

Department of Public Relations

Faculty Meeting Minutes

Dec 5, 2016

Members Present: Linda Hon, Deanna Pelfrey, Mary Ann Ferguson (via telephone), Spiro Kiousis, Moon Lee, Ann Christiano, Rita Men, Kay Tappan, and Randy Bennett.

Information Items: John Wright, Interim Chair

Wright made the following announcements:

- A. He reminded tenured faculty members that the meeting to discuss the chair applicants would be held Wednesday, Dec. 7 at 9:30 in Weimer 3202.
- B. He asked again that faculty send suggestions of for his upcoming presentation to the faculty on three exciting things in the department for the 2016-17 academic year.
- C. He also asked about suggestions of graduating seniors for a College video and faculty members assured that students had volunteered and the shoots were complete.
- D. Wright informed members that the Advisory Council members had asked for some alterations to the formats

Agenda Items

1. **Randy Bennett – 2020 and College Strategic Plan** - Randy assured the faculty that the 202 plan is moving forward, but with a new twist. The committee decided to use the model implemented at the faculty retreat and hold breakout session on each of the six areas in subgroups. Then the committee will meet and come up with a draft of a strategic plan. He will be sending out notices for faculty members to sign up with various subgroups. The goal is to have a solid strategic plan approved by the end of spring semester. Spiro added that some small groups are already in place to handle certain areas.

2. Chair Search Update – Linda Hon reported that as announced by Wright suggested various options for the faculty to discuss, including adding a project option to the existing MAMC program, or, developing our own pro-master's program. Wright also suggested that the faculty should decide if they want to participate in the combined MMC6421 research class. Christiano asked if we can develop pro-master's public relations specialization without going through the board? Wright answered affirmatively.

Kiousis suggested that we could make the Pro-Master's an online program, and have the the on-campus courses continue focus on public relations academics and preparation for the doctoral degree.

A discussion ensued about the quality and rigor of the Pro-Master's program. Ferguson offered that our master's program has been an important feeder program for public relations doctorates. If we shift emphasis to the Pro-Master's, we would lose people in academia.

Another option could be a combined MA/PhD program.

Wright asked if the faculty wanted to form a task force to make a proposal. It was decided instead that we would have a meeting of all faculty interested in remaking the program. Wright asked for volunteers. Ferguson suggested that everyone go online and study the existing programs. Kiouisis reminded that we also should address our student enrollment issues, adding that about 20 students is a good cohort.

3. UF Campaign - Wright informed the faculty that the College has a new goal to create five new endowed chairs in the College. He suggested that faculty members think about possibilities related to public relations so that the development staff could pursue.

4. Chair Search Update – Linda Hon gave an update on the chair search. She informed members that there were 10 candidates remaining in the pool and that the next meeting would be in later in October to review the applications and decide on those with whom we want to hold telephone interviews.

5. Department Travel – Wright informed the faculty that Lisa Burnett will now handle all travel. He encouraged faculty members who have not met Lisa to stop by and say hello, and added that she has already proven to be an outstanding colleague in the office.

The meeting was adjourned at 10:30 am.