

College of Journalism & Communications – Department of Public Relations
Minutes of the September 9, 2015, Meeting
Weimer Hall 2066 from 2:00 to 3:30 p.m.

Faculty members present: Linda Hon, Kathleen Kelly, Deanna Pelfrey, Mary Ann Ferguson, Ann Christiano, Kay Tappan, Juan-Carlos Molleda, Spiro Kiousis, and Rita Men.

Absent: Moon Lee (on sabbatical)

Agenda Item	Discussion and/or action taken	Follow-up
1) Call to order	Dr. Molleda called the meeting to order and asked for approval of the minutes from the August 18, 2015 meeting. Faculty reviewed the minutes. A motion was made by Dr. Ferguson, and seconded by Dr. Hon, to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.	
2) Update of the 2020 Task Force	<p>Dr. Hon and Prof. Christiano, as Department representatives, explained the activities that the 2020 Task Force has carried out thus far. They explained how the group has been divided to envision scenarios for undergraduate and graduate students finishing their programs and seeking employment and career development five years from now. Dr. Hon said that in the following weeks Dr. Babanikos and she will have individual meetings with faculty to gather feedback about the main goal of the task force: to envision the College’s structure and orientation in 2020.</p> <p>Dr. Kiousis thanked Prof. Christiano and Dr. Hon for the contributions to this important group for the College’s future.</p>	
3) PRSA-CEPR update	Dr. Molleda thanked the faculty who provided feedback for the self-study report of the Department. Prof. Pelfrey and Dr. Kelly said that they will provide detailed feedback on Friday, September 11, 2015.	The CEPR report will be submitted and application fee processed as soon as all the feedback and revisions are in.
4) Spring 2015 assessment	<p>Dr. Molleda presented the summary and detailed assessments of the Spring 2015 semester. The following themes summarize the feedback of the faculty:</p> <ul style="list-style-type: none"> • Overall, the assessments of students in three courses (i.e., Public Relations Writing; Public Relations Campaigns; and Sight, Sound and Motion) resulted in very positive evaluations (i.e., almost two third of the students evaluated were found to be proficient and excellent). 	Teaching assistants and adjuncts will be invited to the October 21 faculty meeting to discuss assessment.

	<ul style="list-style-type: none"> • Lowest evaluations were found in two sets of knowledge/skills assessed in Public Relations Campaigns: gathering information and conducting research and applying numerical and statistical concepts (i.e., a third of the students evaluated). These theoretical and applied areas should be further reinforced in the Public Relations Research course, as well as in Public Relations Strategy. Therefore, efforts should be directed to emphasize teaching standards and outcomes among faculty, Ph.D. students, and adjunct lecturers who facilitate learning in the Research and Strategy courses. • Improvement in teaching and assessment depend on the coordination of each of the core areas of the public relations curriculum. A meeting with faculty, Ph.D. students who teach or teaching assist and adjunct lecturers will be scheduled for October 21, 2015. The purpose of the meeting is to discuss the need to strategically link instruction, service-learning activities, and other class activities to student learning outcomes (SLOs). This effort should result in better assessments and more stable results. • The measuring instrument used to assess SLOs in Public Relations Campaigns is a written exam that consists of open-ended questions. A quantitative, closed-ended instrument should be developed. The successful case of Visual Communication -- now Sight, Sound and Motion (SSM) -- was highlighted. SSM uses three multiple-choice exams and assesses SLOs on students' average grades. Similarly, the assessment of a communication plan in Public Relations Writing as a final project was said to be working well, too. This skills course uses a quantitative rubric to evaluate the various components of the major assignment of the term. 	
<p>5) Advisory council nominees, meeting, and standardized bylaws</p>	<p>Dr. Molleda presented the nominees for up to seven new members of the Department's Advisory Council and asked faculty to provide any additional insights of the professionals under consideration. After the discussion finished, Dr. Molleda distributed ballots and asked faculty to vote and return them to the Department in 24 hours after the meeting.</p> <p>Dr. Molleda also distributed the draft schedule of events and agenda of the Fall 2015 meeting of the Department's Advisory Council. Faculty would like to be notified about the Council members who will attend the meeting as soon as possible to reach out to them for potential class visits. Also, they requested an updated Excel file with the contact information of Council members. In addition, the faculty offered the following suggestions:</p>	<p>As it has become a tradition, the new President and CEO of the Institute for Public Relations, Dr. Tina McCorkindale, will attend the Fall meeting along with the former President and CEO Frank Ovaitt. Soon after the Fall meeting, Dr.</p>

	<ul style="list-style-type: none"> • Include on each item of the schedule of events what it is requested from Council members and how they could be helpful. • Limit the length of the presentations to increase the participation of and interaction with Council members. • Ask PRSSA leadership to ensure that the undergraduate career counseling focuses on professional development and jobs in sectors of interest, not résumé critiques. • Extend the conversation on the CJC 2020 Task Force to an hour. This will be a good opportunity to gather feedback from Council members on such a strategic College exercise. <p>Concerning the College’s proposed standardized bylaws for Advisory Councils, the faculty reviewed the proposed changes and offered these observations:</p> <ul style="list-style-type: none"> • Limiting the Council meetings to once a year should be considered. The chair and various committees of the Council, as well as the chair and administrative assistance of each Department would have communications with Council members year round. A second virtual meeting may be considered as well. • The stipulation of a monetary contribution should include more diplomatic language. • The average number of members of 20 is considered too low because of the challenge to achieve acceptable attendance to the Council meetings. • The minutes and other records of the Council and its members should be housed and controlled by each Department. 	<p>McCorkindale will be officially elected to the Advisory Council.</p> <p>Agenda and schedule for the Fall 2015 meeting will be modified according to faculty feedback.</p>
6) Public Relations UF Online	Dr. Molleda again shared the proposed curriculum of the undergraduate online program, which is similar to the residential program except for the introduction of new electives. To better understand the new proposed courses, syllabi will be developed and presented to the faculty for discussion and approval.	This topic will be a recurrent item in future meeting agendas to monitor the development of the online program.
7) Old Business	None	
8) New Business	None	
9) Adjourn	<p>Dr. Molleda reminded faculty of the dates of two more meeting this semester: October 21 (with the participation of Ph.D. students and adjunct lectures) and December 2. All the meetings will be from 2:00 to 3:30 p.m. in Weimer 2066.</p> <p>Dr. Kelly introduced a motion to adjourn the meeting and Dr. Hon seconded.</p>	

Respectfully submitted by Juan-Carlos Molleda on 9/14/15