School of Journalism
Faculty Meeting Minutes, May 9, 2014


Strategic Plan Update—Accomplishments, challenges – AY 2014–2015 priorities
• Dean Brill discussed priorities accomplished during AY13-14 and the five-year strategic plan annual review summary. Summarized goals were undergraduate education; graduate education; research; partnerships; recruitment and retention of diverse faculty and staff; resources; and plan review. Survey results for AY15 priorities were recruiting great students; embracing comprehensive diversity; implementing revised graduate programs; online curriculum development; and increasing grants/awards/publications.

Update on enrollment, KU Core, etc.
• Online courses – Barnett is planning a summer school immersion experience and asked faculty for ideas for online classes.
• Mini-mester – Barnett asked faculty to consider teaching a class as a mini-mester.

Summer 2014 projects include:
• KUJH-TV/ KU Athletic hire will serve as executive producer of KUJH-TV and direct student production crews assisting with broadcasting through Athletic Dept. outlets.
• The Agency hire is on track with help from investing partners serving as the advisory board.

Benson, curriculum committee chair, reported on three items voted on during the recent curriculum committee meeting.
• The committee voted to limit students’ ability to return to finish their degree to five years after their departure. In addition, the degree must be completed under the current curriculum.
• The committee voted to address the inconsistency of study abroad course grading by replacing satisfactory/unsatisfactory grading with a letter grade to eliminate inconsistency.
• The committee voted to support a proposal by Williams to include journalism as an area of emphasis in the Bachelor of Science in Interdisciplinary Computing degree.

It was recommended that Goal I, Tactic III of the 5-year Strategic Plan be revised to better reflect the learning outcomes and objectives that will prepare students to work in media industries.
• The Dean’s Advisory Group suggested that the wording change from, “Ensure that each undergraduate track includes instruction in how to bid for jobs, how to write contracts, how to bill for time, how to make presentations and how to use social media to market a business” to “Ensure that each undergraduate student will understand how to innovate, plan, develop, pitch and complete work-for-hire and freelance work for a media market or media business.”

Bengtson moved to accept the revision and Geana seconded the motion. Basow suggested using the word “propose” in place of the word “pitch”. Vrabac concurred. Basow called for a friendly amendment. Marsh seconded. Geana called the question. A vote was taken with all in favor. The motion passed.

Faculty discussed the School partnering with the School of Business on a 321 degree (three years—two degrees—one great job!) that will include a summer immersion experience of 12 hours. This format could save students $25,000 in tuition. Williams proposed a motion to say faculty, on May 9, 2014, agreed to pursue partnering with the School of Business to offer a 321 degree that will take three years to obtain two degrees and the 321 degree will include a summer immersion experience of 12 hours. Volek seconded the motion. A vote was taken with all in favor. The motion passed.

Faculty discussed the curriculum committee vote to limit students’ ability to return to finish their degree after their departure to five years and to include that the degree must be completed under the current curriculum. The School of Business requires a limit of five years. Volek stated that a plan of study is required at the graduate level and the student must adhere to the plan. Basow moved to accept these restrictions and Volek seconded the motion. After discussion, the motion failed and was sent back to the curriculum committee.

Faculty discussed the curriculum committee suggestion to replace all satisfactory/unsatisfactory grades in Study Abroad courses with letter grades to eliminate the grading inconsistency. Marsh moved to accept this change and Broholm seconded. Faculty voted with all in favor. The motion passed.

Faculty discussed the proposal by Williams to include journalism as an area of emphasis in the Bachelor of Science in Interdisciplinary Computing degree. Williams moved to accept this proposal. Geana seconded the motion. Faculty voted with all in favor. The motion passed.

