

College of Journalism & Communications – Department of Public Relations
 Minutes of the October 21, 2015 Meeting
 2 to 3:30 p.m.
 Weimer Hall 3032

Faculty members and guests present: Juan-Carlos Molleda, Josh Ferrari (student), Kay Tappan, Lisa Buyer (adjunct lecturer), Mary Ann Ferguson, Kathleen Kelly, Rita Men, Linda Hon, Eunice Kim, Nicki Dankers (academic advisor), Jungyun Won (PhD student), Jasper Fessman (PhD student), Tianduo (Tina) Zhang (PhD student), Deanna Pelfrey, Gabriel Stephen (PhD student), and Spiro Kiousis (PhD student).

Absent: Moon Lee (on sabbatical) and Ann Christiano.

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 September 9, 2015 meeting. Faculty reviewed the minutes. A motion was made by Linda Hon, and seconded by Kathleen Kelly, to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.	
2) Proposed College-wide critical tracking courses (Guest: Nicki Dankers)	<p>Nicki Dankers discussed the proposed changes to the college-wide critical tracking courses.</p> <p>Proposal 1: Remove the POS2112/CPO2001/INR2001 block from critical tracking and add STA2023, ECO2013 and MMC1009 to critical tracking. Nicki pointed out that all of the courses were already required for the degree with the exception of the MMC1009 course. The reasoning for the proposal would be to standardize critical tracking to a certain degree to allow students to transfer between majors more easily.</p> <p>Dr. Kelly expressed concern that adding the MMC1009 course would take away from other course credits which are important to the degree. Nicki expressed that the course could double count as elective and required course. Dr. Kiousis said it may help with securing freshman public relations majors.</p> <p>Motion to approve changes by Dr. Kiousis and seconded by Dr. Hon.</p> <p>Dr. Kelly questioned the reason for easing path between majors within the CJC. Dr. Kelly would like to see syllabus of MMC1009 course, and would like the introductory course to be guided by faculty members. She said she was unsure of what is currently taught. Dr. Molleda added that the course is a brief overview of all that the college has to offer in addition to previewing the majors.</p>	Dr. Molleda will share the syllabus of MCC1009 with Faculty for review for next meeting.

	<p>Molleda expressed his support for the course because it would share the resources of the college more easily with students.</p> <p>Dr. Ferguson expressed concern with the process and that there was not adequate time to review the changes. Motion was made to delay decision of MCC1009 as an addition to public relations major requirements to future date by Dr. Ferguson, seconded by Dr. Kelly. Amendment accepted by Dr. Kiouisis.</p> <p>Prof. Pelfrey expressed concern with removing psychology and history courses because they are important for public relations majors.</p> <p>Motion to adopt statistics and economics was made by Prof. Tappan and seconded by Prof. Pelfrey. All in favor.</p> <p>Motion to add American history, federal government/psychology, or state/local government/international relations as pre-professional requirements was made by Dr. Ferguson and seconded by Dr. Kelly. All in favor.</p> <p>Proposal 2: Proposal for prerequisite courses for admission as a junior includes removing AMH2010 (no longer required for degree anyway) and adding STA2023 and ECO2013 as requirements. Also, move psychology from state/local block to option block where students can choose between Psychology and Federal Government.</p> <p>Motion to add Statistics and Economics by Prof. Pelfrey and seconded by Prof. Tappan.</p> <p>Dr. Ferguson wanted to know the proportion of students who have already taken Statistics and Economics before they transfer. Nicki said most have completed the courses during AA requirements. Prof. Pelfrey wondered whether it would block some AA students from transferring.</p> <p>All in favor. Motion carried.</p> <p>Motion to remove AMH2010 (no longer required for public relations degree) made by Dr. Kiouisis and seconded by Dr. Ferguson. All in favor. Motion carried.</p> <p>Motion to move Psychology course from block with POS2112/CPO2001/INR2001 to block with POS2041 was made by Dr. Hon and seconded by Dr. Ferguson.</p>	
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	<p>Dr. Ferguson expressed concern that students aren't required to take a federal government course. Dr. Kelly agreed with concern – saying all practitioners need it in their careers to flourish. Prof. Pelfrey reiterated concern for students to potentially miss out on psychology course.</p> <p>Danker proposed making Psychology its own requirement, separate from the Federal Government course for the UCC proposal.</p> <p>Dr. Kelly expressed removing state/local/international and comparative to focus on federal government and psychology.</p> <p>Motion to include Psychology as an option with Federal Government withdrawn by Dr. Hon.</p> <p>Motion to add psychology as separate requirement by Prof. Pelfrey. Seconded by Prof. Tappan. All in favor. Motion carries.</p> <p>Proposal 3: Current students are required to take ENC1101 and ENC1102 in addition to a third English elective, defined as any course taught by the English Department with an ENC, ENG, CRW, LIT, or AML course prefix.</p> <p>The proposal is to change the definition of the third English elective to include any GE-Composition course or any 6,000 Gordon Rule course.</p> <p>Motion to accept and change as proposed by Dr. Kelly, seconded by Dr. Ferguson. All in favor. Motion carries.</p> <p>Prof. Pelfrey asked about the rationale of the decision. Nicki confirmed that the rationale for the change was due to a lack of online English course offerings, an issue for those enrolled in the online PR degree.</p>	
<p>3) Teaching standards and content coordination</p>	<p>Dr. Molleda began discussion about Department standards saying that there are coordinators for each subject, but that there is a need for further conversation.</p> <p>Dr. Molleda asked how the standards would affect TAs and easing the transition to teaching the course while upholding the same standards.</p> <p>Kiousis: Faculty question – what extent do adjunct and graduate students feel that the content in their sections is similar to content</p>	

