

College of Journalism & Communications - Department of Public Relations

Minutes of the April 28, 2014, Meeting

Weimer 2066 from 1:00 to 2:15 p.m.

Faculty members present: Juan-Carlos Molleda, Linda Hon, Kathleen Kelly, Sora Kim, Spiro Kiouisis, Kay Tappan, Moon Lee, Deanna Pelfrey, and Mary Ann Ferguson.

Faculty member absent: Ann Christiano

Agenda Item	Discussion and/or action taken	Follow-up
Call to order	Dr. Molleda called the meeting to order and started by thanking Sora Kim for her contributions to the Department. She is leaving for the Chinese University of Hong Kong. The faculty joined in expressing their gratitude to Sora for being a great colleague and an outstanding scholar.	
1) Proposal for a training grant for the Department of Labor	Dr. Molleda, Yulia Strelakova, and Randy Bennett introduced a proposal in-progress regarding a training grant for the Department of Labor. Faculty discussed aspects of the proposal. A motion was made by Dr. Ferguson and seconded by Prof. Pelfrey to endorse the proposal. Faculty voted unanimously in support of the motion. The proposal was endorsed.	The training grant proposal will be completed in May and submitted by the middle of June.
2) Proposal for an online master's program in public relations and communication management	Dr. Ferguson introduced a degree plan and timeline for an online master's program in public relations. She explained that the degree plan was developed by a task force formed by Dr. Kelly, Dr. Hon, Dr. Molleda, and her. Faculty discussed the proposal. A motion was made by Dr. Hon and seconded by Prof. Tappan to approve the online, professional Master of Art in Mass Communication with an emphasis on Public Relations and Communication Management. Five faculty members voted in support of the motion, three faculty members abstained (Note: Dr. Kiouisis left the meeting early for another commitment; however, before and after the meeting he stated to Dr. Molleda his support for the motion). The online master's program was approved.	Dr. Molleda will work on course descriptions, syllabi, and recruiting instructors. Dr. Ferguson and Dr. Molleda will present the degree plan and supporting materials to the Graduate Committee for approval in Fall. Then, Graduate Council's approval will be sought. As suggested by Prof. Pelfrey, the Public Relations Management course will be added as elective.

3) Academic Program Review	Dr. Molleda presented the Department's Spring 2014 Academic Program Review. Faculty discussed and suggested small changes to the document. A motion was made by Dr. Ferguson and seconded by Dr. Kelly to approve the Department's Spring 2014 Academic Program Review. Faculty voted unanimously in support of the motion. The review document was approved.	The approved document with the suggested modifications will be submitted to the Executive Associate Dean of the College.
4) Chair evaluation	Dr. Molleda discussed with the faculty the results of the online evaluation of his role as Department's Chair. As soon as he presented the results and requested additional feedback, Dr. Hon explained that she made a mistake when completing the online evaluation and that she immediately approached the Office of Human Resources with her concern, but the online evaluation could not be reopened, neither a correction was made possible.	Dr. Molleda will request again that the evaluation error is corrected and, if possible, a new report be issued to reflect the true values of his evaluation as administrator.
5) Other announcements and updates.	<p>Dr. Molleda announced that he is coordinating a four-day set of workshops in Spanish with the Colombian Center for Public Relations and Organizational Communication (CECOP, Spanish acronym). The entrepreneurial training program is scheduled to take place in Medellin, Colombia, as the main event of the Center's celebration of its 51st anniversary in September. Dr. Molleda is working on workshops' themes and contents with faculty in the College and IFAS who speak Spanish.</p> <p>Dr. Molleda also updated the faculty on the search for an Executive Director of the incoming Strategic Communications Agency. From a total of 52 applications, the pool of applicants was evaluated and reduced to eight and then to five who were interviewed by phone and videoconference. The next meeting of the multidisciplinary search committee is on Wednesday, April 30, 2014.</p>	Dr. Molleda will continue consultation with faculty and administrators concerning the allocation of the junior line position.
New/Old Business	The meeting was adjourned by Dr. Molleda.	

Respectfully submitted by Juan-Carlos Molleda on 04/30/14.