

**College of Journalism and Communications**  
**Faculty Meeting**  
**February 23, 2011**  
**Minutes**

**Open Discussion:**

**J. Wright** opened the meeting with updates about graduation: Either shared with the College of Liberal Arts and Sciences Saturday at 2:00 p.m. at the O'Connell Center or Sunday at 2:00 p.m. alone.

**Armstrong** announced that the new librarian for the Neuharth Library is Lisa Chinn. Her start date is April 15. She will be joining us after several years in research at ABC News in New York.

**Grogan** brought up the increasingly high standards of admission to UF for freshmen and whether that is affecting students particularly interested in majoring in our college. She knew of two students who were not admitted. One issue raised was whether coursework required in high school for students interested in communications fields includes as many courses which assign higher GPAs for the same grades. **J. Wright** acknowledged that freshmen admissions is a matter that we should monitor, and that **Harris** is making sure that potential Florida Opportunity Scholars know about our college and what we have to offer. Also mentioned was the fact that transfer admissions after 60 hours are handled by the College for all applicants with a 2.6 grade point average or higher.

**Faculty Development Opportunities**

**J. Wright** encouraged faculty members again to seek out opportunities for faculty development such as the recent week-long multiplatform workshop attended by seven faculty members at Poynter Institute. All costs for the workshops were covered through private, Foundation funds. He emphasized his dedication to helping faculty in every way in their teaching and research, and that he and **Hon** will work hard to find funding for similar opportunities for all faculty members.

**UF's Diversity Action Plan and College Diversity Statement**

**Hon** noted that the Faculty Development and Welfare Committee has agreed to update and revise the College statement. **Harris** is heading up the effort.

### **College Strategic Plan**

**J. Wright** noted that a joint Faculty Senate-administration team is working on proposed changes to the Strategic Plan so that faculty can review, discuss and finalize in Fall 2011, possibly using a facilitator. One outcome of the initial discussion of revisions is a suggestion to evaluate how all budget requests, curriculum changes and other endeavors will advance elements within the strategic plan.

### **Sabbaticals**

**J. Wright** announced that the College and UF have awarded three faculty members sabbaticals for the 2011-12 academic year. McAdams was awarded a year-long sabbatical. Freeman and Roberts were awarded one-semester sabbaticals—fall and spring, respectively. **J. Wright** thanked the Sabbatical Selection Committee for its review of the proposals and recommendations which were accepted. **J. Wright** also reminded faculty members to apply for Faculty Enhancement Opportunity awards.

### **The College RCM: Where We Stand and Where We Must Go**

**J. Wright** said that although he has been assured that any shortfall compared to last year's overall budget will be made up, and he believes that it will, the College is still \$300,000 under the total funding expected for 2009-10. This is accurate even when taking into account additional budget reductions that all colleges experienced. Some of the shortfall is accounted for by the six-fold increase in overhead assessment charged to the media properties. He again emphasized that adaptation to UF's new RCM budgeting model is essential and that it is urgent that we build on our SCH (student credit hour) productivity base. If we do not, funding will be moved from our college to those that do see increases. The Media and Society option is a critical component, and the College must increase its number of master's students. In addition, distance education programs will be essential if the College is to retain and increase levels of funding and revenue.

## **Task Force Report and Discussion of Possible Addition to Weimer Hall**

**R. Wright** reported that the Task Force, which consists of faculty, staff and administrators, has made considerable progress. The major challenge is the requirement to add a sprinkler system throughout Weimer Hall when square footage is added to the building. The Task Force has many options, including remodeling existing space as opposed to adding new. Despite the challenges, **R. Wright** is optimistic and said that once we have this facility it will be the envy of any program and an incredible educational enhancement for our students.

## **UF's Florida Tomorrow Campaign, Stakeholders Weekend and Update on College Fundraising**

**J. Wright** mentioned that there will be several alumni and donors visiting this weekend for activities associated with the UF Foundation Board meeting and reports from Vice President Tom Mitchell and President Machen. There is a reception Friday night for the donors, meetings all morning Saturday and a luncheon that includes donors and scholarship recipients. **J. Wright, Harding** and **Stevens** will be attending the events.

## **Search Updates**

The College just announced the new Director of Communications, Quenta **Vettel**, who was very highly recommended by a search committee composed of faculty and administrators. A search is now underway for a replacement for HR coordinator **Erdahl**.

**J. Wright** has met with and received recommendations from public relations search committee chair **Molleda** and department chair **Kiousis**. He will meet soon with the journalism chair search committee chair, **Spiker**. **Grogan** is chairing the search committee for the lecturer position (director of the 21<sup>st</sup> Century News Laboratory). To broaden the search, the new position description states that a master's degree is preferred but not required.

Respectfully submitted,  
Amy Belanger