

**College of Journalism & Communications – Department of Public Relations
Minutes of the August 18, 2015, Meeting
Weimer Hall 2066 from 4:00 to 5:00 p.m.**

Faculty members present: Linda Hon, Kathleen Kelly, Deanna Pelfrey, Mary Ann Ferguson, Ann Christiano, Kay Tappan, Juan-Carlos Molleda, Spiro Kiousis, Rita Men, Eunice Kim, and Dave Carlson (CJC UF Online).

Absent: Moon Lee (on sabbatical)

Agenda Item	Discussion and/or action taken	Follow-up
1) Call to order	<p>Dr. Molleda called the meeting to order and asked for the approval of the minutes from the April 28, 2015 meeting. Faculty reviewed the minutes. A motion was made by Dr. Kelly, and seconded by Prof. Pelfrey, to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.</p> <p>Dr. Molleda welcomed Dr. Rita Men as newly arrived assistant professor to the Department. He then requested additional feedback for the annual report of the Department and acknowledged Dr. Kelly's revisions. Dr. Kiousis had some reviews and will provide copy of the text with tracked changes. The deadline to receive additional revisions is Friday, August 21. Similarly, he announced that the draft self-report to apply for the Certificate in Education for Public Relations (CEPR), which is due on September 4, will be sent for faculty's review in a few days.</p>	<p>Faculty to provide reviews/feedback for the Department's annual report and CEPR-PRSA report.</p>
2) A dialogue on the new Public Relations UF Online program to be launched in fall 2016.	<p>Dr. Molleda introduced this item of the agenda by highlighting how the UF Online program has selected Public Relations among other few UF majors as a new wave of undergraduate online offerings. He explained that this is the only new major selected from the College. Dr. Molleda explained that the curriculum mirrors the on-campus, live curriculum with the exception of new suggested professional electives, which should make the program more attractive and current to potential students. He explained that the target population of the online undergraduate program is different from and complementary to the population of on-campus programs. Therefore, the live program will remain strong. Developers and instructors for courses of the new online program are suggested on the production schedule sent to faculty in advance of the meeting. Faculty will have an opportunity to debate and approve participating faculty, the proposed professional electives, and the timeline for course development in follow-up meetings.</p> <p>Faculty made a variety of comments and asked questions. Dave Carlson, as College representative of UF Online, attended the</p>	<ul style="list-style-type: none"> • Dr. Molleda to distribute syllabi of courses already developed to the faculty. • Dr. Molleda to schedule follow-up sessions on this topic at future faculty meetings.

	<p>meeting and answered faculty's concerns and questions. These are some of the main points addressed by the faculty:</p> <ul style="list-style-type: none"> • Compensation and teaching load alternatives for the faculty involved. • Financial and reputational benefits for the College and the Department. • Selection of course developers among full-time faculty and the possibility for a combination of full-time faculty, adjunct lecturers, and Ph.D. students to teach the courses online. • Coordination, control, and supervision of core and professional electives to guarantee quality consistency, standards, and learning outcomes. • Mechanics and special features of the online environment and selected platforms to achieve effective learning in terms of facilitating teamwork, allowing interactivity and participation, and assuring currency of content, among other concerns. • Workload and logistics for supervising and administering internships. • Allocation of student credit hours depending on the course codes; that is, JOU, PUR, MMC, etc. <p>Dr. Molleda encouraged faculty to send him additional comments and questions before he meets again with representative of UF Online on campus.</p>	
7) Old Business	None	
8) New Business	None	
8) Adjourn	<p>Dr. Molleda announced the dates of the fall semester meetings: September 9, October 21, and December 2. All the meetings will be from 2 to 3:30 p.m. in Weimer 2066.</p> <p>He invited faculty and staff for happy hour as a welcoming social for Dr. Men.</p> <p>Dr. Hon introduced a motion to adjourn the first meeting of the fall semester and Prof. Tappan seconded.</p>	<p>As requested by Dr. Hon, the Department will send Outlook appointments to the faculty to schedule the fall meetings.</p>

Respectfully submitted by Juan-Carlos Molleda on 8/19/15