

**School of Journalism
Faculty Meeting Minutes, December 9, 2011**

Faculty and staff in attendance: Barbara Barnett, Bob Basow, Tim Bengtson, Kerry Benson, Peter Bobkowski, Ann Brill, John Broholm, Jeff Browne, Terry Bryant, Kelly Crane, Jerry Crawford, Pam Fine, Mugur Geana, Penny Hodge, Carol Holstead, Linda Lee, Tien Lee, Denise Linville, Crystal Lumpkins, Chuck Marsh, Patty Noland, Marilyn Rausch, Scott Reinardy, Hyunjin Seo, Jackie Thomas, Max Utsler, Gayle Vannicola, Natasha Veaser, Tom Volek, Doug Ward and Mike Williams.

Dean Brill called the meeting to order. The curriculum discussion and vote and announcements were the only agenda items. Since the revised list below was presented to the faculty less than three days prior to the faculty meeting, Brill asked for a motion to suspend the rules. Scott Reinardy moved and Mugur Geana seconded. Discussion followed. Bob Basow asked for a friendly amendment. Brill pointed out that there was no notice given for credit hour changes. The vote was taken with Basow against and John Broholm abstaining. Motion carried.

Brill asked for a motion to increase required credit hours from 33 to 40 for all students starting with those entering Fall 2012. The increase will not be imposed on any current students. Mike Williams moved and Linda Lee seconded. The vote was taken with all in favor. Motion carried.

Proxies for votes were given to Scott Reinardy (1), Chuck Marsh (1) and Ann Brill (2).

Basow served as discussion chair. Each course was voted on separately.

I. New Courses Needing Approval – all courses considered with individual motions

J210 Basic Video Production

This elective is the progression of the past J288 and J488 courses, which taught news production methods. – Pam Fine moved and Tom Volek seconded. Discussion – Jerry Crawford stated J210 adds more rigor for better assessment and strengthens students skills; class will meet twice weekly instead of once; no pre-requisite required and class can be repeated once. J488 will stay on the books and J288 can be eliminated later. Vote called with all in favor. Motion carried.

J300 Visual Storytelling

Required core course and replaces J310 Visual Communications. – Linda Lee moved and Denise Linville seconded. Discussion – Mike Williams stated course adds hands-on aspect that will touch on many platforms; required core course for broadcast; strat comm components will satisfy both tracks; required lab work. Staffing of labs was discussed. Question called by Geana. Seconded by Volek. Vote called with all in favor. Motion carried.

J302 Infomania: Managing Information from A to Z

Required core course. – Tom Volek moved and Mugur Geana seconded. Discussion – Terry Bryant stated the course is TV friendly. Doug Ward called for an amendment to the motion to delete “Managing Information from A to Z” from the title. Patty Noland seconded. Volek withdrew his original motion. Motion to approve the structure of the course and re-visit the title at a later date. Moved by Geana and seconded by Linda Lee. Vote taken with one opposed. Motion carried.

J304 Media Writing

Required core course. – John Broholm moved and Linda Lee seconded. Discussion – This is a core course, J302 is a pre-requisite and labs are included. It was suggested that the name of this course be re-visited. Vote called with all in favor. Motion carried.

