

School of Journalism
Faculty Meeting Minutes, Friday, December 13, 2013

Faculty and staff in attendance: Brett Akagi, Barbara Barnett, Bob Basow, Tim Bengtson, Peter Bobkowski, Ann Brill, John Broholm, Cal Butcher, Yvonne Chen, Kelly Crane, Pam Fine, Penny Hodge, Carol Holstead, Jammie Johnson, Tien Lee, Allison Lopez, Kara Lynch, Chuck Marsh, Lisa McLendon, Kelli Nichols, Patty Noland, Scott Reinardy, Hyunjin Seo, Susanne Shaw, Max Utsler, Gayle Vannicola, Tom Volek, Doug Ward and Mike Williams.

Dean Ann Brill congratulated faculty on their students' successful campaigns presentations and announced six J-School students won Dow Jones News Editing internships. She stated merit letters are ready to mail as soon as the okay is given. Tien Lee thanked faculty for their help with the search for an assistant professor and asked for their comments about the candidates. Brill said the open rank position candidates would be invited to campus in late January.

Deans were asked by Diane Goddard and her team to provide their metrics for success. This information will help Strong Hall understand three to five real measurements, other than enrollment, that should be used for tracking in terms of School and department success. Five groups were formed to discuss success measurements for Students; Industry; Donors; "us" – Staff and faculty; and Strong Hall. Groups shared their results listed below.

Students

- Professional readiness
- Skills, knowledge, tech training
 - Jobs; recruiters; survey employers
- Real-world experience
 - Survey of internships; campus media, capstone, service; internships
- Coaching, contacts, mentors
 - Student evaluations and surveys; alum surveys

Industry

- Internships/jobs
 - Measure it; increase
 - Pro network
 - Opportunities for jobs
- Collaboration/communication, engage
 - Measure
 - Value of relationship (outcomes)
 - Goal: increase; professional workshops/ forums
- In-house industry
 - Measure
 - Continue to innovate/create
 - Tangible outcomes

Donors

- Restricted and unrestricted

- Specific/periodic reports to restricted
- For all donors, documentation of results: awards, jobs, etc.
- General publicity, re: use of funds
- Invitations into life of school
- Opportunities to speak on why donation matters

“Us” – faculty and staff

- Service
 - Leadership (social capital) and visibility
 - Advocacy of ourselves (telling our own story)
 - Deliver customer service to students, parents, community
 - Service to the state
- Teaching/staff
 - Maintaining awareness/retention/post grad
 - Onboarding/inclusiveness
 - Presence in the community
- Research
 - Finding effective measurement of appropriate matrix
 - Greater coordination among different units and us
- Communication
 - Self-promotion!
 - Telling our own story

Strong Hall

Reputation

- Research and Creative Work
- High percentage of out-of-state students
 - proof that we are a destination school
- Success of students and alumni
 - Many prestigious graduates
 - Job placement rate in the field
 - Retention and graduation rates
- National stature and awards
- Attracts strong faculty
- Diversity in the Ph.D. program – 80:20
- Intimate environment/small classes

Leadership

- Innovative course delivery
 - Minimester
 - Online and hybrid teaching
 - Service learning
 - Instructional projects that extend beyond theory and beyond the scope

- Participation in core
- Involvement in national organizations

Meeting adjourned.

Priorities AY2014:

1. *Master's program direction and solutions.*
2. *Hiring great colleagues this year.*
3. *Developing strategies for online courses.*
4. *Creating more opportunities for students, especially the student agency.*
5. *Fundraising!*