

**College of Journalism & Communications**  
**Faculty Senate-called Faculty Meeting**  
**Minutes of February 17, 2016**

**Members attending:** Pelfrey, Coffey, Y. Lee, Wells, Spiker, Carlson, Wanta, Roberts, Ostroff, Calvert, Sheehan, Kiouisis, Molleda, Kelleher, Hon, Freeman, McAdams, Kalyanaraman, Lewis, Ferguson, Babanikos, J. Wright, Morton-Padovano, Walsh-Childers, Tappan.

**Not in Attendance:** Chance, Esterline, Kaplan, Zheng, Rodgers, Kelly, Men, Christiano, Kim, Goodman, Weigold, Treise, Kim, Morris, Dodd, Foley, Chan-Olmsted, Leslie, Sorel, Krieger, Chen, McNealy, Tripp, Torres  
(sabbatical/leave: M. Lee)

**Others attending:** Bennett, McFarlin, R. Wright, Grogan

Agenda Item	Discussion and/or action taken
Call to order	Pelfrey called the meeting to order at 2:02 p.m.
Approval of minutes	On motion from Kiouisis, seconded by Molleda minutes for the 12-10-15 CJC Faculty meeting were approved unanimously.
Overview: Task Force 2020 Strategic Framework	<p>Pelfrey asked Hon and Bennett to update and clarify questions on behalf of the Task Force 2020, including the rationale added to the previous drafts of the report.</p> <ul style="list-style-type: none"> <li>• Hon acknowledged the Task Force 2020 members: thank you to all of you!</li> <li>• Discussed procedures: meetings to secure feedback were held with CJC staff, Faculty Senate and open meetings for faculty.</li> <li>• The floor was opened to faculty for comments/questions regarding the latest report.</li> </ul>
Discussion Task Force 2020 Strategic Framework	<p>Pelfrey asked the faculty to offer questions and recommendations and to seek consensus on items:</p> <ul style="list-style-type: none"> <li>• Ferguson: Goal 3, item A mentions “evangelize” (p.4). Informal agreement to change that to “advocate for.”</li> <li>• Ferguson: Value Statement (p. 2) “A culture of collaboration, cooperation, entrepreneurship, and risk-taking.” This seems conflicting. She raised this as a concern.</li> <li>• Ferguson: Goal 5, item D omits “Corporate Social Responsibility.” What is the rationale for this omission?</li> <li>• Hon: This list was not meant to be exhaustive and this item can certainly be added.</li> <li>• Coffey: Because the list is not exhaustive, there are other items that are not included. We can modify it but avoid making it an extensive list.</li> <li>• Molleda supports Coffey’s suggestion. The language should be more general so as not to exclude certain areas. Consensus reached.</li> <li>• McFarlin: we need to define what is meant by “immersion.” (Goal 4, item D, p. 7)</li> <li>• Molleda: offered for Goal 4, item D, page 7 to use: “integrate social-oriented areas of our disciplines into immersion programs.” . Consensus reached.</li> <li>• Ferguson: we need to be thoughtful about the use of the term “public.” She raises this as a concern. Hon will revisit. Consensus reached.</li> <li>• Molleda is concerned with the use of the word “storytelling.” It is a buzzword that may change or become passe over time. This concern was also raised in the Faculty Senate meeting with Hon and Bennett. Bennett mentioned that justification is offered in the rationale of that section (Goal 3).</li> <li>• Ferguson: There is mention of science but not of the humanities.</li> <li>• Hon: The challenge was to focus on some priorities, which was our charge, but it was not meant to imply that unmentioned items are unimportant.</li> <li>• Roberts: Expressed agreement with Ferguson. Certain terms, such as “science-based storytelling,” are unfamiliar. It begs that question: are we distancing ourselves from the humanities?</li> <li>• Calvert: add language that these are the priorities but not to the exclusion of other approaches</li> </ul>

	<p>or disciplines.</p> <ul style="list-style-type: none"> <li>• Spiker: could we add “Art” to “Science”? (Goal 3, item C, p. 4). . Consensus reached.</li> <li>• Kelleher: We should also emphasize scholarship.</li> <li>• Ferguson: There is not a strong indication in this document that we are concerned with development of the faculty.</li> <li>• Hon: I like the idea of adding the language “nurturing of faculty welfare and accomplishment” under the “Guiding Principles” section of the document. Consensus reached.</li> </ul>
Voting Procedures	<p>Pelfrey noted that voting on this document has been the subject of some discussion and the process was reviewed.</p> <ul style="list-style-type: none"> <li>• Voting procedures outside of committee activities falls to Robert’s Rules of Order.</li> <li>• 5 voting options were presented: show of hands, rising, roll call, ballot, “yeas” and “nays”</li> <li>• Point of clarification: Email and electronic voting was not mentioned in Robert’s Rules</li> <li>• On motion from Tappan, seconded by Ferguson: “Voting on the Task Force 2020 Report, as revised, be conducted by electronic ballot.” Discussion:</li> <li>• Molleda: Requested we have the revised document before voting opens.</li> <li>• Coffey: To clarify, is electronic voting anonymous? Pelfrey: yes, it is set up that way.</li> <li>• With no further discussion, a vote on this motion was taken. As Parliamentarian for this meeting, Coffey counted 24 votes in favor of this motion, 0 votes against the motion and no abstentions. The motion passed unanimously.</li> <li>• Kiouisis: How long a voting period do we want?</li> <li>• Bennett and Hon: Deadline to submit to the UF Administration is March 1, 2016.</li> <li>• Coffey suggested giving faculty three days to vote. Consensus reached.</li> <li>• Roberts: point of clarification: “Roberts” in “Roberts Rules” should have an apostrophe. Pelfrey double-checked and the apostrophe was not included.</li> </ul>
Other Business	<ul style="list-style-type: none"> <li>• Ferguson offered her immense appreciation to the 2020 Task Force. All offered a huge thanks for this effort.</li> <li>• Pelfrey reiterated sincere appreciation to the Task Force 2020 on behalf of the CJC Faculty Senate and for the entire faculty.</li> <li>• Pelfrey thanked everyone for attending.</li> </ul>
Adjourn	<p>On motion from Carlson, seconded by Molleda, and unanimously approved, the meeting was adjourned at 2:54 p.m.</p> <p>Minutes respectfully submitted by Kay Tappan.</p>