- J420 Stratcom II: Principles of Advertising and Public Relations
Required by Stratcom. Replaces J513 Principles of Advertising and J523 Principles of Public Relations. – Tom Volek moved and Chuck Marsh seconded. Discussion – Created so students will have more electives to choose from. J320 is pre-requisite. Vote called with all in favor. Motion carried.
- J550 Digital Media (3 labs available: choose one) Reporting, Visuals or Editing/Production
Required by NewsInfo. – Tom Volek moved and Doug Ward seconded. Discussion – Immersive media experience with online news magazine produced and housed on Kansan.com. Course can be taken more than once and will be allowed to count as an elective for students enrolled in the current curriculum on a case by case basis. Vote taken with one opposed. Motion carried.
- J580 Environmental Journalism (On the books already; now permanent)
Elective. – Tom Volek moved and Crystal Lumpkins seconded. Discussion – Reinardy stated course allows for an additional elective at the 500 level when asked if this should be at the 600 level. Vote called with all in favor. Motion carried.
- J585 Multimedia Sports Journalism
Elective. – Denise Linville moved and Carol Holstead seconded. Discussion – The reason for “multimedia” in the title is because it is not a traditional sports writing course. Vote called with all in favor. Motion carried.
- J610 Photojournalism II: Still & Video
Elective – Mike Williams moved and Carol Holstead seconded. Discussion – Course added to make evident that shooting and editing of still and videography is an important part of the course. Vote called with all in favor. Motion carried.
- J615 Social Media in Strategic Communication
Elective – Tim Bengtson moved and Tien Lee seconded. Discussion – Pre-requisite is J460 or by permission of the instructor. Strat Comm students need the specific tools taught in this course but the fact that the course is only available to Strat Comm students was questioned. Barnett suggested that this course could be for the Strat Comm track and the News/Info track can offer a similar course. Reinardy said social media is woven into many News/Info course so no new course is needed in the News/Info track. Question called by Geana and seconded by Reinardy. Vote called with two abstentions. Motion carried.
- J619 Thriving Through Workplace Change
Elective – Tom Volek moved and Carol Holstead seconded. Discussion – Asked why this is not wrapped into the Professional Development course. Noland answered that class will meet once weekly so this can be an option. Vote called with three opposed and one abstention. Motion carried.
- J620 TV News
Elective. The progression of the past J692 Advanced Reporting and J693 Broadcast Production courses. – Mike Williams moved and John Broholm seconded. Discussion – Crawford explained that students can specialize in either broadcasting or producing and the elimination of J692 & J693 will be discussed later. Bryant was concerned that a class could consist of all broadcasters or producers. Crawford stated that students may produce two days a week and report the other days of the week. Course can be taken twice. Vote called with all in favor. Motion carried.

- J621 Data Reporting and Visualization
Elective – Mugar Geana moved and Crystal Lumpkins seconded. Discussion – Ward explained that this course about database reporting and data visualization is open to both tracks. Vote called with all in favor. Motion carried.
- J622 Information Design
Elective. – Scott Reinardy moved and Denise Linville seconded. It was decided that there is no J622 and that this listing was an error. Reinardy moved to withdraw motion and Linda Lee seconded.
- J630 Public Affairs Reporting
Elective – Scott Reinardy moved and Mugar Geana seconded. Discussion – Course to facilitate statehouse reporting. Pam fine asked why this is not at 500 level. Reinardy explained that this will enable students to take the course multiple times. Vote called with all in favor. Motion carried.
- J635 Statehouse Reporting
Elective – Scott Reinardy moved and Mike Williams seconded. Discussion – Course to develop a statehouse bureau. Vote called with all in favor. Motion carried.
- J650 Jayhawker Magazine
Elective. – Scott Reinardy moved and Tim Bengtson seconded. Discussion – Course for producing content for Jayhawker Magazine. The UDK will still manage the magazine. Vote called with all in favor. Motion carried.
- J690 Innovative Media Solutions
Elective – Pam Fine moved and Jeff Browne seconded. Discussion – Top level course for News/Info track to look at what is needed and create what is needed. Name may be changed. Vote called with all in favor. Motion carried.

II. Current Courses Needing Changes (names, numbers)

- J320 Introduction to Strategic Communication (number change)
Required by Stratcom. Replaces J433 Intro to Strategic Communication. – Denise Linville moved and Tim Bengtson seconded. Discussion. Vote called with all in favor. Motion carried.
- J460 Research Methods in Strategic Communication (number and name change)
Required by Stratcom. Replaces J568 Marketing & Media Research. – Tom Volek moved and Linda Lee seconded. Discussion. Vote called with all in favor. Motion carried.
- J503 History of Journalism and Mass Communication (number change)
Elective. – Mike Williams moved and Denise Linville seconded. Discussion. Vote called with all in favor. Motion carried.
- J540 Message Development (number change)
Required by Stratcom. Replaces J435 Message Development – Kerry Benson moved and Tim Bengtson seconded. J540 was changed to J560 and J460 is now a pre-requisite for J560. *The course number should be listed as J560 instead of J540.* Vote called with all in favor. Motion carried.
- J611 Sales Strategies (number change)
Elective – Kerry Benson moved and Linda Lee seconded. Barnett asked if the name was to be changed to Persuasive Strategies. Tien Lee confirmed that the name will remain as is. Vote called with all in favor. Motion carried.

