

**College of Journalism & Communications - Department of Public Relations**  
**Minutes of the October 6 2014, Meeting**  
**Weimer Hall 2066 from 3:00 to 4:15 p.m.**

**Faculty members present:** Juan-Carlos Molleda, Moon Lee, Linda Hon, Kathy Kelly, Kay Tappan, Ann Christiano, Deanna Pelfrey, Mary Ann Ferguson, Eunice Kim, Debbie Treise, Spiro Kiouisis, Andy Hopson, and Nicki Dankers.

Agenda Item	Discussion and/or action taken	Follow-up
1) Call to order	Dr. Molleda called the meeting to order and asked for the approval of the minutes of the September 8 <sup>th</sup> meeting. Faculty reviewed the minutes. A motion was made by Dr. Kelly and seconded by Dr. Ferguson to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.	
2) Gen Education Changes and suggested eight-semester plan	Nicole “Nicki” Dankers, PATH Academic Advisor for public relations students, presented General Education Changes and a suggested eight-semester plans. Faculty discussed and asked questions about the changes. A motion was made by Professor Pelfrey and seconded by Dr. Ferguson to table the decision on general education requirement changes for a November faculty meeting.	The decision is deferred until a November faculty meeting when the current and proposed degree plan will be analyzed.
3) MA curriculum review (College wide)	<p>Dr. Debbie Treise, CJC Senior Associate Dean for Graduate Studies and Research, presented a draft proposal for the MA curriculum review (College wide). Faculty discussed and asked questions about the draft proposal and the assignment.</p> <p>Dr. Ferguson, Professor Pelfrey and Dr. Lee agreed to join the evaluation taskforce to gather survey data from alumni and advisory council members. Dr. Ferguson would like feedback for the two questionnaires designed by advertising faculty. As soon as we have data, we will move forward with an informed discussion of potential changes in the graduate curriculum.</p>	The Department created a task force to comply with the information requested and then lead the discussion on a proposal for potential changes to the MAMC with an emphasis in public relations
4) Fundraising Certificate Program	Dr. Kelly explained the Fundraising Certificate Program, which is a partnership between CJC and the UF Foundation. She requested to the faculty the approval of changing the title of PUR 6416 from “Public Relations and Fund Raising” to “Fundraising Principles and Practice.” Faculty discussed and provided feedback. A motion was made by Dr. Ferguson and seconded by Dr. Hon to approve the	Dr. Molleda will introduce the request of the title change to the University Curriculum Committee.

	change of the graduate course title. Faculty voted. The change was unanimously approved.	
5) The Agency's update	Andy Hopson, Executive Director of the College's Agency, updated the faculty on the progress of the project (structure and Florida Department of Citrus project). Faculty discussed, asked questions, and made useful suggestions for the project.	
6) Information items	<p>Dr. Kelly offered an update of the assistant/associate professor search. She indicated that the committee will meet soon and will review the entire pool of applicants in the following weeks.</p> <p>Dr. Ferguson, Graduate Coordinator, announced the Graduate Committee's approval of the proposed online MAMC program with an emphasis in public relations and communication management, both in English and Spanish versions.</p> <p>Dr. Molleda updated the faculty on the fall meeting of the Public Relations Advisory Council (Nov. 6-7). The Advisory Council will make recommendations on the configuration of the agenda of activities during the two-day meeting.</p>	<p>The search committee will review applicants on Wednesday, October 8.</p> <p>The proposal will be presented for approval to the CJC Graduate Faculty.</p> <p>Advisory Council's schedule and agenda will be distributed as soon as they become available.</p>
6) Next meetings of the fall term	<p>Department fall reception: 6:00 p.m. – Thursday, October 16 – Dr. Molleda's home</p> <p>1:00 p.m. – Friday, November 7 (Weimer 3032)</p> <p>The meeting was adjourned by Dr. Molleda.</p>	

Respectfully submitted by Joshua Ferrari on 10/06/14