

**School of Journalism and Mass Communications
Faculty Meeting
December 10, 2016**

Faculty and staff in attendance were Julie Adam, Ashley Anguiano, Chris Bacon, 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, Carol Holstead, Jammie Johnson, Denise Linville, Frances Lyons, Chuck Marsh, Dan McCarthy, Lisa McLendon, Kerry Navinsky, Jon Peters, Scott Reinardy, Vicky Reyes, Steve Rottinghaus, Hyunjin Seo, Susanne Shaw, Eric Thomas, Matt Tidwell, Max Utsler, Tom Volek, Hong Vu, Doug Ward, Barbara Warner and Mike Williams.

Reaccreditation revisited (Brill)

Strengths:

- ❖ *Committed students who thrive in experiential settings for learning*
- ❖ *A faculty that deservedly merits student respect and admiration*
- ❖ *A significantly enhanced scholarly profile in keeping with university expectations*
- ❖ *A dean who marshals resources to maintain equilibrium amid state budget cutbacks*
- ❖ *Commendable service to the profession, including hosting the Accrediting Council*

Weaknesses:

- ❖ *Inconsistent instruction in multiple-section classes*
- ❖ *A compelling need for more domestic minority faculty (African-American, Hispanic, Native American)*
- ❖ *Facilities and equipment that do not match the School's ambitions*
- ❖ *Clarity in identifying direct and indirect measures of assessment and showing clear results*

Where do we go from here? The next three years: Strategic Plan task force, 2017-2020

The Langston Hughes Visiting Professorship – A Call for Nominations was presented by Shawn Alexander, Assoc. Professor and Director of the Langston Hughes Center and Nate Thomas, Vice Provost for Diversity and Equity. Assoc. Prof. Jerry Crawford is serving on the committee and Grad Studies Academic Advisor Jammie Johnson will coordinate the School's nominations.

Recruitment update – Frances Lyons discussed the three-year trend in applications and enrollment

New programs – Doug Ward reported enrollment in the online master's classes is growing

Sports certificate – Max Utsler and Tom Volek confirmed this has been approved

The School is the first in the state to offer a minor in sports journalism.

Reinardy hosted the initial Sports Journalism Club with 62 students attending to watch a World Series game.

News and Information Capstone – presented to faculty for approval:

ACEJMC strongly encourages capstone courses for accredited programs. The capstone can be a single-course experience or multiple courses with similar expectations. Capstones are expected to demonstrate an accumulation of knowledge as students conclude their programs. Work outcomes in capstone courses are the crown jewel of portfolios for students entering the workforce.

Instead of requiring students to enroll in two advanced media courses, students would enroll in one advanced media and one capstone. Students would need to complete one advanced media prior to enrolling in a capstone course. A student would not be allowed to enroll in an advanced media course and capstone simultaneously.

Every 600-level skills course is eligible to be a capstone. Capstone criteria includes:

- Students must work in collaboration with a professional organization (newspaper, TV station, magazine, wire service, client, etc.) producing content beneficial to the organization and the students' portfolios.
- The outcomes have to be professional-grade work as recognized by similar organizations.
- Professionals from the partner organizations have to be intricately involved with students in producing content. No student media or media managed by students would be eligible.
- At the conclusion of the course, professionals will conduct portfolio reviews. A standardized online assessment sheet will be provided.
- Faculty would be asked to submit a proposal to the Curriculum Committee for evaluation. The Curriculum Committee would determine if the course meets the capstone requirements.

Discussion followed. Tom Volek made a motion to accept the N&I capstone. Mugur Geana seconded the motion. A vote was called for with all in favor. Motion carried. The capstone will be implemented in Fall 2017.

Search updates (Chen, Tidwell, Brill) – Tidwell reported the KU Edwards Campus Professor of the Practice search was going well and the position will be filled in time for the 2017 spring semester; Chen said the search committee for the Assistant Professor of Strategic Communications recently completed 12 phone interviews. A total of 56 applications were received for the position. Brill said a search for KUJH-TV Executive Producer will begin as Chris Bacon leaves for a tenure-track position.

Curriculum committee (Barnett) – Curriculum changes were previously shared with faculty.

The first proposal will create criteria for the News & Information track and includes voting to accept the “News and Information Capstone” criteria as policy and to change Track Requirement from two Advanced Media to one Advanced Media and one Capstone. Belmas motioned to accept the first proposal and McLendon seconded the motion. Belmas then proposed an amendment to the motion to include the ability to enroll in the Capstone before the Advanced Media course. The motion was called and a vote was taken with all in favor.

The second proposal, to modify Jour 507, Practicum in Journalism effective summer 2017, was presented. Holstead motioned to accept the proposal and Ward seconded the motion. After discussion, a vote was taken and the motion did not carry.

The third proposal, to modify Jour 699, Reporting and Editing for Print and Online, was presented. Volek motioned to accept the proposal and McLendon seconded. There was no discussion. A vote was called with all in favor.

The fourth proposal was to change the name of the Curriculum Committee to “Curriculum and Assessment Committee” and add this charge to the committee duties: “Coordinate gathering and analysis of assessment data for the School and report to appropriate entities.” Reinardy motioned to accept the proposal and Geana seconded. There was no discussion. A vote was called with all in favor.

Other announcements – Brill stated J302 and J304 in summer will be offered as a pilot program

Idea of School honor code – Reinardy presented honor code statement for consideration. Barnett suggested students write honor code using the framework. Geana suggested including strat comm.

Meeting adjourned for lunch

Priorities for AY 2016 – 2107: Recruitment; Reaccreditation; Curriculum: Assessment and norming; Diversity; Fundraising