

**College of Journalism & Communications**  
**Department of Public Relations**  
**Minutes of the October 23, 2013, meeting**  
**Weimer 2066 at 2 pm**

**Faculty members attending:** Juan-Carlos Molleda, Spiro Kiouisis, Linda Hon, Mary Ann Ferguson, Kathleen Kelly, Ann Christiano, Sora Kim, Kay Tappan & Deanna Pelfrey.

**Others attending:** Martha Collada

<b>Agenda Item</b>	<b>Discussion and/or action taken</b>	<b>Follow-up</b>
Call to order/Approval of last meeting minutes	<ul style="list-style-type: none"> <li>• Dr. Molleda called the meeting to order and welcomed the group. Dr Ferguson moved to approve the minutes from the last meeting and Dr. Hon seconded the motion. A request to amend an item on the minutes was made by Prof. Pelfrey. She asked that we make sure to list those people who volunteered for the strategic agency task force. A vote was then taken with all faculty present and it was stated that the amendment would be made to the minutes from the last meeting. They were then approved.</li> </ul>	Add names of task force members to last meeting minutes.
Decision Item: Change in Critical Tracking GPA	<ul style="list-style-type: none"> <li>• Faculty size and compensation – Dr. Molleda informed that group that the undergraduate office is asking for a change in the critical tracking GPA from 2.8 to 2.0 for all work at all institutions and from 3.0 to 2.5 for all work at all institutions for semesters 2-4. He mentioned that all departments are approving these changes and that it should not affect the GPA for the majors and that this is to lower the number of students who have tracking holds. He said that the College has the third highest number of tracking holds on campus because of the higher GPA requirement and so the Provost Office asked that the College review the policy and reduce the advising workload for the Undergraduate Affairs Office by approving this change. Dr. Molleda asked for a motion to approve these changes and Dr. Ferguson made a motion. Some discussion took place and it was clarified that the requirement for graduation is a 2.0 minimum GPA and that it would not affect our requirement of a C or higher grade<sup>3</sup> in core classes. Prof. Christiano seconded the motion and a vote was taken. The motion was approved.</li> </ul>	
Discussion/Decision Item: Online Courses	<ul style="list-style-type: none"> <li>• Dr. Molleda said that the Graduate Committee have had some discussions at their meetings regarding the acceptance of graduate students in our program doing online courses within their major as part of the distance learning program. Dr. Ferguson explained that the Committee had a meeting and discussed this idea where on campus graduate students from our program would be allowed to take online courses which are being offered here at the College thru the Distance Learning Program. Some discussion took place and it was clarified that the idea the Committee is proposing is that students be allowed to take only electives online not core courses. Dr. Molleda clarified that</li> </ul>	This discussion will be continued at a later date when more information is gathered by the task force.

	<p>this would only be for Masters level students not for Ph. D. level. Some discussion took place and Dr. Molleda said that the Committee just wants us to begin the discussion about this subject because it still needs to be presented to the Graduate Faculty. Dr. Ferguson told the group that in the Public Relations electives there are 9 credits they need to take and another 6 credits in the general electives. Some discussion took place on the impact this would have on our face to face enrollment numbers. Information was shared on how currently the numbers show our students enrolling in more electives outside of our College and so this would help to give them options on choosing electives in our distance learning program. Dr. Ferguson suggested we form a task group to work thru this and take a look at the courses we could recommend if any and discuss the impact of endorsing this request. It was decided that the Graduate Program task force would look at this and plan a special meeting to address this. It was said that the website has the information on these online program courses.</p>	
<p>Review of Spring 2013 Student Assessments for PR Writing</p>	<ul style="list-style-type: none"> <li>• Dr. Molleda discussed the results he sent to the group via email. Dr. Kelly recommended that the file which is being used be revised. She stated that it needs to be looked at and revised. She suggested that the instructors name also be included in the file instead of just the section numbers. Some discussion took place about the variance in the results and how these instructors are evaluating and assessing these students. Concerns were raised about how they are assessing students and why we would have so much variation in the results is we are using standard criteria. It was suggested that we make sure to share this feedback with them after the results have come in so that they can compare the data. It was said that one of the issues with the assessments could also be that we have had many different instructors teaching this course and it is challenging to find consistency.</li> </ul>	<p>It was recommended that we train these instructors better and that we set up a guide of measurement for this assessment. Dr. Molleda will address the formatting issues with Dean Weigold and will ask him to include the instructors name and to quantify the measurement if possible.</p>
<p>Discussion on course proposals from Collaborative Curriculum Task Force</p>	<ul style="list-style-type: none"> <li>• Dr. Molleda said that the task force is asking for feedback on the courses they are proposing. Some discussion took place regarding the information Dr. Molleda sent out via email and the descriptions of these courses. Dr. Molleda asked that it be communicated to the committee via our representatives, Prof. Christiano and Prof. Tappan, about the limited view in terms of the narratives and descriptions. He suggested that the faculty also send their opinions and view to the committee as well to help reinforce the concern.</li> </ul>	

<p>Discussion about Public Interest Communication and Social Advocacy Proposal</p>	<ul style="list-style-type: none"> <li>• Dr. Molleda said that this proposal is important and that he would like to discuss the orientation of this proposal. He said that the Dean would like to use this proposal for development purposes and needs our feedback and endorsement. Some discussion took place about the proposal and about the idea regarding the development of a Center for Public Interest Communications. Dr. Linda Hon clarified that the Social Advocacy part of she is doing is complimentary to the vision of this proposal regarding the Center but that Social Advocacy would not be a part of this Center specifically. Dr. Molleda stated that we need to be clear as a Department if we are in support of this proposal because it will be affiliated with us and will be related to us. He said that we need to be clear on the orientation of this and offer some contributions to this vision. Some discussion took place about this topic. Dr. Kelly moved that the Department of Public Relations endorses the proposal of Public Interest Communications as an important specialization of the communication field and area of study. Dr. Hon seconded the motion. All were in favor and the motion was passed.</li> </ul>	
<p>Old Business</p>	<ul style="list-style-type: none"> <li>• Dr. Molleda announced that there will be a second wave of preeminence proposals and Dr. Kiouisis gave some information on what they are looking at doing. He said that it looks like it may be positioned around applied interdisciplinary research.</li> </ul>	
<p>New Business</p>	<ul style="list-style-type: none"> <li>• The meeting was adjourned.</li> </ul>	

**Respectfully submitted by Martha Collada**