

**College of Journalism & Communications
 Department of Public Relations
 Minutes of the December 5, 2013, Meeting
 Weimer 2066 from 2 to 5:30 p.m.**

Faculty members present: Juan-Carlos Molleda, Spiro Kiouisis, Linda Hon, Kathleen Kelly, Ann Christiano, Sora Kim, Kay Tappan, Moon Lee, and Deanna Pelfrey

Faculty members absent: Mary Ann Ferguson

Others attending: Martha Collada

Agenda Item	Discussion and/or action taken	Follow-up
Call to order	Dr. Molleda called the meeting to order and explained that the purpose of the meeting was threefold: (1) to discuss and vote on the nine courses proposed by the College Collaborative Curriculum Task Force, (2) to vote on our Department’s lead and participation in further developing and staffing these courses, and (3) to vote on adding these courses to the Undergraduate Public Relations Degree Plan at this time.	
1) Discussion and vote on each of the nine courses proposed by the College Collaborative Curriculum Task Force	<p style="text-align: center;"><i>Seven of the nine courses were approved.</i></p> <ul style="list-style-type: none"> • MMC 3XXX: Sight, Sound, and Motion — Faculty discussed the course. A motion was made by Dr. Hon and seconded by Prof. Tappan to approve adoption of this course for the College’s curriculum. Faculty voted unanimously in support of the motion. The course was approved. • MMC 2005: Writing Mechanics for Communicators — Faculty discussed the course. A motion was made by Dr. Kelly and seconded by Dr. Kim to approve adoption of this course for the College’s curriculum. Faculty voted unanimously in support of the motion. The course was approved. • MMC 3xxx: Ethics and Problems in Mass Communications — Faculty discussed the course. A motion was made by Prof. Christiano and seconded by Prof. Tappan to approve adoption of this course for the College’s curriculum. Two faculty members voted in opposition and six faculty members voted in support of the motion. The course was approved. • MMC 3xxx: Consumer and Audience Analytics — Faculty discussed the course. A motion was made by Prof. Pelfrey and seconded by Prof. Tappan to approve adoption of this course for the College’s curriculum. Faculty voted unanimously in support of the motion. The course was approved. The public relations faculty further strongly recommended that this course be retitled to better reflect all four disciplines of the College, such as “Audience, Consumer, and Stakeholder Analytics.” 	

	<ul style="list-style-type: none"> • MMC 2xxx: Basic Numeracy — Faculty discussed the course. A motion was made by Dr. Kiouis and seconded by Prof. Tappan to approve adoption of this course for the College’s curriculum. Three faculty members voted in opposition and five faculty members voted in support of the motion. The course was approved. • MMC 1xxx: Introduction to Media and Communications — Faculty discussed the course. A motion was made by Dr. Kelly and seconded by Dr. Lee to oppose adoption of this course for the College’s curriculum. Three faculty members voted in opposition and five faculty members voted in support of the motion. The course was not approved. • MMC 3xxx: Personal Branding for Communicators — Faculty discussed the course. A motion was made by Prof. Christiano and seconded by Prof. Pelfrey to approve adoption of this course for the College’s curriculum. Three faculty members voted in opposition and five faculty members voted in support of the motion. The course was approved. • MMC 3xxx: Media Creativity, Innovation and Collaboration — Faculty discussed the course. A motion was made by Prof. Christiano and seconded by Dr. Kelly to retitle this course to “Creativity, Innovation, and Collaboration in Communications and Media.” Faculty unanimously voted in support of the motion, and the title change was approved. <p>Another motion was made by Dr. Kiouis and seconded by Prof. Pelfrey to approve adoption of this course for the College’s curriculum. Three faculty members abstained and five faculty members voted in support of the motion. The course was approved.</p> <ul style="list-style-type: none"> • MMC 3xxx: Media Entrepreneurship — Faculty discussed the course. A motion was made by Dr. Kiouis and seconded by Prof. Christiano to approve adoption of this course for the College’s Curriculum. Two faculty members voted in support, five voted in opposition, and one abstained. The course was not approved. 	
<p>2) Discussion and vote on what courses the Department of Public Relations would propose to lead and participate in further developing and staffing</p>	<p><i>Four of the nine courses were selected.</i></p> <ul style="list-style-type: none"> • MMC 3XXX: Sight, Sound, and Motion — Faculty discussed the Department’s role in the course. A motion was made by Prof. Pelfrey and seconded by Prof. Christiano to take the lead on further developing/staffing. Faculty voted unanimously in support of the motion. The Department’s role was approved. • MMC 2005: Writing Mechanics for Communicators — Faculty discussed the Department’s role in the course. A motion was made by Prof. Christiano and seconded by Dr. Kelly to take the lead on further developing/staffing. One faculty member abstained and seven faculty members voted in support of the motion. The Department’s role was approved. 	

