

College of Journalism & Communications – Department of Public Relations
 Minutes of the January 25, 2016 Meeting
 3:00 to 4:30 p.m.
 Weimer Hall 2066

Faculty members and guests present: Juan-Carlos Molleda, Kay Tappan, Mary Ann Ferguson, Kathleen Kelly, Rita Men, Linda Hon, Deanna Pelfrey, Spiro Kiouisis, Ann Christiano, Nicki Dankers, and Josh Ferrari (student-note taker).

Absent: Moon Lee (on sabbatical)

Agenda Item	Discussion and/or action taken	Follow-up
1) Call to order	Dr. Molleda called the meeting to order and asked for approval of the minutes from the December 2, 2015 meeting. Faculty reviewed the minutes. A motion was made by Prof. Tappan, and seconded by Prof. Pelfrey, to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.	
2) Faculty mentoring workshop (Prof. Pelfrey)	Faculty mentoring workshop this Wednesday, Jan. 27, with Dr. Thomasina Lott Adams. Lunch begins at 12:30 p.m., followed by a workshop from 1 to 3 p.m. Prof. Pelfrey is encouraging faculty to sign up. The workshop will be recorded, but live participation is encouraged. You can RSVP by emailing Ellen Nodine at enodine@jou.ufl.edu .	If you wish to participate in the lunch and/or workshop, you can RSVP by emailing Ellen Nodine at enodine@jou.ufl.edu .
3) New rubric for Campaigns (very first proposed draft)	Dr. Molleda introduced the proposed draft of exam questions to consider for the Campaigns rubric. Questions were taken from example exams forwarded by Dr. Men, and categorized under the different student learning outcomes. Dr. Molleda opened the floor to discussion. Prof. Pelfrey thought some of the questions were too detailed for the first draft. Dr. Molleda asked faculty to review the draft again, and send feedback via email.	The draft exam will be circulated again via email, and feedback from the faculty is expected. Dr. Molleda will compile feedback and present a revised rubric (exam) for its potential adoption.
4) UFO Public Relations – instructors	Dr. Molleda asked for developers and instructors recommendations for the following UF Online Public Relations courses: Research,	Email recommendations for UFO

recommendation needed	<p>Writing, Ethics/Professional Responsibility, Crisis/Risk Communication, and Sustainability Communication.</p> <p>Amelia Bell was recommended to teach Writing.</p> <p>Prof. Christiano recommended one potential adjunct lecturer: Claire Baralt.</p>	<p>developers and instructors to Dr. Molleda.</p>
5) Teaching evaluation performance	<p>Dr. Molleda said overall the College is doing well. Within the Department, two doctoral students were a cause for concern last semester, but Dr. Molleda is meeting with the instructors to guide them this semester.</p>	<p>Doctoral students as instructors of records will be evaluated by students in the middle of the semester.</p>
6) UF Career Resource Center's embedded academic advisor in CJC-PATH	<p>Ms. Dankers introduced the new inclusion of a UF Career Resource Center adviser in the CJC-PATH office. The new adviser is employed by UF CRC and will be in the PATH office multiple days during the week to provide career guidance to students in the CJC.</p>	<p>Once more details about the new adviser come up, Dr. Molleda will share the information with the faculty. The embedded advisor will be invite to a future meeting.</p>
7) Doctoral metrics	<p>Dr. Molleda introduced the two-year and five-year comparison of Doctoral metrics for the University and the College.</p> <p>Overall, the College is doing well in comparison to the University, but areas for improvement have been identified.</p>	
8) Adjunct lecturers support	<p>Dr. Molleda shared recommendations from the PATH office on adjunct lecturer support. Suggestions included an adjunct lecturer orientation, a once-a-semester invite to Department meetings, involving faculty in the vetting process of adjuncts, and more.</p>	<p>A document with suggestions will be shared with faculty for review.</p>
9) Online master's specialization in Public Relations and Communication Management information packet and website	<p>Dr. Molleda shared updates with the online specialization in Public Relations and Communication Management, distributing an information packet and the link of the new online master's website.</p> <p>He also announced the last stage of a series of conversations with a global public relations firm that may co-brand the online graduate program and provide professional insights and contents to the instructors.</p>	<p>The details of the intellectual partnership will be shared with the faculty when available.</p>

(publicrelationson line.jou.ufl.edu)		
10) Old business, new business	<p>Dr. Clay Calvert is rolling off University Senate. Prof. Tappan asked for nominees from the Department for replacement.</p> <p>Prof. Christiano reminded faculty about frank, frank scholar, and changeville registrations, highlighting more diversity components and international participants.</p> <p>Dr. Kelly announced she is co-chairing the membership committee of the Arthur W. Page Society.</p> <p>Prof. Pelfrey shared updates from the Bateman team. The launch of the campaign for the Student Veterans of America is scheduled for February 18.</p> <p>Prof. Pelfrey was selected as the College’s Teacher of the Year.</p> <p>Prof. Pelfrey is leading a project with the Center for European Studies along with the support of Alpha PProductions.</p>	Nominations for University Senate can be sent to Dr. Molleda via email.
11) Adjourn	Prof. Pelfrey introduced a motion to adjourn the meeting and Prof. Tappan seconded. Meeting adjourned.	

Respectfully submitted by Juan-Carlos Molleda and Josh Ferrari 01/25/16