

**School of Journalism  
Faculty Meeting Minutes, March 9, 2012**

Faculty and staff in attendance: Barbara Barnett, Tim Bengtson, Peter Bobkowski, Ann Brill, John Broholm, Kelly Crane, Jerry Crawford, Pam Fine, Mugur Geana, Jimmy Gentry, Malcolm Gibson, David Guth, Penny Hodge, Jammie Johnson, Mark Johnson, Linda Lee, Tien Lee, Chuck Marsh, Corrie Moore, Patty Noland, Scott Reinardy, Hyunjin Seo, Simran Sethi, Susanne Shaw, Max Utsler, Gayle Vannicola, Tom Volek, Doug Ward and Mike Williams.

Dean Brill discussed the first floor renovations. KU Design and Construction Management and outside architects will complete the remodel by fall 2012. The area will house the Clarkson Gallery, a research area for three funded GRA's, a 12 – 14 person conference room and storage for tables and chairs. The Clarkson Gallery will be a multipurpose room seating up to 60 people for meetings and will not be used as a classroom. A Gallery opening will be held in honor of Rich Clarkson in the fall. Brill asked Scott Reinardy to discuss the School's involvement in a renovation project with the KS Union. Scott Reinardy said the area will house an interactive multimedia center where students can create media, use a green screen for live interviews and do audio recording. A marketing agency and galleries will be included and the UDK, KUJH and KJHK will be involved. The area will provide exposure for the School and service to the University community. The renovations will be funded by the Union and the School has committed three years of funding for a student employee to serve as director. Reinardy encouraged faculty to share their ideas for the center with him. Ann asked for faculty to share their suggestions for the use of 201 SF, the former advising center.

Brill said the University is moving toward an all-funds budget and plans to centralize travel reimbursements. More responsibility will be placed on the traveler who will submit requests electronically. She said campaign expenditures will be standardized as well.

Chuck Marsh led the Five-Year Strategic Plan discussion and asked for a motion to adopt the plan with one amendment. It was suggested that I.B.1, "Ensure that each writing class includes writing for print, broadcast, online and social media" be revised to read, "Ensure that each writing class, when appropriate, includes writing for print..." to better accommodate the magazine classes. Faculty agreed that even though broadcast is not discussed in magazine classes at this time, the strategic plan is a statement of our plans for the future. The tactic will not be revised. It was then suggested that the language in I.B.4, "Create a for-credit, competitive-entry multimedia strategic communication laboratory/agency, staffed by strategic communication students. The lab/agency's first client could be the School and its BRAG committee" be added to Goal IV. The faculty agreed. The only other suggestion was to delete VI.B.3, "Consider creating student-staffed bureaus for reporting and/or survey research that addresses underserved topics and/or regions that addresses the University's strategic initiative themes". Since our clients are generally public agencies and not-for-profits, our campaign classes are not competing with agencies providing services to businesses. Consensus was to leave VI.B.3 in the plan. Marsh asked for a motion to amend the Five-Year Strategic Plan to include the StratCom language in I.B.4. Mike Williams motioned and Linda Lee seconded. Mike Williams asked for a friendly amendment to use lower case for strategic communications center so other centers are not prohibited by this and we don't limit ourselves. Faculty agreed. The lack of instruction on how business works in I.A.3 was discussed. It was pointed out that this document cannot cover everything and that one of the goals is to review and revise the goals frequently. A vote was called for with 21 for and one against. Motion carried.

Associate Dean Tom Volek called for votes on four items. Volek asked for a motion to officially end the StratCom and News & Information MSJ program at the Lawrence Campus. Scott Reinardy moved and Mugur Geana seconded. Discussion followed. Twenty two voted for with none against and three abstentions. Motion carried.

Volek discussed whether to maintain a J-898 Professional Project option (in lieu of a thesis) and stated that the Graduate Committee voted unanimously to do away with the J-898 Project option. Volek asked for a motion to establish a J-898 Project in lieu of a thesis option under the new curriculum. Pam Fine

moved and Doug Ward seconded. Discussion followed. A vote was called for with six for, 14 against and four abstentions. Motion carried.

Volek asked for a motion to establish the revised program, including the J-851 and J-852 Professional Skills I and II courses, and the J-850 Financial Management and Media course. Jimmy Gentry moved and Mugur Geana seconded. Discussion followed. A vote was called for with 26 for, none against and no abstentions. Motion carried.

Volek asked for a motion to approve revisions to the catalogue copy for certain MarCom courses. Linda Lee motioned and Jimmy Gentry seconded. Discussion followed. A vote was called for with 26 for, none against and no abstentions. Motion carried.

Votes are effective for all admissions from today forward.

Dean Brill announced that Professor Doug Ward has been named AEJMC Teacher of the Year.

Associate Dean Barbara Barnett and the student services staff discussed changes in undergraduate courses with students and the advisors are developing an FAQ and comparison of new and old curriculums.

News/Information Track Chair Scott Reinardy discussed the changes in the new requirements for a minor in News/Info. Required courses are J-101, J-300, J-302, J-304, J-618 and one elective at the 400 level or higher (J-415 or J-419) before they can take any advanced media courses. Eighteen credit hours are required for the minor with a cap of 24 hours required. Students have the option to take more hours. Reinardy called for a motion to adopt the new requirements for the New/Info minor. Mike Williams motioned and John Broholm seconded. A vote was taken with all in favor and the motion carried.

Strategic Communication Track Chair Tien Lee presented the new requirements for a minor in StratComm. Required courses are J-101, J-300, J-302, J-304, J-618 and one elective at the 300-level or higher including J320, J611, J613 or J616. Eighteen credit hours are required. A motion was called for with Mugur Geana motioning and Scott Reinardy seconding. Discussion followed. A vote was taken with all in favor and the motion carried.

Promotion and tenure committee chair Linda Lee reported that a good model has been developed for the Third year review process. An outdated policy was deleted in favor of more succinct policy and promotion will receive more focus than the tenure aspect. Professor Mugur Geana has been promoted to Associate Professor effective August 2012.

Technology committee chair Mugur Geana said the committee will discuss novel technology to be used in the remodeled area.

Patty Noland asked for faculty input on the 2012 Kappa Tau Alpha honor society nominees.

Ann Brill announced that graduating student, Dana Meredith, will be the banner carrier for the School at the Commencement.

J-School Generations has been planned for KU Homecoming weekend or October 25 & 26, 2012. Brill asked for faculty suggestions for alums to visit classes. She asked for faculty's consideration to cancel their classes for the event so concurrent sessions with alums can be offered to students instead. Noland asked faculty for their ideas concerning the School tent at the football game.

Meeting adjourned.