

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

Faculty members and guests present: Juan-Carlos Molleda, Kay Tappan, Mary Ann Ferguson, Kathleen Kelly, Rita Men, Linda Hon, Deanna Pelfrey, Spiro Kiouisis, Ann Christiano, Randy Bennett (guest), and Josh Ferrari (student-note taker).

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 October 21, 2015 meeting. Faculty reviewed the minutes. A motion was made by Dr. Kelly, and seconded by Dr. Kiouisis, to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.	
2) Additional feedback to the 2020 Task Force (guest: Randy Bennett)	<p>Dr. Hon, chair, and Mr. Bennett, co-chair, of the 2020 Task Force provided updates of the 2020 task force and asked for additional feedback. The strawman document the Task Force produced with faculty feedback is a framework for the vision and mission of the College. There are three teams filtering through preeminence in research, professional excellence and career readiness, and impact.</p> <p>Dr. Kelly asked what distinguishes other colleges (peer institutions) from our own. What was the process other colleges took to access the distinction? Resources? What did they give up to do that? Mr. Bennett added that other programs have something they're known for, examples include Arizona State University.</p> <p>Dr. Kelly likes the third priority – Look to the core and build upon it. Storytelling is seen as “low level” in her opinion. Prof. Christiano said that the focus would be more on the emerging science behind storytelling, such as neuroscience, etc. Dr. Kelly suggested it could fit under the thought leadership umbrella (No. 3)</p> <p>Dr. Kelly questioned the inclusion of sports and social impact, citing a lack of faculty publishing research on the subjects. Mr. Bennett added that if no other program is doing it well, we can become that program. Dr. Kelly reemphasized her stance on the lack of literature on the topic as a reason why no other schools have focused on it. Dr. Kiouisis noted that there are journals on sports communication, and emphasized the College's new sports class and Media Properties' services. Dr. Kelly ended by questioning whether Ph.D.</p>	Dr. Hon, Mr. Bennett, and Prof. Christiano will continue to get feedback from each department and then compile all in a revised document. The team will provide updates at a later time.

	<p>students would stick with the area and help build the body of knowledge.</p> <p>Prof. Christiano noted that the scholarship for advanced storytelling is coming from journals in disciplines like psychology, anthropology, and neuroscience.</p> <p>Dr. Ferguson wondered about the sustainability of the vision. She cited her time witnessing ups and downs in budgets over the years, and wanted to emphasize the importance of sustainability. She noted that at one point in time (when Dean Lowenstein was here), the College was known as a place of technology, but now she's not so sure we can classify ourselves the same way.</p> <p>Dr. Ferguson noted that under commitment to diversity and ethnicity, the College should include "and perspectives." She also added the importance of including faculty in the plan, and to let them know "who we are and what we are doing."</p> <p>Dr. Ferguson suggested adding that students should also be citizens of the world, and that the College should work to prepare them for beyond their careers, too.</p> <p>On the topic of social justice, the language used to describe the initiative was discussed. Mr. Bennett noted that in the College's desire to be bold, maybe we should take a perspective. Dr. Kelly contrasted this by saying some person's "bad" is another person's "good", and the College should stay away from taking a specific perspective on the subject. Language suggestions included "building social consensus," "stewards of civil society," and "adding value to society."</p>	
<p>3) Consideration of MMC 1009 Introduction to Media & Communications to complete College-wide critical tracking courses (guests: Mrs. Nicki Dankers and Dr. Katrice Graham)</p>	<p>Mrs. Dankers discussed the proposed changes to the College-wide critical tracking courses. Dr. Graham answered questions from faculty.</p> <p>Proposal: Add MMC1009 to critical tracking. The reasoning for the proposal is to standardize critical tracking to allow students to transfer among majors easily.</p> <p>Dr. Kiouis made a motion to accept MMC1009 as a required course for public relations under critical tracking only, seconded by Kay Tappan.</p> <p>Open the room for questions.</p>	<p>Dr. Kelly will send a slide on graduation and job offer statistics to Dr. Graham.</p>

