

MPMT Department Faculty Meeting
01/10/2024
Minutes

1. Call to order and minutes from 11/30 + minutes from email vote

Meeting started at 10:01 a.m.

Faculty Present: Babanikos, Chan-Olmsted, Coche, Coffey, Esterline, Lee, Roberts, Selepak, Shin, Sorel, Thompson, Wells, Xu, Zawahry

Absent: Leslie, McNealy, Ostroff

Babanikos moved to approve. Wells seconded. Motion passed.

2. Department update

Congratulations to Zawahry for winning CJC Teacher of the Year and Wells for winning Faculty Mentor of the Year.

Faculty meetings for Spring 2024 are tentatively scheduled at 10 a.m. on Feb. 7, Feb. 19, March 6, March 27, and April 10. The whole faculty is not meeting again until next month to give Sorel, Coffey and Selepak a chance to meet with “their” track’s faculty and discuss curriculum.

Coche asked for a volunteer to serve on the scholarship committee. Wells will do so.

Coche announced new internal search for an associate chair whose primary responsibilities will lie in outreach/recruitment to work on enrollment.

3. Curriculum committee

Coche announced timeline given to curriculum committee:

- Feb. 7 faculty meeting: Committee should present a list of changes to courses: new names if any, new descriptions (RTV3405 is probably one depending on what we’ll find out about gen eds) as well as classes to be pushed for permanent numbers (4930s, including Kun’s media user experience, and in the production track the 4929s).
- March 6 faculty meeting: Committee should present a working draft of the new curricula—in each track. Discussion happens.
- March 27 faculty meeting: Vote on final curricula

Sorel gave update on the curriculum committee, including their meeting in December and left the floor to Selepak who presented a proposal to replace the Media & Society track with a Media Technology track. In the discussion, faculty expressed appreciating the fit with the department faculty. Some concerns included giving up too much on media effects, the need to develop courses to be online, the need for more advanced analytics and at least two more design courses. Additionally, the “immersive media” block may need a new name. Having a

specialization targeted toward students who wish to pursue law school was also mentioned. Selepak will work more with McNealy, Xu, Lee as well as Shin and Coffey to finalize a working draft of this track.

4. Advisory Council

Coche shared notes from a meeting she had with advisory council members in late December 2023. (See next page.)

Coche also reminded faculty about the council's virtual visit on Feb 6-7. An optional faculty / council meeting will be planned for 9 a.m. on Wednesday, Feb. 7.

5. New business

Selepak called for more social media content.

Following up on the Media Technology proposal, Roberts asked if "Media Technology" was a good name considering students seem to dislike the name of the department. Selepak moved to change the name of the department. Zawahry seconded. Lee said if we want representation of our different areas, it's going to be a mouthful, so we must first agree on how we wish to be represented. Sorel said the discussion needs to involve other stakeholders—essentially we need to do market research. The discussion was tabled until the curriculum is reviewed and revised.

6. Adjournment

Adjourned at 10:59 a.m.

NOTES OF MEETING WITH ADVISORY COUNCIL (#4 ABOVE)

Coche met with advisory council in late December 2023 to get their thoughts on skills students should have learned or started learning while in college. Here are the notes from this meeting:

- Need to ensure students have skills in the technological/web area, including creating websites and web design. Wordpress seems to be dominating the market, and skills would then be transferable.
- On the production side, have versatile skills that allow graduates to know how to shoot a professional-grade videos from an iPhone to a high-end studio camera.
- All tracks: Have a good knowledge of the Adobe Creative Suite. Students seem to have a strong set of skills in some of the suite but not enough of it. Maybe they're good visually but have little to no knowledge on the audio side or After Effects (production) or they know InDesign or Photoshop but not Illustrator (Management).
- Content distribution: Understand the strategies as to where and how created content is gonna get deployed. That includes:
 - Having an understanding of branding / promotions / marketing even if it's not what they want to do.
 - Learning how to keep up with all the social media management tools and include all platforms. (Interns/recent grads tend to know Instagram, Tik Tok... but they aren't as knowledgeable about LinkedIn, websites, Facebook, etc. If a project's target audiences are on the platforms they don't know, it becomes an issue.)
- Analytics have become as fundamental as writing is. Regardless of the track, students should take at least one course in that.
- Data storytelling and data-driven decision-making. They need to know how to use data to justify decisions / make the case they want to make.
- Enough legal knowledge to make sure they don't get sued. Copyright is particularly important.
- Solid skills to be efficient in Microsoft or Google Suite. Absolutely needs to be added.
- Time management
- Entrepreneurial mindset — being able to do a little bit of everything and problem-solving/troubleshooting skills.
- How to present and/or sell yourself (eye contact, posture, code switching when needed, dress, communicate, etc.).
- Sales / business side of communication (consider media sales certificate for management students?)