

CJC Graduate Committee Report, 2020-2021

- MAMC coordinator roles defined with written expectations
- New admissions processes adopted and piloted using Salesforce platform
- GRE temporarily waived for fall 2021 Ph.D. admissions (permanently dropped for MAMC admissions)
- Academic assessment—SLO review, discussion and programmatic use of results
- Nomination of Linda Hon for UF Doctoral Mentoring Award (she won!)
- Ph.D. Admissions and Virtual Visitation Day in February (10-14 expected in fall)
- Online internal CJC [survey](#) of courses taken outside of CJC, with results [available](#)
- Two certificates and ten courses or course changes approved at university level (see below)
- Four on-campus and 22 online course proposals approved at CJC level, pending university approval (see below)
- Three on-campus and eight online MAMC concentrations proposed (see below)
- Language proficiency requirements for graduate admissions reviewed, with recommendation to align published CJC criteria with [UF criteria](#)
- Dissertation co-chairing policy reviewed and guidelines approved, stating that anyone who is considered doctoral faculty can chair a doctoral committee but that assistant professors and first-time chairs should work closely with a mentor
- Revised research methods test for incoming Ph.D. students
- Julie Dodd Graduate Student Teaching Award: Moritz Cleve
- Outstanding Master's Student Award: Noura Ibrahim
- Graduate committee minutes [posted online](#)

2020-21 Graduate Curriculum Updates (as of April 2021)

Approved at University Level

- Online Graduate Certificate in Audience Analytics
- Graduate Certificate in Science Communication
- MMC 6660 *Communication, Technology and Society* (new title)
- RTV 6801 *Media Management and Theory* (new title)
- COM 6715 *Grant Writing*
- MMC 6568 *Communication in Healthcare*
- MMC 6485 *Advanced Qualitative Methods: Narrative Health Methods & Analyses*
- MMC 6486 *Family Communication and Health Across the Lifespan*
- MMC 6487 *Interpersonal Health Communication Theory*
- MMC 6806 *eHealth: Digital Communication in Health Care*
- MMC 6XXX *Science and Health Policy* (awaiting course number)

Approved at CJC Level

- MMC 6XXX *Systematic Review Methods* (conditionally approved at university level pending requested revisions)
- MMC 6XXX *Translational Communication Science* (conditionally approved at university level pending requested revisions)
- MMC 6XXX *Experiments in Communication Research* (conditionally approved at university level pending requested revisions)
- MMC 6XXX *Documentary and Social Change* (conditionally approved at university level pending requested revisions)
- Online courses approved at CJC level for conversion to permanent course numbers (from MMC 6936)
 - Developing a PIC Approach to Strategic Communication
 - Digital Reputation and Brand Management
 - Foundations of Effective Visual Communications Design
 - Fundamentals of Digital Political Advertising
 - Fundamentals of Political Engagement
 - Inbound Strategy
 - Introduction to Audiences
 - Introduction to Digital Political Campaigning
 - Introduction to Digital Political Organizing
 - Introduction to Public Interest Communication
 - Measurement and Evaluation
 - Measuring Change: Research, Polling, and Evaluation
 - Non-Profit and Government Communication
 - PIC Theory and Strategy
 - Search and Display Advertising
 - Social Media Community Management
 - Statistics for Analysts in Communication
 - Strategic Writing for Public Relations
 - Strategy and Messaging
 - The Art and Science of Storytelling
 - Video Storytelling

Approved by Graduate Committee (pending CJC approval at 04/22/2021 grad faculty meeting)

- On-Campus Concentrations
 - Public Relations Concentration Proposal
 - Science & Health Concentration Proposal
 - Professional Communication Concentration Proposal (Pro Master's)
- Online Concentrations
 - Audience Analytics Concentration Proposal
 - Digital Strategy Concentration Proposal
 - Global Strategic Communication Concentration Proposal

- Political Communication Concentration Proposal
- Public Relations and Communication Management Concentration Proposal
- Public Interest Communication Concentration Proposal
- Social Media Concentration Proposal
- Web Design and Online Communication Concentration Proposal