • 8 admitted
    • 3 accepted, so far
Distance/Online Education
Graduate

• Graduate programs
  – Global Strategic Communication (currently 58 master’s students and seven certificate students)
    • Sumner 2014 = 10-15 new students expected

• Graduate Task Force
  – Master’s in Public Relations and Communications Management
  – Master’s in Public Interest Communication
  – Training program or certificate in Fundraising – a proposal for the UF Foundation.
Samples of Graduate Student Accomplishments

Christopher Wilson, Ph.D. Candidate to become an assistant professor of Brigham Young University, advisor Dr. Kathleen Kelly
Sarabdeep Kochhar, Ph.D. candidate to become Director of Research of the Institute for Public Relations and APCO Worldwide, advisor Dr. Juan-Carlos Molleda
Faculty Team

• Current Department makeup:
  – 10 full-time faculty
    • 6 full professors
    • 2 associate professors
      – Dr. Sora Kim is moving to Chinese University of Hong Kong
        Thank you for all your contributions, We will miss you!
    • 2 lecturers (Prof. Kay Tappan, visiting lecturer)

  – Eunice Kim – Ph.D. candidate University of Texas – joint position Advertising/Public Relations.
  – Undergoing faculty searches lecturer in visual communication and assistant/associate professor.
Teaching Evaluations & Accomplishments

• Fall 2014
  – Instructor Evaluations
    • Department Average = 4.09
    • College Average = 4.30
  – Instructor Overall
    • Department Average = 4.04
    • College Average = 4.27

• Summer 2014 study abroad program in London/Paris with the participation of Professor Kay Tappan – the second largest of UF.
Quality & Impact of Scholarship – Faculty

- Sample academic journals:
  - *Computer in Human Behavior*
  - *Journal of Communication Management*
  - *Journalism and Mass Communication Quarterly*
  - *Journal of Psychology: Interdisciplinary and Applied*
  - *Public Relations Review*
  - *Turkish Studies*
Sample of Faculty Accomplishments
Faculty Service Activities

• Prof. Deanna Pelfrey serves as a member of the MBA Initiative Committee driven by the PRSA College of Fellows and member of the Professional Advisory Board at the University of Iowa.

• Dr. Kathleen Kelly serves on the Arthur W. Page Society’s Membership Committee (has recruited six new Page Society members, including the CCO of Lowe's) and participates as the committee’s counsel on Nonprofit and Government Organizations.
Faculty Service Activities

• Dr. Moon Lee gave a speech on “Public Relations Trends and Future” at Konkuk University, Department of Mass Communication, South Korea, Summer 2013.

• Dr. Juan-Carlos Molleda is serving as member of the Institute for Public Relations’ Board of Trustees, a Latin American liaison of PRSA CEPR and Committee Member and Keynote of the Research Colloquium – 2014 GA World Public Relations Forum in Madrid, Spain.
Some Priorities

• Public Interest Communication
  – Center
  – Online master’s degree
  – frank2015

• Continuous assessment

• Strategic Communications Agency
  – Search committee
  – Executive Director
  – Initial interior design
  – Richard McGinness $150K
  – Total contributions so far, $200k

• Undergraduate Enrichment Center – late Spring/Summer 2014

• Executive training – May-June 2014
  Colombian Professionals (CECORP)
Thank you for your support!
Communications Committee Report

Committee Chair: Jay Magee, APR
Members: Nancy Fullerton, Erin Hart

Spring Pre-Meeting Fall E-News
The Spring pre-meeting e-news went out on Thursday, March 13 to Council members and Public Relations faculty. If you are not getting the e-news or would like to get it at a different address, please contact Jay. If you/your committee has news to share for the post-meeting e-news, which should go out up to three weeks after the spring meeting, please email it to him at jay@jaymagee.com by Friday, Feb. 28.

Class Visits
In early January, at the start of the spring semester, we asked Juan-Carlos to send a message to faculty to save the date for class visits with the Advisory Council’s arrival in March. And we believe this heads-up has paid dividends. Nancy Fullerton coordinated this meeting’s visits, and we were able to fill all requested slots except for one. At the start of the fall term (Monday, Aug. 25) we’ll want to send a similar heads-up to faculty.