	<p>Dr. Graham confirmed that the other three departments require the course. The course is taught every fall and spring. Randy Wright no longer co-teaches. Current enrollment is at 242 students.</p> <p>Dr. Kiousis added that one additional benefit to the course is that students are presumably better informed and can get through the curriculum easier. It lets them know all of the resources of the College and some great resources from the University.</p> <p>Dr. Graham noted that another goal of the course is to encourage students to have more independence and maturity by the time they get to upper-division courses.</p> <p>Professors Pelfrey and Christiano would like the Bateman team and the Frank team to be included as topics of the course for students getting involved.</p> <p>Dr. Graham added that in addition to mentioning them in class, the opportunities can be shared through the Knight Division’s weekly e-newsletter.</p> <p>Dr. Molleda called the questions and all voted in favor; thus, the motion carried.</p>	
<p>4) Review of Bateman competition rubric and Professor Pelfrey’s rubric for Public Relations Writing (information item)</p>	<p>Professor Pelfrey shared the Bateman score sheet from the last competition. The Bateman rubric may be a good basis for a common evaluation for the campaigns course.</p> <p>Dr. Kiousis questioned whether SLOs are supposed to be graded individually, and how that might not work with the group scoring method.</p> <p>Dr. Kelly suggested using peer evaluations to assign percentages of the group’s grade to individuals.</p> <p>Prof. Christiano said she noticed students don’t understand the connections between the steps of the ROPES process.</p> <p>Prof. Pelfrey suggested including a rationale section, which is what is used in the Bateman book.</p>	<p>Dr. Molleda will type up the Bateman score sheet and circulate to faculty for feedback. He will also circulate Pelfrey’s guidelines for writing course and Prof. Christiano’s campaigns presentation rubric for feedback for next meeting.</p> <p>Dr. Molleda will share exam questions with the group for</p>

		feedback for pre-course assessments. A vote will be taken at the next meeting to find common assessments for writing and campaigns.
5) Professor Tappan revisits the assessment for Sight, Sound and Motion (information item)	No further discussion.	
6) PRSA CEPR Site-Visit Schedule on February 8 and 9, 2016	<p>Dr. Molleda reiterated the PRSA CEPR visit in February, sharing that he would like faculty participation in the lunch, dinner, and class visit portions of the agenda that he emailed out.</p> <p>He also noted that reviewers have some free time in the schedule when they may want to meet individually with faculty. Both interviewers may or may not be at class observations.</p> <p>Dr. Molleda explained the tentative site-visit agenda and asked for revisions or questions about the items of the document. No questions or revisions were provided.</p>	
7) Update frank gathering 2016 and frank scholar 2016 (Prof. Christiano)	<p>Professor Christiano gave updates on the frank program. The speaker list is nearly final: 28 speakers, including three in CSR (i.e., IKEA, Estee Lauder, and CVS), digital strategy from NPR and the “carebot,” SVP Rockefeller Foundation, head of communications for immigration of Australia, and the head of bipartisan policy research center, among others.</p> <p>frank is adding two new conferences this year:</p> <ul style="list-style-type: none"> ● Changeville: music, film, and virtual reality festival in downtown Gainesville (10 p.m. to 2 a.m.). ● Media impact funders will host meeting during frank on Friday afternoon. <p>Dr. Hon talked about frank scholar:</p> <ul style="list-style-type: none"> ● New conference occurring Friday and Saturday after frank gathering. The focus will be on building a community of 	

	<p>scholars across disciplines focused on social change, public interest, etc.</p> <ul style="list-style-type: none"> • Smaller group, no more than 25 participants. • Lightning sessions: short presentations, more opportunity to talk and collaborate. • Salon dinners: participants pick with whom they want to have dinner. • Working on an open-access online journal. <p>frank gathering is at the same time as Journalism Interactive, so both conferences will share resources.</p> <p>A new company is working on the three frank websites which will launch soon.</p>	
8) Thought leadership in trade media and Institute for Public Relations' Blog and Research Journal (information item)	<p>Dr. Hon asked about how to publish research in trade media and the IPR online journal.</p> <p>Dr. Molleda explained the different methods of publishing for the publications below:</p> <p>Institute for Public Relations: Goal is to have a voice – Respond quickly to current events. Send blogs (of 1,000 words) to Sarah Jackson at sarah@instituteforpr.org. Questions of posting requirements and cross posting can be referred to Sarah.</p> <p>Research Journal: Pieces with solid professional implications, expressed very well. Dr. Don Wright receives submissions.</p> <p>The Conversation: General audience with academic writers.</p> <p>Dr. Kiousis added that he has students write the release and then he checks for revisions.</p>	
9) Old Business	None	
10) New Business	None	
11) Adjourn	Prof. Christiano introduced a motion to adjourn the meeting and Dr. Hon seconded. Meeting adjourned.	

Respectfully submitted by Juan-Carlos Molleda and Josh Ferrari 01/06/16