

**School of Journalism
Faculty Meeting Minutes, May 9, 2014**

In attendance: Brett Akagi, Ashley Anguiano, Barbara Barnett, Bob Basow, Tim Bengtson, Kerry Benson, Peter Bobkowski, Ann Brill, John Broholm, Cal Butcher, Yvonne Chen, Kelly Crane, Jerry Crawford, Pam Fine, Muger Geana, Jimmy Gentry, Penny Hodge, Carol Holstead, Jim Jewell, Jammie Johnson, Tien Lee, Denise Linville, Allison Lopez, Chuck Marsh, Lisa McLendon, Corrie Moore, Kelli Nichols, Patty Noland, Bill Oates, Marilyn Rausch, Scott Reinardy, Hyunjin Seo, Max Utsler, Gayle Vannicola, Tom Volek, Doug Ward and Mike Williams.

Strategic Plan Update—Accomplishments, challenges – AY 2014–2015 priorities

- Dean Brill discussed priorities accomplished during AY13-14 and the five-year strategic plan annual review summary. Summarized goals were undergraduate education; graduate education; research; partnerships; recruitment and retention of diverse faculty and staff; resources; and plan review. Survey results for AY15 priorities were recruiting great students; embracing comprehensive diversity; implementing revised graduate programs; online curriculum development; and increasing grants/awards/publications.

Update on enrollment, KU Core, etc.

- Online courses – Barnett is planning a summer school immersion experience and asked faculty for ideas for online classes.
- Mini-mester – Barnett asked faculty to consider teaching a class as a mini-mester.

Summer 2014 projects include:

- KUJH-TV/ KU Athletic hire will serve as executive producer of KUJH-TV and direct student production crews assisting with broadcasting through Athletic Dept. outlets.
- The Agency hire is on track with help from investing partners serving as the advisory board.

Benson, curriculum committee chair, reported on three items voted on during the recent curriculum committee meeting.

- The committee voted to limit students' ability to return to finish their degree to five years after their departure. In addition, the degree must be completed under the current curriculum.
- The committee voted to address the inconsistency of study abroad course grading by replacing satisfactory/unsatisfactory grading with a letter grade to eliminate inconsistency.
- The committee voted to support a proposal by Williams to include journalism as an area of emphasis in the Bachelor of Science in Interdisciplinary Computing degree.

It was recommended that Goal I, Tactic III of the 5-year Strategic Plan be revised to better reflect the learning outcomes and objectives that will prepare students to work in media industries.

- The Dean's Advisory Group suggested that the wording change from, *"Ensure that each undergraduate track includes instruction in how to bid for jobs, how to write contracts, how to bill for time, how to make presentations and how to use social media to market a business"* to *"Ensure that each undergraduate student will understand how to innovate, plan, develop, pitch and complete work-for-hire and freelance work for a media market or media business."*

Bengtson moved to accept the revision and Geana seconded the motion. Basow suggested using the word "propose" in place of the word "pitch". Vrabac concurred. Basow called for a friendly amendment. Marsh seconded. Geana called the question. A vote was taken with all in favor. The motion passed.

Faculty discussed the School partnering with the School of Business on a 321 degree (three years—two degrees—one great job!) that will include a summer immersion experience of 12 hours. This format could save students \$25,000 in tuition. Williams proposed a motion to say faculty, on May 9, 2014, agreed to pursue partnering with the School of Business to offer a 321 degree that will take three years to obtain two degrees and the 321 degree will include a summer immersion experience of 12 hours. Volek seconded the motion. A vote was taken with all in favor. The motion passed.

Faculty discussed the curriculum committee vote to limit students' ability to return to finish their degree after their departure to five years and to include that the degree must be completed under the current curriculum. The School of Business requires a limit of five years. Volek stated that a plan of study is required at the graduate level and the student must adhere to the plan. Basow moved to accept these restrictions and Volek seconded the motion. After discussion, the motion failed and was sent back to the curriculum committee.

Faculty discussed the curriculum committee suggestion to replace all satisfactory/unsatisfactory grades in Study Abroad courses with letter grades to eliminate the grading inconsistency. Marsh moved to accept this change and Broholm seconded. Faculty voted with all in favor. The motion passed.

Faculty discussed the proposal by Williams to include journalism as an area of emphasis in the Bachelor of Science in Interdisciplinary Computing degree. Williams moved to accept this proposal. Geana seconded the motion. Faculty voted with all in favor. The motion passed.

Meeting adjourned

+ Goal V – Recruit and retain excellent and diverse faculty and staff

Priorities

- Diversity
- Tenure, non-tenure faculty and staff balance
- Teaching, research, service load balancing
- Continued support for faculty promotion

Ideas

- Identify curriculum areas to be partner with professionals, faculty from other disciplines
- Partner(s) with HBCUs and other institutions with high minority enrollments – negotiate faculty exchanges, student interactions, shared online courses

+ Goal VI – Resources

Looking ahead to AY2015

Challenges

- Summer School – Tuition driven
- Changes in University funding, business practices
- Facilities and technologies
- Use of Edwards beyond IMC
- Student media – UDK, Crossroads, Agency, etc.

Ideas

- Establish and adhere to course enrollment minimums, especially Summer session
- Redesign labs – create collaborative learning spaces
- Creative use of technology to help us work “smarter”
- Use student media to provide training and funding for students

+ Goal VII – Plan Review

Looking ahead to AY2015

Priorities

- Establish best practice for review
- Quantifiable results
- Strategic Plan “Third-year” review
- Begin preparation for ACEJMC review in AY2016 - 2017

Ideas

- Assign review teams for Strategic Plan review with attention to ACEJMC standards

+ Priorities for Academic Year 2015

Survey results (n=24)

Top Priority

- Recruit undergrads 45.45%
- Increase online courses 22.73%
- More non-classroom experiences 9.09%
- Student diversity 9.09%
- KULC MS to online 4.55%
- Revise summer school 4.55%
- Partner & collaborate 4.55%

Second Priority

- Recruit undergrads 27.27%
- Partner & collaborate 18.18%
- Increase online courses 13.64%

Third Priority

- Recruit undergrads 22.73%
- Faculty diversity 13.64%
- Partner & collaborate 13.64%
- Tech training for faculty 13.64%

+ Priorities for Academic Year 2015

1. Recruiting great students
2. Embracing comprehensive diversity
3. Implementing revised graduate programs
4. Focusing online curriculum development
5. Increasing grants/awards/publications



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Thanks for a great year!
Enjoy your summer