2019—2020
Graduate Committee Meeting Minutes
Thursday, 10/31/19

1:55 p.m., Weimer 2008

I.   Call to order

Kelleher called the meeting to order at 1:55 p.m.

II.   Approval of Minutes

A **motion** to approve the minutes from the 10-03-19 meeting was made by Goodman, seconded by Ferguson, and passed unanimously.

III.   Proposal for revised Audience Analytics online graduate certificate

Dr. Coffey submitted a letter explaining revisions to the online master's certificate in Audience Analytics. She could not attend the meeting due to teaching obligations.

Some of the courses offered for the certificate may become electives for the on-campus students in our program.

A **motion** to approve the revisions to the online graduate certificate in Audience Analytics was made by Goodman, seconded by DiStaso, and passed unanimously.

DiStaso mentioned that IBM wants to support the PR program. She met with a data scientist from IBM and invited anyone who would like to participate to attend future meetings.

IV.   Summer and fall 2020 course schedules, converting 6936s

Kelleher mentioned he is using a document to project two or three years out for course scheduling.

Discussion followed regarding Pro Master's core courses and electives. It would be beneficial to rename some of the courses to better fit the content. The classes are 6936s so it will be easy to rename them when the paperwork is submitted to give them a real number.

The four required Pro Master's courses are Applied Theory and Digital Persuasion in the fall and Data Visualization and Digital Storytelling in the spring. It was suggested Pro Master's students should take a grant writing class.

Kelleher will discuss course assignments with the department chairs.

V.   Graduate faculty appointments for lecturers (for Pro Master's)

The committee discussed the progress of the departments in putting together packets for lecturers to be recommended for graduate faculty so they will be allowed to sit on committees for our Master's students. Journalism has six complete packets ready for the next step. Telecommunication has the names, but no finished packets. Public Relations has only one name and is ready to go forward. Advertising doesn't know when it will be ready—they are reviewing the process very carefully.

Calienes mentioned she is interested in a two-member committee instead of three.

VI.   Task force to review master's tracks/requirements

Kelleher said the task force will be reinstated. It will consist of the graduate coordinators, Kelleher, and a person from the online program.

There was some discussion about doing away with the individual specializations (areas of interest) for the academic track but Ferguson pointed out that students want to have a specialty, not just a generic mass communication degree.

The question was raised—should there be tracks within the Pro Master's? Many members thought that would be a good idea.

VII.   CJC T&P Guidelines—more explicitly include grant activity

Should T&P look more explicitly at grant activity? How does it fit in now? Goodman suggested that writing a grant should count as a publication due to the amount of work that goes into writing a grant proposal. It should not be based on getting the grant, should be based on writing it.

It was suggested that writing grants should count toward T&P but not writing them should not count against you if you are in an area that doesn't support grants.

VIII. Other business

There was a discussion based on how many online courses should be allowed as electives for in-residence Master's students. A **motion** was made by Goodman and seconded by Babanikos to limit the number of online credits to six. If more are needed, the student can petition. The motion passed unanimously.

IX.   **Adjourn**

Kelleher adjourned the meeting at 2:50.

Attending: Kelleher, Babanikos, Calienes, Chen, DiStaso, Ferguson, Goodman, Ostroff, Rodgers, Spiker, and Hedge.