

College of Journalism & Communications
Department of Public Relations
Minutes of the May 03, 2013, meeting
Weimer 2095 at 11am

Faculty members attending: Spiro Kiouisis, Mary Ann Ferguson, Kathleen Kelly, Ann Christiano, Sora Kim, Moon Lee, Juan-Carlos Molleda, & Deanna Pelfrey.

Others attending: Martha Collada

| Agenda Item | Discussion and/or action taken | Follow-up |
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| Call to order | <ul style="list-style-type: none"> • Dr. Molleda called the meeting to order and welcomed the group. | |
| Summer Enrollments | <ul style="list-style-type: none"> • Dr. Molleda informed the group that two classes have low enrollments, International Public Relations and Ethics and Professional Responsibility. He will meet with Prof. Pelfrey later in the day to discuss the options at this point about possibly canceling the course and he informed the group that he will move the students who are enrolled in the face to face course to an online class that will be offered in the Fall. Students registered in the face-to-face course on Ethics and Professional Responsibility will be moved to the online option that is offered this summer. Some discussion took place regarding the low enrollment numbers overall across the different departments and how UF lowered the required number of credits in summer down to only three hours, which allows students to take less courses. Dr. Molleda then informed the group that the challenge he was facing was that the budget for summer courses is slightly above what was allocated for the previous year and so he is going to trying to manage the schedule to reduce that expense. Dr. Lee asked for clarification on what is considered by the university to be low enrollment and Dr. Molleda said that anything below 10 students is low. Dr. Molleda then proceeded to inform the group that another challenge he was facing for summer is that Visual Communications is only being taught summer A and it is already full. He already has at least four students who need to get into the class so that they don't fall out of sequence to graduate and he thinks that there will be more with the same situation. He spoke with the Department of Advertising and they have low enrollment numbers in their Copy and Visualization class which is taught by Dr. Lisa Duke and she is willing to create a small group for the public relations students. He gave a brief description of the course to the faculty and asked if they would consider allowing our students to substitute this class for Vis Com and wanted to know if they support the idea of allowing them to take it in summer B since we don't offer Vis Com in summer B and our summer A section is already full. There was some discussion about the subject and it was clarified that not only was the class already full but some students can only take it in summer B because they are enrolled in strategy for summer A and need to take campaigns in the fall. After the discussion the faculty said to go ahead and allow it. Dr. Molleda said he would give the faculty feedback after the semester was over and let them know how it went. We will try this out and see if we can try it out. | <p>Meet with Professor Pelfrey later regarding possible changes to her summer teaching schedule.</p> <p>Dr. Molleda to report back to the faculty on how the students did in the ADV-Copy and Visualization course over the summer.</p> |

Assistant Professor in Digital Communication/Digital Strategist and Visiting Lecturer in Visual Communication positions

- Dr. Molleda then moved the discussion to the main purpose of the meeting today which was to discuss the two faculty line proposals, the first being an assistant professor in digital communications/digital strategist and the other being Vis Com. He first discussed the professor in digital communications/digital strategist position and informed the group that the search would be a combined effort between Public Relations and Advertising. He informed them that the Advertising faculty already met and they support the idea of a joint committee in which there would be two members from the Advertising department and two members from the Department of Public Relations and one independent member from any other unit. This was the proposal they made to him and he wants to know if they would support this type of search. He also stated that he already met with Dr. Linda Hon since she could not be at this meeting and that she stated her support in doing the search this way. There was some discussion among the group about this subject and who would be able to join the search committee since they would like to meet sometime next week to draft a position description before summer break. Some discussion took place about the idea of having a 5th independent person in the committee. It was then decided that two members of our faculty should be appointed to represent the department. Prof. Ann Christiano and Dr. Moon Lee volunteered and they would meet with the other committee members the following week. It was discussed among the group what they would like to see when the job description is develop since it will be a combination of the digital communication and the digital strategist positions.
- Dr. Molleda then moved the discussion to the Visiting Lecturer in Visual Communication position which would be a one- year contract. He explained to the group that he would like to suggest offering Kay Tappan the one- year contract to teach the course. He informed them that she is serving the students well and that her teaching skills for this course are very good. She gets good ratings and faculty members who have interacted with her and seen the way she teaches this course are happy with the work she is doing. Discussion took place on what the needs of the students are in terms of visual communication and how the need/want seems to be that they need more than one course. It was said that ideally one course which is more basic and a second which goes into more advance topics would serve the students best. The question was raised as to Kay Tappan’s level of professional background and Dr. Molleda said that he has reviewed her resume and background thinks that she is a good candidate. Dr. Molleda then stressed that it is vital to the Department that during the one-year contract we take a good look at this course and use her input and involve her in discussion on how we could advance our curriculum in this area and develop something more advanced with the possibility of offering two classes in the future. It was clarified by Dr. Kiouis that the idea from the Dean’s office is to have all the departments work together to address visual communication instruction across the college. He explained that he sees this position

Prof. Christiano and Dr. Lee will attend the committee meetings and represent the Department of Public Relations in the joint committee search for the assistant professor in digital communication/strategist position.

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| <p><i>CONTINUED.</i> Assistant Professor in Digital Communication/ Digital Strategy and Lecturer in Visual Communication positions</p> | <p>leading the charge in that discussion. Some discussion took place about this subject. It was clarified by Dr. Kiouisis that the position is a visiting lecture position. Dr. Molleda stated that this is not a long-term solution for the needs of our Department but a step in the right direction for developing a long-term solution for our need to have someone teach this course while we try to advance in the allocation of a full-time faculty person to teach these courses. He then asked for a decision on supporting the proposal to hire Kay Tappan as a visiting lecturer. Dr. Kelly moved that we name Kay Tappan as a visiting lecture for 2013/2014 with the approval of funding allocation as a Hearst Visiting Professional. Dr. MaryAnn Ferguson seconded the motion. All the faculty present voted and supported the motion except for Dr. Lee who abstained from the vote. Dr. Molleda also wanted to note that Dr. Linda Hon supported this proposal verbally to him in a meeting they had yesterday since she could not be present at the meeting today.</p> | |
| <p>College 4+1 Program Proposal</p> | <ul style="list-style-type: none"> • Dr. Molleda informed the group that a student could choose to be considered for a 4+1 program and that the credits from their undergraduate curriculum would be applied towards their MAMC graduate program degree. Some discussion took place about this subject and the question was raised as to why the College needed the Department's approval on this. Dr. Molleda said he would go back to Dean Weigold and ask this question. | <p>Dr. Molleda will discuss this with Dean Weigold and revisit this item at a later date.</p> |
| <p>Old Business</p> | <ul style="list-style-type: none"> • None | |
| <p>New Business</p> | <ul style="list-style-type: none"> • Dr. Kelly asked Dr. Kiouisis and Dr. Molleda if they knew why Dean McFarlin supported the proposal to have an in house strategic communications agency for the College over the other proposals that were made. Some discussion took place about how this agency would affect the public relations students and directly Alpha PProductions. It was said that Alpha PProductions could handle the work and that maybe the Dean was not aware of what they are capable of. Dr. Molleda suggested we invite Dean McFarlin to a meeting in the fall and discuss this topic along with other topics related to the vision of the College. He also mentioned that his understanding was that the Student Enrichment Center was a priority for the College and that the vision for the agency was not something that would be implemented until a later date and until a business plan is made regarding this proposal. • The meeting was adjourned. | <p>A list of items that we would like to discuss with the Dean will be made and then a meeting will be scheduled in the fall with her.</p> |

Respectfully submitted by Martha Collada