

College of Journalism & Communications

Department of Public Relations

Minutes of the April 8, 2013

Wemer 2066 at 9:30 AM

Faculty members attending: Juan-Carlos Molleda, Spiro Kiouisis, Linda Hon, Mary Ann Ferguson, Sora Kim, Moon Lee, and Deanna Pelfrey.

Faculty member not present: Kathleen Kelly and Ann Christiano

Others attending: Iris Campbell

Agenda Item	Discussion and/or action taken	Follow-up
Call to order	Dr. Molleda called the meeting to order and thanked everyone for coming.	
Approval of minutes	Dr. Molleda stated that the minutes from the last meeting needed to be approved and Dr. Kiouisis moved for approval of the minutes. Dr. Hon seconded the motion. The minutes were approved unanimously by the faculty present.	
Update on the proposals of faculty positions	Dr. Molleda said that the faculty proposals committee met once and will meet again this afternoon. The Telecommunication and Advertising Departments introduced their proposals. The Public Relations and Journalism Departments will introduce their proposals today. The two ad hoc proposals will be also discussed today. There are a total of 10 proposals. Only four potential proposals would be sponsored. Dr. Molleda explained that the proposals will be evaluated with the set of criteria articulated by the Dean's office, but he did not have a clear idea how the evaluation process and final recommendations would be performed by the committee.	Results of the final evaluation and recommendation will be shared with public relations faculty as soon as the committee work is finalized.
Update on the graduate admissions	Dr. Ferguson stated that 21 out of 124 applicants have been admitted to the master's program with an emphasis in public relations. Only four are domestic applicants, the rest of them are foreign applicants. No one has accepted the admission. Dr. Molleda added that a total of 157 applications have been received, making the public relations graduate program the most sought after MAMC of the College. Discussion proceeded concerning the need to review the orientation of the master's program and the potential development of an online master's program in public relations.	Dr. Molleda will convene a graduate programs' task force (Ferguson, Hon, Molleda) to develop specific proposals to be presented to the faculty in a future meeting.

	<p>Dr. Kiouis explained that a marketing analysis conducted by Pearson Embanet identified a graduate program in public relations as the second-most potential specialization in mass communication to attract great interest in an online platform. The faculty unanimously agreed to establish an exploratory task force that could produce specific proposals for the faculty to consider. Dr. Molleda asked professors Ferguson and Hon to join him on this task force.</p>	
<p>Undergraduate enrollment data</p>	<p>Dr. Molleda commented on the data facilitated by Dr. Weigold during and after the last Deans and Chairs Committee. Faculty discussed the declining undergraduate enrollment and the strengths of the Public Relations Department in terms of undergraduate and graduate enrollments and the high level of productivity of its faculty. Dr. Ferguson pointed out that the declining numbers across the College and specific Departments are relatively small. She also said that we may be discussing a problem that does not exist in reality. However, the Department's faculty agreed on a series of measures we could take to strengthen the enrollment picture of the department, such as suggest the revision of the overall digital communication strategy of the College to increase visibility of its various undergraduate and graduate programs on and off campus, strategically staffing of the Principles of Public Relations with full-time faculty members (a port of entry for students of a variety of majors), and assign a Alpha Production team to develop a campaign for the Department to communicate the attractiveness and potential of its programs.</p>	
<p>Potential curriculum consolidation opportunities</p>	<p>Dr. Molleda opened the discussion stating that there are opportunities to offer undergraduate students a good foundation on visual communication and video production to prepare them for the practice. He asked for feedback. After a discussion. Faculty reached a consensus to support that Dr. Molleda offers visual communication as a foundation course for all undergraduate students of the College. Similarly, faculty supported the idea to explore a foundation course in video production for the web and mobile media, in particular. Dr. Hon stated that we also needed to improve retention of faculty and to protect future junior faculty to help them with research productivity and excellence in teaching. This was in reference to the challenges we have faced to retain visual communication faculty.</p>	<p>Dr. Molleda will offer departmental feedback to Dean and Chairs and the committee that will evaluate faculty position proposals</p>

Potential combined degree programs	Because of the lack of time this discussion was left for the next meeting. Everyone agreed.	
Old business	None	
New Business	<p>Dr. Hon started a discussion regarding faculty being informed on availability of funds. Dr. Molleda agreed to share budget information with faculty next meeting.</p> <p>Also there was a discussion regarding the process being used for the open Chair position. Dr. Molleda advised the search committee to meet soon.</p> <p>Prof. Pelfrey stated that PRSSA will update on the 2012-2013 Bateman national competition on Monday, April 15. Dr. Molleda congratulated Prof. Pelfrey on the Bateman Team's work. Everyone agreed.</p> <p>Dr. Molleda finally mentioned the two-week seminar with students of Universidad del Pacífico, Chile schedule for July 8th. Ellen Nadine has been helping with the budget, program, and logistics. Public relations faculty will be approached to teach workshops similar to the ones offered to Brazilians students of Universidade de Sao Paulo. A percentage of the benefits of the seminar will go directly to the Department of Public Relations.</p> <ul style="list-style-type: none"> • The meeting was adjourned 	<p>Dr. Molleda will share budget information with faculty in the next meeting.</p> <p>Dr. Molleda will keep faculty informed of the summer program with Chilean students.</p>

Respectfully submitted by Iris Campbell