

Minutes from Curriculum and Teaching Committee Meeting
Thursday, November 4, 2021 at 2:00 pm
Via Zoom

Those present: James Babanikos (chair), Moni Basu, Eric Esterline, Marcia DiStaso, Patrick Ford, Robyn Goodman, Harrison Hove, Judy Hunter, David Ostroff, Ted Spiker

Announcements

- Senior Examination: This far, 57 out of 151 students have taken it. The deadline is Monday, at 5:00 pm. Hopefully, that number will improve this weekend.
- The number of students applying to get into UF as freshmen increased quite a bit from last year. At November 11th of this year, we had 58,135 applicants, as opposed to 48,754 last year. 23,495 applications were submitted in the last 3 days. Decision release date is February 25th, 2022.
- Enrollment management is looking to make all UF colleges have identical Transfer Application Deadlines. Now, they're all over the place. The proposed deadlines are September 15th for the spring semester; February 15th for the summer semester; and May 1st for the fall semester.
- UF wants to partner with Miami Dade Community College and create a kind of 'pipeline' for transfer students to come to UF, and Associate Provost Angela Lindner was asking for colleges to volunteer and be a part of this endeavor. CJC volunteered and Katrice Graham will be working with Angela Lindner towards that end.
- The formal UF attendance policy is being revised to include excused absences for Title IX-related situations, and so on. More info on that at a later date. Until then, chairs are encouraged to remind their faculty to adhere to and provide a link in their syllabi to the formal UF attendance policy.

Discussion Items

Approving 3 ADV courses

- Three new ADV courses that will feature prominently in the upcoming Creative Certificate program were approved. The three courses are:
 - o ADV XXXX Advertising Portfolio 1: Traditional Media Basics
 - o ADV 4XXX Creative Certificate: Portfolio II
 - o ADV4XXX Creative Certificate: Portfolio III

Approving 4 PR courses and a PR Minor

- The four PR courses that were approved were the following:
 - PUR4XXX: Public Interest Communications Campaigns
 - PUR3943: The Agency Immersion
 - PURXXXX: PR Industry Perspectives
 - PURXXXX: Diverse Voices

- The 15-credit PR Minor was also approved, and it consists of the following courses:
 - PUR3000: Principles of Public Relations
 - PUR3622: Social Media Management
 - PUR4442: Public Interest Communication
 - PURXXXX: Diverse Voices
 - PURXXXX: Two 1-credit Industry Perspectives classes.

Adjustments to 3 MPMT courses

- The Committee approved the following:
 - Changing the pre-req of RTV4930: Special Topics from “instructor permission” to “junior or senior standing”.
 - Changing the number of credit-hours of RTV3516 from 4 to 3.
 - Changing the number of credit hours of RTV4929C: Advanced Production Workshop from 3 to 4.

Rethinking the Peer (Classroom) Evaluations

- This is a continuation of a discussion that began towards the end of last year. It all started when a few of us in the C & T Committee did a number of peer evaluations this last year, and we wondered if this was a good use of our time.

- Because the faculty classroom evaluations are optional to include in the Tenure and Promotion packet, and because Associate Provost Chris Hass says that the members of the Academic Personnel Board put very little (if any) weight on them when evaluating the T & P packets at the university level, the committee decided that it may be a good idea for the College to rethink the ways classroom evaluations are conducted.

- Last year, I met with the CJC Faculty senate as well as the Faculty Welfare and Development Committee, and they unanimously agreed that changing the peer evaluations would be a very good thing.

- Here are some takeaways from the C & T Committee discussion:
 - Make this more of a ‘mentoring’ process than an ‘evaluative’ one. The goal of

- the evaluations is to improve the instructor's teaching.
- Get rid of the quantitative part of the evaluations, and just keep the qualitative part.
 - The quantitative part of it is not instructive or a true analysis of teaching since almost no one gives an instructor less than a 10!
 - It makes more sense to do the evaluations in the instructor's first or second year here as a way to help mentor, coach and guide instructors early in their career, especially if coming from industry with little or no teaching experience.
 - Make the evaluations optional, though it would be highly recommended as a first- or second-year tool. It would be up to the faculty member and their mentor to decide whether or not to do them, or include them in their T & P packet as additional material.
 - Have one or two people do the evaluation, and not require three people to do so.
 - Involve the Faculty Welfare and Development Committee to more clearly delineate how the evaluations should be conducted.

The meeting ended at 2:56 pm.

Minutes submitted by James Babanikos.