- J612 Visual Design and Production (name and number change)
Elective – Linda Lee moved and Crystal Lumpkins seconded. Marilyn Rausch stated that this course replaces J 553 and is an update of the digital course preparing students to make the transition from student work to the professionals workplace. J300 is a pre-requisite. Vote called with all in favor. Motion carried.
- J613 International Strategic Communication (name and number change)
Elective – Mugur Geana moved and Linda Lee seconded. The name change reflects the course deals with more than marketing. Vote called with all in favor. Motion carried.
- J614 Case Studies in Strategic Communication (number change)
Elective – Crystal Lumpkins moved and Mugur Geana seconded. Discussion. Vote called with all in favor. Motion carried.
- J616 Financial Basics for Communicators (number change)
Elective – Linda Lee moved and John Broholm seconded. No discussion. Vote called with all in favor. Motion carried.
- J617 Multimedia Management and Leadership (number change)
Elective – Linda Lee moved and Denise Linville seconded. No discussion. Vote called with all in favor. Motion carried.
- J640 Strategic Campaigns (number change)
Required by Stratcom – Tim Bengtson moved and Mugur Geana seconded. Discussion about which number should be used. Vote called with all in favor. Motion carried.

Reinardy stated the two more course number changes have been proposed. International Journalism will change from J502 to J590. Documentary and Corporate Video, J536, changes to Documentary, J636.

- J590 International Journalism (number change)
Number change from J502. Tom Volek moved and Mike Williams seconded. No further discussion. Vote called with all in favor. Motion carried.
- J636 Documentary (name and number change)
Name change from Documentary and Corporate Video. Number change from J536. Linda Lee moved and Mike Williams seconded. No discussion. Vote called with all in favor. Motion carried.

Ann Brill stated that the Strat Comm track has approved the credit hour reduction from four to three for J640.

- J640 Strategic Communication Capstone (credit hour change)

Linda Lee motioned that J640 (Cmapigns) be changed from four credit hours to three credit hours. Mugur Geana seconded. Tien Lee stated faculty recognize the importance of J640 and the work required. The Strat Comm track approved this change that will allow students the opportunity to take more electives. Tim Bengtson objected to the change stating the he thought that the credit hours of a course were supposed to reflect the amount of work needed for a course. He pointed out that reducing the credit hours sends the message that this course is less special. Kerry Benson pointed out that credit hours are determined by required instruction in the classroom and that instructors would not be required to change how they teach a Campaigns class. Chuck Marsh commended faculty for their emotional attachment to their courses. Marsh pointed out that this course was a three-hour course in a previous sequence and that he favors reducing J640 to a three-hour course. Barbara Barnett appreciates the work done by the students in this course and pointed out that many courses requires many hours of work.

She asked if the News/Info track was going to have a four-hour capstone course. Reinardy clarified that J550, a four-hour course, is not a capstone course and is an immersive media experience. Mugur Geana stated that he would not change the way he teaches J640 and feels the students ability to take other electives is worth the reduction in hours. Mike Williams reiterated that the number of credit hours primarily reflects the number of contact hours that the professor has with students. Brill concurred that the contact hours are the hours spent in class. Bob Basow pointed out the contact hours changed completely when classes went online but understands that the model is still based on the contact time in class. Tien Lee reminded all that the track has already decided to make this change. Tien Lee called the question.

Vote called with all in favor and three opposed. Motion carried.

Meeting adjourned to the resource center the J-School Holiday Get Together.