

College of Journalism & Communications – Department of Public Relations
 Minutes of the February 15, 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, Randy Wright (guest) and Josh Ferrari (student note taker)

Absent: Moon Lee (on sabbatical), Nicki Dankers

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 January 25, 2016 meeting. Faculty reviewed the minutes. A motion was made by Dr. Kelly, and seconded by Prof. Pelfrey, to approve the minutes. Faculty voted unanimously in favor of the motion. The minutes were approved.	
2) Weimer Hall Security/Safety (guest Randy Wright)	<p>Randy Wright passed around copies of the phase one implementation of the security/safety plan of the College. Dr. Kelly asked about the third floor door access to the faculty wing, and who has responsibility to close the door after hours.</p> <p>Faculty reviewed the plan and offered feedback. On how to communicate the changes to students, Dr. Kelly asked for PowerPoint slides to include as an announcement in class. Canvas announcements were discussed, but Josh Ferrari mentioned students can opt out of receiving the announcements as emails.</p> <p>Dr. Kelly voiced concern about classroom doors swinging outwards instead of inwards.</p>	Please email suggestions to Randy Wright: rwright@jou.ufl.edu
3) Second draft of assessment rubric (exam) for capstone course (Campaigns)	<p>Dr. Molleda passed out copies of the second draft of the assessment rubric (multiple-choice exam) for the capstone course. Faculty discussed the draft.</p> <p>A scenario format for questions about tactics was discussed. Dr. Kelly suggested creating 10 questions for each SLO.</p> <p>Prof. Christiano asked about a cumulative assessment and the fairness of it.</p>	Dr. Molleda asked faculty to send sample questions to him via email for each SLO to meet the 10 item total for each. A Google Doc was created to facilitate online feedback.

<p>4) Preliminary feedback of the PRSA CEPR site visit</p>	<p>Dr. Molleda shared the feedback from the PRSA CEPR site visit. Dr. Trahan and Dr. Cannon will recommend certification.</p> <p>Feedback included adding more training for Ph.D. students in classroom environments; lowering the student/faculty ratio via endowed professorships and chair positions; and emphasizing other possibilities in the career field besides agency work.</p> <p>The reviewers will share a draft of the report with Dr. Molleda. Faculty are encouraged to review the draft for accuracy before it is sent to the CEPR committee for a vote.</p> <p>Prof. Pelfrey shared that the reviewers felt the classroom experience was strong, with the exception of one classroom visit, citing that the reviewers left the classroom after only 10 minutes.</p>	<p>The PRSA CEPR report will be sent to the faculty as soon as it becomes available.</p>
<p>5) Draft agenda of the spring meeting of the Advisory Council</p>	<p>Dr. Molleda went over the agenda for the spring Advisory Council meeting.</p> <p>Prof. Christiano suggested Advisory Council members doing presentations of their own. Prof. Christiano also proposed Dr. Hon give a review of the frank scholars gathering.</p> <p>Prof. Christiano suggested a session with advisory council members on understanding the full range of positions in public relations available today.</p> <p>Prof. Pelfrey suggested a differentiation between corporate vs. agency vs. nonprofit. Another topic: How are advisory council members handling social media? Is it a strategic approach?</p> <p>Prof. Tappan suggested a session on teaching business acumen to students.</p>	<p>Dr. Molleda will forward another draft of the agenda to faculty with revisions.</p>
<p>6) Old business, new business</p>	<p>Dr. Molleda went over admissions information provided by Dean Weigold. The Department of Public Relations led the College in declared majors by freshmen. All departments have improved in terms of student-credit hours.</p> <p>Dr. Ferguson gave a graduate update and will provide official numbers soon. Most of the graduate applicants and incoming students admitted are from China.</p> <p>Dr. Molleda moved discussion about a task force for graduate programs to the march Department meeting.</p>	<p>The creation of a graduate task force will be considered in the March meeting.</p>

	<p>Dr. Molleda brought up the introductory class for declared majors in the College (MMC 1009 Introduction to Media and Communications) and a concern with different Department chairs including public relations as a scope of work when they give an overview of their program. Faculty commented that most of the entry-level positions students from other majors achieved are at the tactical level.</p> <p>STEM Translational Research Center will likely be approved with two or three preeminent positions becoming available.</p> <p>Dean McFarlin is in a committee on presidents and provosts, and will likely ask faculty for suggestions on how to reach out to presidents and provosts across the country.</p> <p>In regards to student awards, faculty can still send suggestions to Dr. Molleda via email.</p> <p>Prof. Pelfrey announced Bateman campaign launches Thursday, Feb. 18.</p> <p>Task force 20/20 meeting is Wednesday, Feb. 17 – 2 p.m. in Weimer 3032.</p>	
7) Adjourn	Prof. Pelfrey introduced a motion to adjourn the meeting and Prof. Christiano seconded. Meeting adjourned.	

Respectfully submitted by Juan-Carlos Molleda and Josh Ferrari 03/11/16