

School of Journalism and Mass Communications
Faculty Meeting
September 22, 2017

Faculty and staff in attendance: Julie Adam, Patrick Allen, Hyejin Bang, Barbara Barnett, Genelle Belmas, Kerry Benson, Gerri Berendzen, Peter Bobkowski, Ann Brill, John Broholm, Yvonne Chen, Jerry Crawford, Joseph Erba, Pam Fine, Mugur Geana, David Guth, Angie Hendershot, Penny Hodge, Heather Lawrenz, Tien Lee, Frances Lyons, Chuck Marsh, Lisa McLendon, Kerry Navinsky, Scott Reinardy, Janet Rose, Steve Rottinghaus, Hyunjin Seo, Susanne Shaw, Matt Tidwell, Hong Vu, Doug Ward, and Mark Williams.

Updates (Brill) Searches, PeopleGrove, Visiting professor in Spring, retreat

Three faculty searches have been launched including: Asst./Assoc. Professor of News/Multimedia Journalism; Lacy C. Haynes Professorship; and Asst./Assoc./Full Professor of the Practice-Strategic Communication. All hires must contribute to the diversity of the School. Search committee members are Barbara Barnett, Chuck Marsh, David Guth, Carol Holstead, Chad Curtis, Ashley Anguiano and students yet to be identified.

The J-School is leading the way at KU in the use of PeopleGrove in partnership with KUAA and KUEA. PeopleGrove, a portal and website for information distribution, will launch this fall. The website will provide a good opportunity for mentorships and careers for our students.

Asst. Professor Janice Collins, University of Illinois College of Media, will join us during the spring 2018 semester as Langston Hughes Visiting Professor. She will teach a broadcast course.

Ann asked for feedback on the format of the recent faculty and staff retreat. The retreat was presented in a Ted Talk format at the Plexpod Lenexa. The format allowed for several speakers but some faculty were overwhelmed by the fast paced presentations and would have appreciated more time to absorb and discuss the information presented. Besides those aspects, the retreat was a success.

Undergraduate, Graduate student numbers and updates (Brill, Reinardy)

The number of students choosing to major in both tracks has increased. Close to 50% of incoming freshmen declare as news and info majors then switch to strat comm. Faculty discussed strategy for recruiting the 52% of freshmen who enter KU as undeclared majors.

Media Literacy Town Halls (Benson et al)

The Libraries have taken the lead on the media literacy town hall meetings. Tour dates will be determined soon. Five or six sites will be visited and one topic for discussion will be spotting fake news.

Mike Williams reported on Constitution Day activities.

Discussion and voting items

Research committee (Reinardy)

Graduate and Research Committee Proposal - The charter of the School of Journalism and Mass Communications' Graduate Committee is to "*ensure representation of the School's courses of study.*" Primary responsibilities include reviewing the graduate curriculum, evaluating graduate applicants for the five programs, and addressing other graduate program issues.

This proposal would task the Graduate Committee with the additional responsibilities of promoting, supporting and encouraging the research agenda of faculty and graduate students. To meet these additional responsibilities in advancing faculty and students' research initiatives, the Graduate Committee will expand its mission in becoming the Graduate and Research Committee.

The Graduate and Research Committee will:

- Be chaired by the Associate Dean of Graduate Studies
- Include five elected faculty members and one graduate student member
- Form a three-member sub-committee to specifically address research issues
- The sub-committee will:

Promote faculty and student research

Provide grant-writing assistance to faculty and students

Develop collaborative and interdisciplinary research opportunities for faculty and students

Assist and critique faculty sabbatical proposals

- Review the graduate curriculum
- Evaluate graduate applicants for the five programs
- Address other graduate issues as they occur

The change would be effective January 2018.

Reinardy asked for a motion to suspend the School by-laws so a vote can be taken for the graduate research committee proposal. Geana motioned to suspend and McLendon seconded. A vote was taken with all in favor and two abstentions. Reinardy asked for a motion to vote for the proposed graduate research committee. Geana motioned to accept the proposal and Broholm seconded the motion. After discussion Williams and Geana asked for a friendly amendment to vote to approve the proposal in principal. After further discussion Geana withdrew his motion to accept the proposal and the proposal was tabled.

Changes to J302/J304 requirements (Barnett)

Catalog Copy: JOUR 302 Infomania:

This course will help students understand the crucial role that information plays in news and strategic communication. Students will learn not only how to gather information but how to evaluate, analyze and synthesize it. In doing so, they will experiment with a wide range of research tools, sources and techniques, and improve their writing and critical-thinking skills. Must obtain a grade of C (2.0) or higher to advance in the curriculum. May be retaken once. Suggestions: JOUR 300 (or JOUR 310) should be taken prior to JOUR 302. Prerequisite: JOUR 101. Students must be admitted to the School of Journalism or Journalism minor or in an approved concentration in order to enroll in JOUR 302. **Must be taken before or concurrently with JOUR 304, Media Writing.**

Catalog Copy: JOUR 304 Media Writing:

This course will emphasize journalistic writing and the role it plays in coherent and engaging stories. It will build on JOUR 300 and JOUR 302, helping students sharpen their writing and interviewing skills for the Web, for print and for broadcast; and sharpen their judgment in choosing information, sources and story forms. Passage of the School's Grammar Basic and subsequent proctored grammar exam is required before enrolling in this course. Prerequisite: JOUR 101 and JOUR 300 each completed with a grade of C (2.0) or higher. **May be taken concurrently with JOUR 302.** Must be completed with a grade of 2.0 or above to enroll in courses for which it is a prerequisite and may be retaken once. Students must be admitted to the School of Journalism, journalism minor or in an approved concentration in order to enroll in JOUR 304. LAB.

Barnett reminded faculty that J302, Infomania, and J304, Media Writing, were previously one course before the course was split. The proposed change will allow students to take both courses concurrently and the advantage is flexibility for students. Broholm motioned to accept the proposal and Geana seconded. Discussion was followed by a vote with all in favor, none opposed and no abstentions. Motion carried.

Report from DIAG (Johnson, Erba)

More than half of faculty and staff completed the DIAG survey but only 165 of 800 students had participated thus far. The survey will be emailed to students and Erba asked faculty and staff to encourage students to respond. Faculty were asked to share the link with their students and explain that survey results will impact their J-School experience.

Generations (Adam)

Few students have signed up for the J-School Generations so Julie asked faculty and staff to encourage students to register and to attend.

Priorities AY 2017-2018

1. *Planning for strategic enrollment growth -- Undergraduate, graduate, diversity, areas of study*

2. *Searches – three current faculty searches. At minimum, two will contribute to the diversity of the School*
3. *Enhance student professional experiences*
 - a. *Student/alumni mentorship program – work with Alumni Association to launch PeopleGrove*
 - b. *Student professional organizations*
4. *Curriculum*
 - a. *Assessment, norming across sections – focus this year on 300-level courses*
 - b. *Implement cultural diversity assessment, training – cultural competency survey launched this week*
 - c. *Awareness, competency about media literacy- seven town hall tours across Kansas*
5. *Celebrating William Allen White – 150th birthday with distinguished visiting professionals.*
6. *Renovations to Stauffer-Flint Hall- more contemporary use of internal space*