Monday-night Student Networking/Improving Overall Student Access to Council Members
For the Monday-night social event at the fall meeting, the committee recommends we expand the “career counseling” program after the business meeting to be a more student-inclusive networking opportunity within the College, replacing the off-site restaurant dinalouds. We feel this will (a) encourage students, particularly those non-PRSSA or Unity affiliated, to network with professionals and not worry about the cost of a dinner, (b) give students more valuable time to talk one-on-one with our members, and (c) raise the profile of the Council within Weimer Hall by hosting the event in the building. We may even wish to consider moving the Future Trends panel to Monday night to give it a higher profile and potential for greater student participation within the Department/College. We also are sensitive to balancing student networking with Council member-to-member networking. While this would be the default activity, a special event may supersede it, as we have tonight at Juan-Carlos’s house. Further discussion is needed with Council and Department leadership.

Comm Preferences Survey
During the past couple of meetings, our committee has discussed the building of a dynamic, ongoing communication platform for Council members to engage with students and faculty between meetings, something beyond the existing website (UFPRAC.org; see update, below). The committee launched a revised communication preferences survey in late 2013, in cooperation with the Department of Public Relations office staff and PRSSA student JT Reale, via Qualtrics.

Special thanks to JT for his exemplary navigation of Qualtrics to set up the survey online, assistance with getting the word out to students to take the survey, and helpful tabulation of the findings, a summary of which is attached. Our intention is to do a deeper dive on these findings with Council members, students and Department faculty and staff, ideally before the end of the spring.

UFPRAC.org
Jay asked Grace Leong, a former Council member whose agency still manages and hosts the Advisory Council website, to “turn the site back on” after she had it turned off in the fall, due to out-of-date information. Jay has forwarded updated content to Grace to bring the site current. Once we have transitioned to a dynamic communication platform, we will transfer these assets there and sunset the site once and for all.

Respectfully submitted,
Jay Magee, APR
Monday, March 17, 2014
NOTE: Of the 37 surveys responded to, only 18 respondents actually completed. Qualtrics still counts those 37, so the percentages aren’t valid.

• Responses across the responsibilities for the Advisory Council were pretty even; the lowest response was to supporting fundraising activities of the college
  o Four respondents didn’t know what the Advisory Council was responsible for
• An alarming 17 respondents said that they had not been exposed to the Advisory Council; six respondents have been exposed through a panel or class presentation
  o However, interestingly, only one respondent say the Future Trends Panel is how they’re exposed
• No respondents stated that they had negative experiences, but only one had a neutral experience, two a slightly positive, and two a very positive.
  o An alarming 15 respondents don’t know or said this does not apply to them
• The interest in how students can interact with the Advisory Council was pretty evenly distributed; the majority wanted some sort of career/internship counseling, networking dinners, ongoing mentorships, invitations to professional society meetings and resume reviews
• The majority of respondents receive professional career advice from the CJC/PR department; the next highest respondents pertained to mentoring outside of the Advisory Council and the UF Career Resource Center
  o Interestingly, no respondents stated that they use the AC website or social media
• The majority of respondents want content related to career tips from the Advisory Council; they are also majorly interested in resume/interview best practices and networking skills
  o The only “OTHER” response submitted was asking for the ability for students to ask members question about their future
• All 18 respondents stated that they do not regularly visit the Advisory Council Website
  o 17 respondents said they did not know about it; one said it was not interactive enough
• Appears that majority of students want to hear about career information, industry information, etc. – maybe the Future Trends Panel should be transitioned into something more related to this
  o Personally, the Future Trends Panel being held in Kay’s class puts it an awkward time. If there was any way we could hold a short panel followed by a networking session in the evening, it might be more accessible for students.
  o Setting up visits with more classes with different members (not all, obviously) might be effective in reaching more students.
On this same note, it would probably be effective to make the site more interactive with better member descriptions. Something similar to “if you’re interested in Health PR, contact this member.”

Faculty

NOTE: Of the seven responses to the survey, only four actually completed the survey.

