

**School of Journalism and Mass Communications  
Faculty Meeting Minutes  
May 4, 2018**

Faculty and staff in attendance: Julie Adam, Ashley Anguiano, Hyejin Bang, Barbara Barnett, Genelle Belmas, Ann Brill, Cal Butcher, Yvonne Chen, Jerry Crawford, Cade Cruickshank, Chad Curtis, Joseph Erba, Pam Fine, Muger Geana, David Guth, Angie Hendershot, Penny Hodge, Jammie Johnson, Heather Lawrenz, Tien Lee, Frances Lyons, Dan McCarthy, Lisa McLendon, Kerry Navinsky, Jennifer Paasch, Scott Reinardy, Vicky Reyes, Janet Rose, Steve Rottinghaus, Hyunjin Seo, Susanne Shaw, Eric Thomas, Matt Tidwell, Max Utsler, Gayle Vannicola, Tom Volek, Mike Vrabac, Hong Vu, Doug Ward, Mike Williams and J-School student Nolan Bray.

**Student Pledge of Integrity implementation** (Reinardy, students)

J-School students and Student Leadership Board members Nolan Bray, Brianna Mears and Chihiro Kai led the development of the "Pledge of Integrity" discussion. Bray presented the pledge to faculty and asked for their approval.

***Pledge of Integrity***

*As a student in the William Allen White School of Journalism and Mass Communications, I commit to endorse and defend our historic responsibility of ethical and factual communication. I understand that my work will be held to a strict standard of integrity and honor established in the School's values statements and any violation will be seen as a breach of the public's trust. By signing this pledge, I declare my commitment to these principles established in the journalism and mass communication professions:*

*I will assume responsibility for my work.*

*I will distinguish between facts and opinions.*

*I will verify my sources and my information.*

*I will be fair and inclusive in conveying information.*

*I will not distort or misrepresent information in pursuit of my own agenda.*

*I will create original work.*

*I will not plagiarize my work.*

*I will not fabricate my work.*

*Join your peers in supporting our legacy of professional journalism and mass communications.*

Reinardy stated students have the option of accepting the pledge or not. The committee would like to have it promoted in JOUR 101 and other classes. The pledge will be online and the committee asked for ideas for displaying it publicly. All students will be given the opportunity to opt in or out of publication of their name.

The fact that a student signed the pledge is proof they know if they are plagiarizing. Nolan reminded faculty of other procedures in place to protect both the school and the university. The faculty congratulated the students for their work in creating the pledge. Faculty voted to adopt the Pledge of Integrity with a majority in favor.

**Searches update** (Brill)

Two new faculty members, Asst. Prof. Teri Finneman and Lacy C. Haynes Professor of the Practice Pat Gaston, will join the school in the fall. Two other hires are in process, including General Manager of the Kansan and another hire to be discussed. Prof. Tien Lee is chair of the Professor of the Practice in Strategic Communications search. Having a hire by FY2018 is anticipated and two to three faculty hires are expected in AY2019.

## **Committee elections (Brill)**

David Guth and Tien Lee were elected to join Barbara Barnett and Yvonne Chen on the Curriculum Committee. Genelle Belmas, Peter Bobkowski and Hyunjin Seo were elected to join Scott Reinardy on the Graduate Committee. Jimmy Gentry, Janet Rose and Doug Ward were elected to the Technology Committee. All newly elected faculty will serve two-year terms.

## **Curriculum changes – vote required -- PhD course revisions (Reinardy)**

Reinardy proposed the Ph.D. Curriculum Revisions (below). Pam Fine moved to accept the revisions and Genelle Belmas seconded the motion. After discussion a vote was called with all in favor, none opposed and no abstentions. Motion carried.

### Proposed Ph.D. Curriculum Revisions May 4, 2018

The Ph.D. curriculum has not been revised since the implementation of the program in 2012.

Although the Ph.D. program has been successful, potential candidates have expressed their desire to pursue a three-year program. Currently, at 55 credit hours the School's program is designed to be four years, which is longer than other regional, competing programs (see below).

Nonetheless, many Ph.D. students complete the School's program in three years. KU allows for up to 18 credit hours to be accepted from a master's program. In the past, the Associate Dean of Graduate Studies evaluates the syllabi of master's courses to determine if the courses are eligible for acceptance as Ph.D. credit hours. Oftentimes, a student will receive the entirety of the 18 hours, reducing his or her Ph.D. program to 37 credit hours in our School.

Under this proposal, Ph.D. students would be more restricted in reducing their time in our program while trimming the program from four years to three years. If the following curriculum revisions are accepted, instead of accepting 18 credit hours from a master's program, a student would only be positioned to receive six credit hours for master's work.

The proposal reduces the Ph.D. program from 55 to 46 credit hours, which would be a gain of at least three credit hours (37 to 40) if only six credit hours were accepted from a master's program instead of the 18 the School currently accepts.

The new core courses in the program were designed to better prepare students for academic work. What were popular electives in the past would become required courses.

