

MPMT Department Faculty Meeting 01/09/2025 Minutes of Meeting

1. Call to order

Meeting started at 10:04 a.m.

Faculty Present: Babanikos, Coche, Esterline, Lee, McNealy, Ostroff, Selepak, Shenk, Sorel, Thompson, Zawahry, Xu, Wells.

Absent: Fowler, Leslie, Shin, Williams.

Also present: PATH advisers Jennifer Barrett and Thomas Garvey.

Sorel moved to approve the minutes from 11/21. Esterline seconded. The motion passed unanimously.

2. Department updates

Reminders about the ACEJMC visit in February were shared.

Xu gave an update about the upcoming finalists' visit for the faculty search committee he is chairing. Faculty were strongly encouraged to engage with the finalists and attend presentations.

Coche announced faculty meetings this semester would be every two weeks from 2:15 to 3:15 p.m. on Fridays.

3. Data Presentations

Lee presented results from the survey he ran in Fall 2024, which had 103 respondents.

Highlights include:

- $\frac{3}{4}$ of students are satisfied or extremely satisfied with the MPMT curriculum—and no significant differences were found by year.
- The main strengths of the major were (1) hands-on experience, (2) involvement and immersion, and (3) diverse and flexible. Its main weaknesses were (1) repetitive and overlapping courses, (2) a trade school perception, and (3) too broad.
- Students said the curriculum gave them skills for succeeding in communication and media professions (mean of 4.08 on a 5-point scale) and the knowledge for succeeding in communication and media professions ($M = 3.91$). However, the curriculum was lacking for global/International perspective ($M = 3.10$) and Statistical and numerical knowledge ($M = 2.59$).
- Respondents were split regarding the potential to merge Media & Society with Management & Strategy—about half wanted the tracks to merge and the other half preferred to see each track further specialize.

Coche presented results from Fowler's class work. Highlights included the distinction between Management & Strategy, and Media & Society was unclear on the website and to students. Students generally thought the name MPMT fit the department well. Course suggestions from students were:

- Management and Strategy:
 - Data-driven analysis courses
 - Music and entertainment business
 - Political campaign management
 - Brand building courses
 - Strategy-specific coursework
- Media and Society:
 - Social media management
 - Online writing courses
 - Specialized journalistic topic courses
 - Media law and entertainment legal studies
 - Influencer culture and celebrity impact courses
- Digital Film and TV Production:
 - Advanced lighting and sound courses
 - Specific on-set role training (gaffers, soundmixers, camera operators)
 - More post-production and editing opportunities
 - Film history and analysis courses
 - Media representation for cultures and ethnicities courses

4. Curriculum discussions

Faculty first split to discuss curricula within tracks (Media & Society + Management & Strategy on the one hand, and Digital Film and TV Production on the other). After lunch, the whole department gathered back to present proposed changes to each program. A potential curriculum merging Media & Society and Management & Strategy was presented.

Additionally, a discussion about the content of RTV3001 took place. McNealy will work on revising the course content as she will be teaching it starting Fall 2025.

Coche mentioned she will meet with the PATH office to discuss MMC1009 and report back later in the semester.

5. Strategic plan

The college's strategic plan was shown and the department decided to spend a longer faculty meeting in February to establish goals. The faculty will then be split into small groups, with each group responsible to propose objectives, strategies and tactics for one goal.

6. Adjournment

Thompson moved to adjourn. Esterline seconded. Adjourned at 3:36 p.m.