

College of Journalism & Communications - Department of Public Relations
Minutes of the January 15, 2014, Meeting
Weimer 2066 from 10:00 to 11:30 a.m.

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

Faculty members absent: Spiro Kiouisis

Agenda Item	Discussion and/or action taken	Follow-up
Call to order and approval of the last meeting's minutes	Dr. Molleda called the meeting to order, thanked the Department faculty for the opportunity to having been selected as the department chair, and asked for a motion to approve the minutes for the December 12, 2013, meeting. A motion was made by Prof. Pelfrey and seconded by Dr. Kelly to approve the minutes. Faculty approved the motion unanimously.	
1) Update on the Digital Communications search	Dr. Lee updated the faculty on the joint-advertising-public relations Digital Communications search. She said that 20 applications were originally received, five selected applicants were interviewed by phone, and two invited for on-campus visits. The first candidate, Eunice Kim (UT-Austin), successfully completed the on-campus visit (Jan. 6-7). The second candidate, Dr. Hyun Jin Kang (Penn State), will visit UF on January 27-28. Dr. Kang will be coming from Australia. A third candidate was invited but withdrew from the search process because of having accepted a job offer at another institution. Dr. Lee said that an additional candidate may be invited. However, she also stated that the digital communications qualifications of this applicant were not as strong as the three candidates originally selected for on-campus visits. Dr. Molleda thanked the public relations representatives of the search committee and encouraged them to keep the process moving to avoid losing the viable candidates, which was supported by the faculty in attendance.	
2) Update on frank2014 and prize	Dr. Molleda said that frank2014 is on target, Prof. Christiano has received donations to cover all the costs (which is outstanding for this to be the first public interest communication conference), and eight research papers will be reviewed for the prize. Each paper will be evaluated by three judges.	
3) SACSCOC on-site accreditation committee, February 18-20	Dr. Molleda stated that Dr. Kiouisis sent a message about the accreditation visit that included links to the UF accreditation site and Youtube video presented by Dr. Timothy Brophy (director of Institutional Assessment). Administrators and faculty will be notified whether they have been selected for an interview with the accreditation committee before the schedule visit. Dr. Molleda also explained that two public relations campaigns sections have adopted the Quality Enhancement Plan's (QEP) committee as a service-learning client. The classes will develop a five-year strategic public relations campaign for the University. Provost Glover already approved a five-year campaign budget. Dr. Molleda is working closely with the two campaigns	

	instructors, Christopher Wilson and Sarabdeep Kochhar, and Dean Leonardo Villalon of the UF International Center who is in charge of implementing the QEP.	
4) Discussion and vote for additional curricular changes pending from the December 2013 meeting	<p>Dr. Molleda reminded the faculty in attendance that a procedural mistake was made on voting for MMC 2005 Writing Mechanics for Communicators and that the discussion on the proposed course Ethics and Problems in Mass Communication was pending.</p> <p>JOU 2005: Writing Mechanics — A motion was made by Dr. Ferguson and seconded by Dr. Hon to remove JOU 2005 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>MMC 2005: Writing Mechanics for Communicators — Faculty discussed adding the course. A motion was made by Dr. Kelly and seconded by Prof. Tappan to adopt this three-credit 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> <p>Another motion was made by Dr. Kelly and seconded by Dr. Ferguson that the Department faculty conduct an assessment of the writing components of the Department Core Curriculum for undergraduate public relations majors. Unanimously, faculty members voted in support of the motion. The action was approved.</p> <p>MMC 3xxx: Ethics and Problems in Mass Communications — Faculty discussed this course. No further action was taken on this course. Faculty suggested further study of this course option for students considering the fact that the Department already offers a professional elective on Ethics and Professional Responsibilities.</p>	A Task Force should be created to conduct the approved assessment.
5) Discussion on how to proceed with a junior faculty line	Dr. Molleda explained that a junior line was given back to the Department as part of his negotiation process for the permanent chair position. He put the discussion into context and offered various alternatives on how to approach this hiring opportunity. A lengthy discussion followed and various perspectives were presented by the faculty in attendance.	Dr. Molleda will continue consultation with faculty and administrators concerning the allocation of the junior line position.
New/Old Business	The meeting was adjourned by Dr. Molleda.	

Respectfully submitted by Juan-Carlos Molleda on 01/21/14.