

**Curriculum and Teaching Committee Report**  
**2020-2021**

*The Committee: James Babanikos (chair), Moni Basu, Roxanne Coche, Marcia DiStaso, Pat Ford, Robyn Goodman, David Ostroff, Ted Spiker, Kasey Windels.*

Below is a list of the major items we dealt with in the Curriculum and Teaching Committee this year:

**Teacher/Adjunct/Mentor/Advisor of the Year.** As it does every year, the Committee selected the Teacher of the Year, the Adjunct Teacher of the Year, the Faculty Advisor/Mentor of the Year, and the Professional Advisor of the Year. Congratulations to Journalism Professor Harrison Hove (Teacher of the Year); Liandra Larsen (Adjunct Teacher of the Year); Telecommunication Professor Iman Zawahry (Faculty Advisor/Mentor of the Year); and Alejandra Delgado (Professional Advisor of the Year).

**'Senior Examination' as part of ACEJMC Assessment.** To do as best we can with ACEJMC Assessment, the Committee developed a 50 multiple-choice question test that graduating students are required to take, which assesses the students' scope and breadth of general knowledge in their chosen major. This will serve as an important Direct Measure of ACEJMC Assessment. The Senior Examination was launched this Spring semester. The other Direct Measures we will use for ACEJMC Assessment accreditation will be Capstone Projects from each department evaluated by professionals (primarily from each departments' Advisory Councils), and aggregate internship or experiential learning / immersion experiences evaluations. The three Indirect Measures we will use are graduating seniors' exit surveys, student awards, and employment data (through the new Office of Careers and Corporate Partnerships).

**Rethinking the Outside Concentration.** The Committee looked into whether the College needs to continue having the Outside Concentration be a College requirement. The Outside Concentration was created many years ago when ACEJMC regulations had our students taking 90 credit-hours out of the College, and 34 hours in our College. However, today students can take 52 hours in our College, and 72 hours outside the college. With all the other university and college requirements students need to take (36 General education hours; 10 foreign language or 8 quantitative option hours; 15 pre-requisite hours; either INR2001 or CPO2001 or POS2112 for 3 hours; either SPC2608 or ORI2000 for 3 hours) there's precious little time for the Outside Concentration. Students coming in as freshmen don't have an issue, but this is especially problematic for Transfer students. The Departments of Advertising, Public Relations and the Digital film and TV Production track of Telecommunication have decided to eliminate the Outside Concentration; ADV and TEL have already gone through the UCC approval process.

**Dealing with various curriculum issues.** The Committee reviewed and approved a number of new courses, or courses that were offered as Special Topics that now require their own course number; they include: ADV3943: The Agency; ADV3411: Multicultural Advertising in the U.S.;

JOU4951: Noticias; MMC2613: Journalism, Justice, and Social Change; JOU4304: Science Journalism; JOU4201: News Center Practicum; and so on. Also reviewed and approved was the new Certificate in Spanish Language News.

**Allowing AI courses to count towards fulfilling the Quantitative Option.** Since AI is becoming such an important facet of UF instruction, the Committee decided to add three AI courses to the list of about 12 others that students can choose from to satisfy their Quantitative Option. The three courses are EEL3872: Fundamentals of Artificial Intelligence (3 credits), EGN1935: Frontiers of Artificial Intelligence (1 credit), and PHI3681: Ethics, Data and Technology (3 credits).

**Handbook for Undergraduate TAs.** The C & T Committee decided that a handbook for Undergraduate TAs is necessary so that the policies are clear and consistent within the CJC. So, the committee created a CJC handbook, based on one that the Department of Psychology developed a few years ago.

**Rethinking the Classroom (Peer) Evaluations.** Because the faculty classroom evaluations are optional to include in the Tenure and Promotion packet, and because Associate Provost Chris Hass says that the members of the Academic Personnel Board put very little weight on them when evaluating the T & P packets at the university level, the committee decided that it may be a good idea for the College to rethink the ways classroom evaluations are conducted.