

**Minutes from Curriculum and Teaching Committee Meeting
Wednesday, December 2, 2020 at 11:00 am
Zoom Conference Call**

Those present: James Babanikos (chair), Moni Basu, Roxanna Coche, Marcia DiStaso, Pat Ford, Robyn Goodman, Judy Hunter, David Ostroff, Ted Spiker, Kasey Windels

Announcements

- Babanikos shared some updates from the December 1st ACUA meeting:
 - Covid:
 - Required Covid testing every two weeks for students in f2f classes, for those living in residence halls, and for those in fraternities and sororities... for the first 6 weeks of classes.
 - Students will begin to getting notified about scheduling for a test starting Dec. 10... they will be able to schedule a test starting December 14th.
 - Students can start getting tested January 4, but residence halls don't open until January 7th. Students don't have to test to get into residence hall.
 - UF Enrollment:
 - To everyone's surprise, application numbers are up this year over last by 2,633. Total applicants are 48,754. However, 17,651 of them are still missing their SAT/ACT scores.
 - Transferology:
 - Allows prospective students from other colleges and universities nationwide to load their courses in the system to determine how they will transfer to UF.
 - This is great because the chairs/faculty/advisors will no longer have to analyze syllabi to see if they're equivalent to courses we reach here.
 - This will increase transparency into the transfer process.
 - They're trying to work this into the degree audit.
 - Online grade change systems:
 - Pilot test in March, launch in mid-summer.
 - Course wait List:

- Pilot test will start middle of spring semester.
- Walk out of Term:
 - A student petitioning to walk out of term ahead of their final term should... be within 1 semester of graduating (not within 6 credits as was previously the case)
 - A student petitioning to walk out of term after their final term should... walk within 2 semesters of graduating (this does not apply to graduates affected by the coronavirus pandemic)
 - Colleges can approve petitions because of health issues, military deployment, VISA expiration deadlines, and any other extenuating circumstances the College sees fit.

Changes to ADV 4-year plans and approval of two new ADV courses

- ADV chair Robyn Goodman proposed changed to the 8-semester plans for both The Agency and the Persuasive Messaging sequences incorporating the new 'Multicultural Advertising in the U.S.' course.
- ADV chair Goodman also proposed two new courses: ADVXXXX: Multicultural Advertising in the U.S., and PURXXXX: The Agency Immersion.
- After some minor edits to the two courses, the two semester plans and the two new courses were unanimously approved.

Synchronizing the 8-semester plan for 'native' students with the 2-year plan for transfer students.

- Right now, transfer students coming into Advertising, Public Relation and in the Telecommunication Digital Film and TV Production sequence are either off-track in their semester, or will be off-track in their second semester here.
- Advisors need to lift the students' holds before they can register for classes.
- Moreover, students are demoralized being off-track the first semester they're here, through no fault of their own.
- Instead of trying to change the 8-semester plans so that they work for both native and transfer students – which will be difficult to do – it was decided to do what's currently being done in some CLAS majors:
 - After transfer students are admitted and are set up in the system, an advisor goes in and manually changes their tracking term from Semester 5 to Semester 4. This way, they won't be off-track as soon as they get into our program.

ACEJMC Assessment Updates

- The Senior Examination for ACEJMC accreditation is ready for each of our four departments (and three Telecommunication sequences), and the committee decided to

do some trial runs with graduating students at the beginning of the spring semester. That will give us some time to tweak any problems that may come up, and we should be able to roll out the exam late to all graduating seniors in the spring semester.

- There was also discussion about how to best organize the capstone project evaluations by professionals, as well as the aggregate internship or experiential learning / immersion experience evaluations

The meeting ended at 11:55 am

Minutes submitted by James Babanikos