- In terms of how AC members interact with students, there was one response to each of the following: Future Trends Panel, class presentations/panel, networking dinner, mentorship and providing funding.
- In terms of how faculty members invite AC members to interact with students, three respondents said they attend business and brainstorming meetings; three said they invite them to speak in class/sit on panels; there was one response to each of the following: coordinate internship opportunities, coordinate employment opportunities and request grants/aid for research.
- In terms of the best ways for AC members to interact with students, most said meetings/presentations outside of the AC meetings during the year, workplace/job shadowing; social media, online discussions and video calls/webinars were also selected less frequently.
- In terms of how they receive their industry news, the responses were mostly evenly distributed. A screenshot of the responses is below.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Print publications (PRWeek, PRSA The Strategist and PRSA Tactics, etc.)</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>2</td>
<td>Email-based periodicals (Ragan’s, Bulldog Reporter, etc.)</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>Industry websites</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>4</td>
<td>Industry blogs</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>5</td>
<td>Academic journals</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>6</td>
<td>Professional development lunches/workshops</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>7</td>
<td>Conferences and trade shows</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>8</td>
<td>LinkedIn</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>9</td>
<td>Twitter</td>
<td>2</td>
<td>60%</td>
</tr>
<tr>
<td>10</td>
<td>Facebook</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>11</td>
<td>Other (please specify)</td>
<td>1</td>
<td>25%</td>
</tr>
<tr>
<td>12</td>
<td>None of the above</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

- In terms of how they receive their info about the UF CJC/Department of Public Relations, for each of the following, two respondents selected: UF PR AC e-news, Spiro’s emails and the communigator magazine.
  - Each of the following was selected by one respondent: CJC website and Facebook.
- All four respondents said they do not regularly visit the AC website.
  - Two respondents selected that they were satisfied with other sites they use.
• Each of the following was selected once: I don’t find the info relevant to me, the info is out of date
  o The only “OTHER” response was: I should but don’t remember to do so
• The only open-ended response question that was submitted stated: “Share relevant content with faculty and students.”
University of Florida Public Relations Advisory Council  
Survey Contents for 2013-2014

Fall 2013 Student Survey

The University of Florida Public Relations Advisory Council needs your input to better serve you! It has developed the following brief survey to gauge your knowledge of and engagement with the Council, and determine ways its members can support you as a student and future professional. The survey should not take more than a few minutes to complete, and your responses will remain confidential.

If you have any questions about this survey, please contact Nancy Fullerton at nlfullerton@charter.net

**What do you believe are the main roles/responsibilities of the University of Florida Public Relations Advisory Council? (select all that apply)**

Support College and Department fundraising activities
Advise faculty on public relations industry issues and trends
Network and mentor with students and faculty
Provide internships and employment opportunities for department students and faculty
Assist faculty with brainstorming on new department and College programs and services
None of the Above
Don’t Know

**How have you been exposed to Advisory Council members and/or activities previously? (select all that apply)**

Future Trends panel
Class presentation/panel
Networking dinner
Career counseling
Resume review
Mentoring
Internship
Employment
Have not been exposed
Other (please specify)

**Considering all of your interactions with Advisory Council members, how would you describe the value of those interactions? (select only one)**

Very positive
Slightly positive
Neither positive nor negative
Slightly negative
Very negative
Don’t know/not applicable
How would you like to interact with the Advisory Council and participate in activities with Council members? (select all that apply)

Future Trends panel
Class presentation/panel
Networking dinner
Career counseling
Resume review
Ongoing mentoring relationship
Visit/tour of professional’s workplace
Invitation to attend professional society meetings (PRSA, FPRA, etc.)
Other (please specify)
Don’t know/not interested

What service(s) and/or comm. tools do you most often use to get professional advice and career guidance? (select up to 3 choices)

Academic advising services provided by the College of Journalism and Communications and/or Department of Public Relations
UF Career Resource Center
Mentoring (UF PR Advisory Council)
Mentoring (other relationship)
Twitter
Attend PRSA/FPRA/other professional society meetings
UF PRSSA website (ufprssa.com)
National PRSSA website (prssa.org)
UF PR Advisory Council website (ufprac.org)
LinkedIn
Facebook
Other career-oriented websites/blogs
Other social media tools (please specify)
None of the above

