

2020-2021  
Graduate Committee Meeting Minutes  
Thursday, September 3, 2020  
1:55 p.m., Zoom

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I. Call to order

The meeting was called to order by Tom Kelleher at 1:55 using Zoom.

II. Approval of minutes from 04/15/2020

Mary Ann Ferguson made a motion to approve the minutes, Robyn Goodman seconded, the minutes were approved unanimously.

III. Admission officer job search update

The job announcement for Sarah Grimmage's admissions officer position will be posted in a week or so. The position will be TEAMS. Kelleher is requesting that Lissy Calienes, Daessa Howard, and Lylly Rodriguez serve on search committee.

Evan Kropp reported that the distance office is piloting a Sales Force platform for admissions. It should be up and running this fall. It's all digital, no paper copies. Daessa Howard will be in touch with everyone involved. Anyone who uses it will need to have an account.

IV. Coordinator roles

The coordinator roles will be reviewed to go along with changes being proposed by the tracks task force.

The goal is to get curriculum changes completed and to grad committee later this semester and in the catalog so that revised curriculum would be available to students beginning in Fall 2021 would have the correct information in the catalog.

Congratulations to Carla Fisher and the health and science com faculty for the new Health and Science Communication graduate certificate. Fisher is serving as graduate coordinator for the certificate for now and Treise is coordinator of the Science/Health track. Kelleher made a proposal that the Health and Science certificate coordinator be designated the same as the existing track coordinators with a \$3000 stipend. No motion or vote required.

V. MAMC tracks task force

Kelleher shared the enrollment figures of new students fall 2020. Our numbers are down in the on-campus program; distance is doing very well. The numbers speak to the importance of marketing and recruiting going forward.

We will continue to focus on changing the MMC 6936 courses to real numbers.

Kelleher expressed his gratitude to Mary Ann Ferguson for teaching the two required PR courses to our two Chinese admittees who are still in China.

If the new curriculum changes are approved we might get to a point where we have a research and theory master's director instead of coordinators for all the tracks. That person's stipend would be higher than a current track coordinators' stipend. We would probably do away with track coordinators in those areas where the enrollment is very low.

Combination degree students are taking our courses but are not counted in our enrollment because they have not officially been admitted to the master's program yet. Calienes said there are up to 30 undergrad students who are interested in pursuing the combination degree and are enrolling in our classes. We had hoped they could enroll in the core classes but in some cases the capacity didn't accommodate them. They have registered in other classes, including some distance courses.

The research and theory area shouldn't be marketed as just Ph.D. prep because some students might want to learn research without going on to a Ph.D. program.

A question was asked about the disparity between number of students who apply and those who actually attend. A committee member clarified that the more important focus should be a comparison of the number of students accepted to the number who enroll. A main reason cited for in-residence MAMC students not enrolling after being accepted is the lack of funding at the master's level.

The main point of the task force is to clean up the curriculum so we can brand it appropriately. One MAMC, three ways to get there.

Kelleher asked McNealy to be the point person using her syllabus to initiate the name change for MMC 6660.

The issue of changing MMC 6973 from project-in-lieu-of-thesis to project capstone was brought up. Do we want to change the name or have a new course for capstone and retain the project-in-lieu-of-thesis? Discussion followed about keeping the 6973 for students doing a project in the research/theory area. McNealy pointed out a number of Ph.D. programs are now admitting students who have done a documentary.

Getting a capstone project course approved for the Pro Master's would also be an opportunity to get graduate school approval to change the requirement to only two-member committees.

Goodman raised the idea of requiring a Statistics course of all students, again.

#### VI. Other business

Fisher asked about how academic areas of interest are communicated to prospective doctoral students and how doctoral students are classified once they enroll. They are currently listed by track, not by one of the seven key areas listed on the website. She suggested it would be easier for prospective students to find faculty in their area of interest if the areas could be hyperlinked to faculty who align themselves with those particular areas.

#### VII. Adjourn

Kelleher adjourned the meeting at 2:57.

ATTENDING: Kelleher, Calienes, Chen, Coche, DiStaso, Ferguson, Fisher, Goodman, Kropp, McNealy, Ostroff, Rodgers, Spiker, Treise, Te, and Hedge