	<ul style="list-style-type: none"> • MMC 3xxx: Ethics and Problems in Mass Communications — Faculty discussed the Department’s role in the course. A motion was made by Dr. Hon and seconded by Prof. Pelfrey to take the lead on further developing/staffing. Five faculty members voted in support and three abstained. The Department’s role was approved. • MMC 3xxx: Media Creativity, Innovation and Collaboration in Communications — Faculty discussed the Department’s role in the course. A motion was made by Prof. Christiano and seconded by Prof. Pelfrey to take the lead on further developing/staffing. Seven faculty members voted in support and one abstained. The Department’s role was approved. 	
<p>3) Discussion and vote on what courses the Department of Public Relations would add at this time to the Undergraduate Public Relations Degree Plan</p>	<p><i>Four courses were added and the number of credits for a fifth course was increased. Two current courses were deleted.</i></p> <ul style="list-style-type: none"> • MMC 3XXX: Sight, Sound, and Motion — Faculty discussed adding the course. A motion was made by Dr. Kelly and seconded by Prof. Pelfrey to adopt this course as part of the required College Core for undergraduate public relations majors. Faculty voted unanimously in support of the motion. The course addition was approved. <p>Another motion was made by Dr. Kelly and seconded by Prof. Tappan to remove PUR 4103 — Public Relations Visual Communication as part of the required Department Core for undergraduate public relations majors in light of the addition of the Sight, Sound, and Motion course. Faculty voted unanimously in support of the motion. The course deletion was approved.</p> <ul style="list-style-type: none"> • MMC 2005: Writing Mechanics for Communicators — Faculty discussed the course. A motion was made by Prof. Christiano and seconded by Dr. Kiouis to increase the number of credits for JOU 2005 — Writing Mechanics from one credit to three credits. One faculty member abstained, two faculty members voted in opposition, and five faculty members voted in support of the motion. The credit increase was approved. • MMC 3xxx: Media Creativity, Innovation, and Collaboration — Faculty discussed adding the course. A motion was made by Dr. Kiouis and seconded by Dr. Hon to adopt this course as a College elective for undergraduate public relations majors with the modified title approved earlier of “Creativity, Innovation, and Collaboration in Communications.” Faculty voted unanimously in support of the motion. The course addition was approved. • MMC 3xxx: Ethics and Problems in Mass Communications — Faculty discussed adding this course. A motion was made by Dr. Kiouis and seconded by Prof. Christiano to adopt this course as part of the required College Core for undergraduate public relations majors. Four faculty members abstained, one faculty member voted in support, and three faculty members voted in opposition of the motion. The course addition was not approved. 	<p>A procedural mistake was made on voting for MMC 2005 — Writing Mechanics for Communicators. Faculty only voted to increase the number of credits for JOU 2005, with the implied expectation of adding MMC 2005, a new course, to the Department’s curriculum. There was no need to vote on increasing credits for JOU 2005. Faculty should have voted on adopting the new course and also voted on deleting JOU 2005. The Department faculty may need to vote again on this course.</p>

	<p>Another motion was made by Dr. Kelly and seconded by Dr. Lee to investigate this course further and vote on it again during the 2014 Spring Semester. One faculty member abstained and seven faculty members voted in support of the motion. The action was approved.</p> <ul style="list-style-type: none"> • MMC 3xxx: Consumer and Audience Analytics — Faculty discussed adding this course. A motion was made by Prof. Christiano and seconded by Dr. Kiouisis to adopt this course as part of the required College Core for undergraduate public relations majors. Four faculty members voted in opposition and four faculty members voted in support of the motion. Interim Department Chair Dr. Molleda cast the tie-breaking vote in support of the motion. The course addition was approved. <p>A motion was made by Dr. Kelly and seconded by Dr. Lee to remove JOU 3346L — Multimedia Reporting as part of the required Department Core for undergraduate public relations majors. Faculty voted unanimously in support of the motion. The course deletion was approved.</p> <p>Another motion was made by Dr. Kelly and seconded by Dr. Lee to remove JOU 3101 — Reporting from the required Department Core for undergraduate public relations majors. Three faculty members abstained, two faculty members voted in support, and three faculty members voted in opposition to the motion. The course deletion was not approved.</p>	<p>MMC 3xxx: Ethics and Problems in Mass Communication to be investigated further and voted on again at a Department faculty meeting during 2014 Spring Semester.</p>
New/Old Business	The meeting was adjourned by Dr. Molleda.	

Respectfully submitted by Martha Collada on 12/09/13.