	<p>in courses taught by faculty? How can we facilitate the transfer of resources to make experiences similar for all students taking a course?</p> <p>Jungwun TAed PUR3000 (online) in summer, but teaches it in person now... Expressed that the course is focused more on actions instead of theory online and she made changes to in-person section.</p> <p>Professor Pelfrey said the class is comprised of so many students outside our major and that is a possible reason why it needs to be more about tactical work. Jungwun followed up with numbers from the course: 157 students, half outside of the Department and 2/3 are in their junior or senior year.</p> <p>Audience for the CORE course is public relations students. Possible solution is to have in-person session dedicated to PR majors, and online for non-majors.</p> <p>Writing coordinator (Prof. Christiano) did not meet with Gabriel for transition. Strategy coordinator (Dr. Kelly) did not meet with lecturers this semester (but did last semester).</p> <p>Dr. Molleda will remind coordinators to meet with instructors every semester and will send lists and schedule of instructors to coordinators.</p> <p>Professor Pelfrey expressed concern that other courses are focusing on communications plans when they shouldn't be. Dr. Hon said that the department has never had the conversation about the standards for Strategy course. Dr. Kelly followed up by saying all instructors agreed on contents from Smith's Strategic Planning for Public Relations, with exception of Prof. Christiano's course.</p>	<p>Dr. Molleda will remind coordinators to meet with instructors every semester and will send lists and schedule of instructors to coordinators.</p>
<p>Student learning outcomes' assessment process</p>	<p>Dr. Molleda opened the discussion on student outcomes' assessment. Molleda asked Dr. Rita Men her experience with the Public Relations Campaigns beginning assessment. Dr. Men expressed concern with lack of continuity among students' knowledge of history and theories in public relations.</p> <p>Discussion on why an assessment was given in the beginning of the semester for Campaigns, but not in the end, continued.</p> <p>Dr. Kelly suggested that a rubric system be implemented for campaign evaluation. The suggestion included having professionals use a rubric to rate students after the final client presentation (for the oral component only). She pointed out that ACEJMC likes to see professional input.</p>	<p>Prof. Pelfrey will provide the Bateman competition rubric and her handout on communications plans she uses for Public Relations Writing.</p> <p>Professor Tappan will revisit the</p>

	<p>Professor Pelfrey suggested using the PRSSA evaluation form used for the Bateman Case Study Competition.</p> <p>Professor Tappan will revisit the assessment for Sight Sound and Motion for next meeting</p> <p>Professor Pelfrey and Gabriel Stephen commented on the Writing assessments, saying that all was going well. Dr. Kelly pointed out a need for a Department-wide writing evaluation rubric.</p>	<p>assessment for Sight, Sound and Motion for next meeting.</p>
<p>Technology requirement policy (Kay Tappan)</p>	<p>Professor Kay Tappan went over current technology requirement for public relations majors. She noted that hardware such as MacBook Pro should not be required so long as students can access the required software on whichever computer they decide to use. A suggestion to model the Department of Public Relations' tech requirements like the Department of Journalism's was discussed.</p> <p>A motion to model the Department of Public Relations' technology requirement after the Department of Journalism's technology requirements with the addition of verbiage on ability to SPSS program was made by Dr. Spiro Kiousis and seconded by Dr. Kathleen Kelly.</p> <p>Faculty voted unanimously in favor of the motion. The motion was approved.</p>	
<p>UFO update</p>	<p>The Department approached UCC with the option of delivering the complete public relations degree classes online: Same content with the new delivery mode. The decision to ask for approval of the same curriculum with different delivery mode was faster.</p> <p>Once approved, the department can introduce new electives to the online degree.</p>	<p>After UCC approval, new electives syllabi will be presented to faculty for consideration</p>
<p>Executive Communications Summit update</p>	<p>The Department of Public Relations is hosting the Executive Communications Summit on Oct. 26, featuring four workshops and a panel on various topics within executive communications.</p> <p>Workshops include:</p> <ul style="list-style-type: none"> • Ron Culp's "The Corner Office: Future Home of PR Pros" • Rosanna Fiske's "Preparing Executives for Media Interviews" • Steve Bryant's "'Big Food' Executives Face Competing Stakeholders in a World of Transparency: Can They Win?" • Ron Sach's "When the Shift Hits the Fan: How to Successfully Navigate a Crisis" 	

	<p>Panel discussion on the future of executive communications moderated by Professor Deanna Pelfrey from 6- to 7:30 in Gannett Auditorium</p> <p>You can sign up for workshops online and read bios of the speakers online: http://tinyurl.com/ufexecom</p> <p>The Department hired student-run firm Alpha PProductions to plan and coordinate the Summit under the guidance of Professor Kay Tappan.</p>	
CEPR and <i>PRWeek</i> updates	<p>CEPR tentative College visit scheduled for Jan. 24-26, 2016.</p> <p>The award entry for PRWeek's Public Relations Education Program of the Year was submitted by Dr. Molleda with help from Kay Tappan and Department staff.</p>	Dr. Molleda will confirm the dates and site team schedule
7) Old Business	None	
8) New Business	None	
9) Adjourn	<p>Dr. Molleda reminded faculty of the last meeting of the Fall semester December 2, from 2:00 to 3:30 p.m. in Weimer 2066.</p> <p>Kiousis introduced a motion to adjourn the meeting and Hon seconded.</p>	

Respectfully submitted by Juan-Carlos Molleda and Josh Ferrari 10/27/15 (reviewed 12/02/2015)