If you interacted with the UF PR Advisory Council via social media, what kinds of content would you find most valuable there? (Ranking order)

Career tips
Networking skills
Resume and interview best practices
Public relations industry news and trends
Skill building (writing, strategy, research, etc.)
Event notifications (for professional development and networking)
Case studies
White papers
Advisory Council member biographies
Other (please specify)

Do you regularly visit the UF PR Advisory Council website (ufprac.org)?

Yes
No

If you answered no, why not? (select all that apply)

Didn’t know about it
I’m satisfied with the other sites I use
I don’t find the information relevant to me
Information is out-of-date
Not interactive enough
Other (please specify)

Demographic questions

Classification (freshman, sophomore, junior, senior, graduate, doctoral, other)
Gender
Major/course of study (public relations, other College of Journalism and Communications, outside College)
PRSSA member?
UNITY member?

Faculty/Council Member Survey

The University of Florida Public Relations Advisory Council needs your input to better serve our students and faculty! The Communications Committee has developed the following brief survey to determine ways to improve communication with these groups, both during the spring and fall meetings and on an ongoing basis. The survey should not take more than a few minutes to complete, and your responses will remain confidential.

If you have any questions about this survey, please contact Nancy Fullerton at nlfullerton@charter.net

COUNCIL MEMBERS ONLY: How do you currently interact with UF students and/or faculty as a member of the UF PR Advisory Council? (select all that apply)

Future Trends panel
Class presentation/panel
Networking dinner
Career counseling
Resume review
I mentor a UF student/students
I use an intern/interns from UF
I employ UF students/alumni/faculty
I provide funding for faculty/graduate research
Other (please specify)
Don’t know/have not interacted

FACULTY ONLY: How do you currently interact with members of the UF PR Advisory Council? (select all that apply)

Attend advisory council business and brainstorming meetings
Coordinate internship opportunities with them
Coordinate employment opportunities with them
Request grant/aid support from them for research
Invite them to speak to my class/sit on panels
Other (please specify)
Don’t know/don’t regularly interact with Advisory Council members

What are the best ways Advisory Council members can stay in touch with students and faculty between meetings and have meaningful exchanges? (select all that apply)

Host regular series of video calls or webinars
Host regular series of conference calls
Facilitate online dialogues (chats, message boards, etc.)
Class presentation/speaking opportunities outside of AC meeting times/other times during the year
Organized workplace tours/job shadowing
Social media platforms (LinkedIn, Facebook, Twitter, etc.)
The interaction at the spring and fall meetings is sufficient
Other (please specify)
No opinion

Where do you currently get most of your PR news? (select all that apply)

Print publications (PRWeek, PRSA The Strategist and PRSA Tactics, etc.)
Email-based periodicals (Ragan’s, Bulldog Reporter, etc.)
Industry websites
Industry blogs
Academic journals
Professional development luncheons/workshops
Conferences and trade shows
LinkedIn
Twitter
Facebook
Other (please specify)
None of the above

Where do you currently choose to get your news about the UF Public Relations Department/College of Journalism and Communications? (select up to 3 choices)
UF Public Relations Advisory Council e-news
Spiro’s emails
UF PR Advisory Council website (ufprac.org)
College of Journalism and Communications website (jou.ufl.edu)
Communigator magazine
LinkedIn
Twitter
Facebook
Other (please specify)
None of the above

Do you regularly visit the UF PR Advisory Council website (ufprac.org)?

Yes
No

If you answered no, why not? (select all that apply)

Didn’t know about it
I’m satisfied with other means of staying connected to the Advisory Council or fellow council members
I don’t find the information relevant to me
Information is out-of-date
Not interactive enough
Other (please specify)

Please list any other suggestions or recommendations related to interaction with the UF PR Advisory Council

OPEN ENDED

Demographic questions

Number of years on council (for AC members)
Number of years in College faculty (for faculty members)

[END OF SURVEYS]