New courses include:

JOUR 806: College Teaching (NEW PERMANENT COURSE)

JOUR 807: Research Funding (NEW PERMANENT COURSE)

Additional changes would be made to the core curriculum:

JOUR 801: Media Communication Theories (NAME CHANGE)

JOUR 802: Media Communication Methods (NAME CHANGE)

JOUR 803: Research in Action (NAME CHANGE)

JOUR 901: Introduction to Doctoral Studies (instead of one, 3-hour course it would become a 1-hour course required of students each year in the program) (NOT IMPLEMENT UNTIL FALL 2019)

Here are the proposed revisions to the core courses: (Bold indicates changes)

JOUR 801: Media Communication Theories (name change)

JOUR 802: Media Communication Methods (name change)

JOUR 901 Intro to doc studies (1 credit; 3 times)

JOUR 803: Research in Action (name change)

JOUR 804: Qualitative Research

JOUR 805: Quantitative Research

(Previously, a student chose either JOUR 804 or JOUR 805. In this model, both are required.)

JOUR 806: College Teaching

JOUR 807: Research Funding

EPSY 710/711 Intro to Statistics (4 credits)

#### New Course Descriptions

JOUR 806: College Teaching

Course Description: Teaching revolves around learning. So a course about teaching must by nature focus on learning about learning. This course will cover more than learning, but learning will be central, both in terms of how you can help your students learn but also how teaching itself is really about learning. The class is rooted in the philosophy of teaching as an intellectual and scholarly activity, and it draws heavily on approaches that have proved effective for learners of all types.

JOUR 807: Research Funding

The course is designed to introduce the theoretical and practical skills in developing proposals for internally or externally funded research or applied interventions. Although the focus of the course is on research funding opportunities offered by federal entities, as they offer the most comprehensive and challenging environment for sponsored research, a portion of the course will be dedicated to non-profit and private funding opportunities, as well as to the development of non-research proposals.

Total: 28 credits

Concentration (outside J-School): 12 credits

Two electives (can substitute from Master's program): 6 credits

Total: 46 credits (reduced from 55)

Plus comps and dissertation

#### Competing Regional Ph.D. Programs

University of Missouri		3 years
University of Minnesota	46 hours	3 years
University of Wisconsin	65 hours (32 on campus)	3 years
Michigan State	42 hours (+24 dis)	3 years
University of Michigan		3 years
North Carolina	48 hours	3 years
Penn State	36 hours	3 years
University of Georgia	60 credits (21 dis)	3 years
University of Texas	57 hours	4 years
University of Iowa	72 hours (30 masters)	4 years
University of Colorado	54 hours (+30 dis)	4 years
Ohio State	81 hours (51 electives)	4-5 years
University of Oklahoma	90 hours (12 dis)	5 years
University of Indiana	90 hours (15 dis)	5 years

## **Curriculum changes – vote required -- J560 prerequisites (Barnett, Benson)**

Students were previously allowed to take J420, J460 and J560 simultaneously. Belmas moved that students must complete J420 and J460 before enrolling in J560. Lisa McLendon seconded the motion. A vote was taken with all in favor, none opposed and none abstaining. Motion carried.

### **JOUR 560**

Journalism - Message Development ( 3 )

Students exercise both critical and creative thinking to develop the multi-media writing skills expected of strategic communicators. Students begin addressing clients' needs by applying research on product or service benefits, brand identity, competition and audience motivations. The research informs the writing of a strategic message planner or creative brief, which students employ to write and produce messages in many forms. Examples of messages created in JOUR 560 include print, video and radio advertising; social media messages; sales letters and other business writing; and such public relations writing as news releases. Combining strategy, design, and writing and production skills, students begin to build a professional portfolio throughout this class. JOUR 560 prepares students for internships and lays the groundwork for the campaigns class. Prerequisite: For students starting at KU prior to Fall 2012: JOUR 101 and JOUR 301, each with a grade of 2.0 or above, and a satisfactory score on the grammar and usage test taken before JOUR 301 or completion of JOUR 002 with a grade of 2.0 or above. For students starting at KU Fall 2012 and after: JOUR 300 (or JOUR 310) with a C (2.0) or higher, JOUR 302 (Infomania), JOUR 304 (Writing for Media) (or JOUR 301 Research and Writing, JOUR 302 Research and Writing, Honors or JOUR 305 Research and Writing, Honors), JOUR 320, JOUR 420, JOUR 460 and passage of the grammar test or JOUR 002 with a C (2.0) or higher. May be taken concurrent with JOUR 420 and JOUR 460. **For students starting at KU Fall 2018 and after: JOUR 300 with a C (2.0) or higher, JOUR 302 with a C (2.0) or higher, JOUR 304 (or JOUR 305, Honors) with a C (2.0) or higher, JOUR 320, JOUR 420, and JOUR 460.** Only open to Journalism majors.

### **Katich Creativity Award**

The Katich Creativity Award was presented to Assistant Professor Joseph Erba due to his dedication to learning and hard work. Creative and serious are other good descriptions of Joseph. He was also commended for being a driving force on the Diversity and Inclusion Action Group (DIAG).

### **Adjournment and lunch**