

## **PUBLIC RELATIONS FACULTY MEETING MINUTES**

September 8, 2021, 10:00 – 11:00 a.m.

Zoom

Attending: Natalie Asorey, Angela Bradbery, Haoran Chu, Ann Searight Christiano, Marcia DiStaso, Bridget Dunbar, Pat Ford, Jay Hmielowski, Linda Hon, Judy Hunter, Myiah Hutchens, Spiro Kiousis, Mickey Nall and Vanessa Wakeman.

- I. Minutes from 9-1-21 were approved.
- II. DiStaso discussed enrollment numbers with faculty. She mentioned about getting more students around campus to take PUR3000 to learn and get excited about PR and perhaps hiring Alpha Productions to help. Faculty discussed some potential ideas to increase enrollment. Some ideas included:
  - Partnering or collaborating with the business school
  - Co-teaching courses with people from other colleges
  - Recruiting 1<sup>st</sup> and 2<sup>nd</sup> year students
  - Faculty guest lectures in other colleges on areas of expertise
  - Creating competitions/contests to bring in more students (get a taste for major)
  - Posting about guests on social and having students' tweet about guests too
- III. Undergraduate Curriculum
  - Faculty discussed the possibility of starting a PR minor, starting corporate and PIC tracks for public relations students or creating different certificates that would be offered to all UF students. More to come in next meeting.
  - Hunter shared facts and trends of enrollment in current Mass Comm minor (81 students enrolled in Spring 2021) and average enrollment in International Communications certificate (approximately 11 students a semester).
  - Ethics for PR students will continue being required at the college-level and we will revisit creating an advanced level ethics class that requires a prerequisite of the college-level course.
- IV. Meeting was adjourned at 11 a.m.