

**College of Journalism & Communications – Department of Public Relations**  
**Minutes of the March 14, 2016 Meeting**  
**3:00 to 4:00 p.m.**  
**Weimer Hall 2066**

**Faculty members and guests present:** Juan-Carlos Molleda, Deanna Pelfrey, Ann Christiano, Mary Ann Ferguson, Linda Hon, Rita Men, Kathleen Kelly, Kay Tappan, Nicki Dankers (academic advisor)

**Absent:** Moon Lee (on sabbatical), Spiro Kiouis (presenting at a conference in Hong Kong)

Agenda Item	Discussion and/or action taken	Follow-up
1) Call to order	<p>Dr. Molleda called the meeting to order and asked for approval of the minutes from the February 15, 2016 meeting. Faculty reviewed the minutes. A motion was made by Dr. Ferguson, and seconded by Dr. Kelly, to approve the minutes. Faculty voted unanimously in favor of the motion, with one abstention from Dr. Hon who didn't have the time to read the minutes before the meeting. The minutes were approved.</p> <p><b>Corrections to be made for February 2016 minutes:</b>            Dr. Kelly's comment about door safety was reversed. The minutes from the previous meeting should read "Dr. Kelly voiced concerns about classroom doors swinging outwards instead of inwards."</p> <p>Prof. Pelfrey's comment about classroom experience was misconstrued. The comment should read "Prof. Pelfrey shared that the reviewers felt the classroom experience was strong, with the exception of one classroom visit, citing that the reviewers left the classroom after only 10 minutes."</p>	
2) Fall 2015 assessments (in progress)	<p>Dr. Molleda introduced the fall 2015 assessments. Dr. Molleda is waiting for missing assessments from faculty.</p> <p>Dr. Kelly mentioned that ethics as a student learning outcome was a missing component of the proposed campaigns assessment. Dr. Molleda will check the SLOs for campaigns to see if ethics is a required SLO.</p> <p>Dr. Molleda will complete and send the latest draft of the campaigns assessment tool to faculty for final review.</p>	<p>Dr. Molleda will complete and send the latest draft of the campaigns assessment tool to faculty for final review.</p>

<p>3) UFO Public Relations update</p>	<p>Dr. Molleda shared updates for the UFO Public Relations degree.</p> <p>In the future, existing online courses will be revamped or reviewed to meet UFO standards.</p> <p>Teaching compensation for faculty overload will be determined by size and nature of the course. Dr. Molleda is looking at the issue of faculty compensation to make sure it is worthwhile for participating instructors.</p> <p>DCE and/or CITT: Instructional technologists will work with faculty on development of each online course:</p> <p>Dr. Tina McCorkindale will teach PUR3801 Public Relations Strategy; Dr. Linda Perry, Crisis Communications, Prof. Deanna Pelfrey will revamp of PUR4404 International Public Relations, Dr. Linda Hon, PUR3500 Public Relations Research, and Prof. Ann Christiano will develop and teach PUR 4442 Public Interest Communication. SMM, writing, etc., will be revamped and reviewed for UFO standards.</p> <p>Marketing communications director, Kathy Harper (Ph.D. student in college and working full-time for UFO), will work to promote the programs.</p> <p>Three faculty/administrators of the College are responsible for the development and coordination of the UFO Public Relations Program: Dr. Michael Weigold, associate dean for undergraduate affairs and distance education director; Prof. Dave Carlson, primary UFO coordinator; and Dr. Juan-Carlos Molleda, department chair.</p> <p>PRSSA will be encouraged to live stream meetings and connect online students to FPRA and PRSA chapters local to them. Immersive opportunities in the College may become available to online students.</p>	
<p>4) Online MAMC Public Relations and Communication Management update</p>	<p>Dr. Molleda introduced the topic of the online MAMC specialization and concentration in Public Relations and Communication Management.</p> <p>The Burson-Marsteller (BM) and University of Florida distance-education program will be announced on Monday, April 4.</p> <p>UF signed a memorandum of understanding with BM. The global agency will provide support for the program as well as 10 internships a year for enrolled students. Faculty of the online program will work closely with a professional BM partner who will facilitate case studies, data, guest speaking opportunities, among other professional insights.</p>	

	<p>BM will have 10 free admissions to the program, pending applicants meet all graduate program requirements. BM will pay for admission process fees. CJC is able to wave tuition because it is a self-funded program.</p> <p>Prof. Pelfrey asked whether BM had eligibility requirements in place in regards to clients nominated for the program. Dr. Molleda highlighted that all nominated applicants will be held to the same admission standards as non-BM applicants.</p> <p>Dr. Ferguson asked about possible ethical crises with BM (i.e., if the agency acts unethically and is written about in the news and/or trade media). Dr. Molleda reiterated that the partnership can be terminated at any time, and if an ethical concern were to tarnish the reputation of the program, the College/Department could terminate the partnership.</p> <p>Compensation for this program is similar to UFO.</p>	
<p>5) Briefs on 2016 Bateman and Super Week (in particular frank gathering and frank scholar)</p>	<p>Dr. Molleda congratulated Prof. Pelfrey, Prof. Christiano, and Dr. Hon for their work with Bateman and Superweek, including frank gathering and frank scholar.</p> <p>Prof. Christiano briefed the faculty on the third annual frank gathering. Frank scholar and Changeville were new additions. Frank went very well, with the exception of two speakers who were not able to make it. More than 1,000 registrants for Superweek, with all events breaking even this year. Frank is increasingly being recognized as the foremost gathering for public interest communicators.</p> <p>Dr. Hon briefed faculty on frank scholar. Thirty scholars attended, many of whom were Ph.D. students, with three chairs to guide the discussion. The event used a nontraditional conference format, with lightning rounds of explaining research and why researchers engage in the chosen topics or types of projects. Dr. Hon said the level of discussion and energy at the event surpassed all expectations.</p> <p>Prof. Pelfrey briefed the faculty on Bateman 2016. The team finishes the execution stage tomorrow (03/15), and the team is currently working on the book to submit to PRSSA National. The team created a calendar to tell the stories of UF veterans. Prof. Pelfrey asked faculty to complete the free online faculty training, “Kognito,” by tomorrow. Participants can screenshot the completion certificate and send to the Bateman team. The book is due April 8. April 15, finalists will be announced. UF has 750 student veterans on campus.</p>	

6) Old business, new business	<p>The spring meeting of the Public Relations Advisory council is March 23 and 24.</p> <p>The panel on Diversity in Public Relations will be at 6:30 p.m., in the Reitz Union chamber, on Thursday, March 31.</p> <p>Dr. Hon talked about the incoming Ph.D. students and master's students who completed their thesis requirement for graduation this spring.</p> <p>Dr. Kelly mentioned she never received an email asking about her graduate teaching preferences for the fall. Dr. Molleda said this information is provided by the Graduate Division.</p>	
7) Adjourn	<p>Dr. Hon introduced a motion to adjourn the meeting and Prof. Tappan seconded. Meeting adjourned.</p>	

**Respectfully submitted by 03/21/16 by Juan-Carlos Molleda and Josh Ferrari**