Meeting adjourned
Five-Year Strategic Plan
Annual Review Summary
William Allen White School of Journalism
and Mass Communications
Revised, May 2014

Five-Year Strategic Plan
Annual Review Summary
Goal Grade Card 2014

- Goal I - Strengthen recruitment, teaching and mentoring to prepare undergraduate students for lifelong learning, leadership and success
- Goal II - Prepare doctoral students as innovators and leaders who are ready to meet the demands of the academy and our global society
- Goal III - Enhance research broadly with special emphasis upon areas of present and emerging strength in order to push the boundaries of knowledge and benefit society
- Goal IV - Engage local, state, national and global communities as partners in scholarly activities that have direct public impact
- Goal V - Recruit, value, develop and retain an excellent and diverse faculty and staff
- Goal VI - Responsibly steward fiscal and physical resources and energize supporters to expand the resource base
- Goal VII - Review this plan periodically to ensure relevance and progress; revise as needed

Priorities Academic Year 2013 - 2014

- Master's Program direction
  - Edwards Marcomm -> MS - IMC
  - Proposal for Master of Science degree in Content Management (Online professional program)
- Strategies for online courses
  - Fully online or hybrid versions of JOUR 300, 302, 419, 503, 608, 618, 690
  - Winter session minimester
- Fundraising
  - New scholarships, working toward program funds and professorships, reaching $15 million Far Above goal.
- Hiring great colleagues
  - Genelle Belmas, Assoc. Prof.
  - Joseph Erba, Asst. Prof.
  - Jonathan Peters, Asst. Prof.
  - Eric Thomas, KSPA Lecturer
  - Ashley Angulano, Allison Rose Lopez, Carson Levine,
    - TBD: Agency director, KUJH producer
- Creating student opportunities
  - The agency and student media
  - BS in Interdisciplinary Computing area of emphasis
  - Media Crossroads programming

<table>
<thead>
<tr>
<th>Goals</th>
<th>2014 Grade</th>
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<tbody>
<tr>
<td>Goal I - Strengthen recruitment, teaching and mentoring to prepare undergraduate students</td>
<td>Mixed</td>
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<tr>
<td>Goal II - Prepare doctoral students as innovators and leaders</td>
<td>Incomplete</td>
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<tr>
<td>Goal III - Enhance research with emphasis upon areas of present and emerging strength</td>
<td>B</td>
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<tr>
<td>Goal IV - Engage local, state, national and global communities in activities that have public impact</td>
<td>A-</td>
</tr>
<tr>
<td>Goal V - Recruit, value, develop and retain an excellent and diverse faculty and staff</td>
<td>A-</td>
</tr>
<tr>
<td>Goal VI - Steward fiscal and physical resources and energize supporters to expand resource base</td>
<td>B+</td>
</tr>
<tr>
<td>Goal VII - Review this plan periodically to ensure relevance and progress; revise as needed</td>
<td>Pass</td>
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</tbody>
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**Goal I – Undergraduate Education**  
Looking ahead to AY2015

- Priorities
  - Recruiting – Develop and collectively share our message
  - Online course growth
  - Credit hour production major and non-major
  - Course consistency across multiple sections
  - Logical, apparent course ladder
  - Assessment procedures and application across school
  - Professional-level media experiences

- Ideas
  - Student Agency launch
  - Assessment reporting, analysis
  - Course/assignment rubrics
  - Case problem solving course
  - Mapping across the curriculum
  - Innovation learning community w/ B-School and Engineering
  - Technology skills training
  - Community college integration

**Goal II – Graduate Education**  
Looking ahead to AY2015

- Priorities
  - Who is our audience? What do we want to be?
  - Master’s programs redesign and implementation
  - F2F v Online?
  - Recruiting
  - Marketing

- Ideas
  - Promote MS-IMC at Edwards
  - “Content Management” MS program on KULC
  - Certificates in strength areas
  - Alternative course structures
  - Positioning in the marketplace

**Goal III – Research**  
Looking ahead to AY2015

- Priorities
  - Academic Analytics  
    - How it affects individuals and the school . . . Budget
  - Grant development
  - Publications!
  - Interdisciplinary and intra-school partnerships
  - Promoting our successes beyond Monday Memo

- Ideas
  - Cluster hire – big data, health
  - Grant development workshop
  - Use Media Innovation Lab
  - Use of Pivot
  - Research Investment Council opportunities
  - Continue sharing sessions

**Goal IV – Partnerships**  
Looking ahead to AY2015

- Priorities
  - New intra-university partnerships
  - Professional outreach – education, production, research
  - University consortia
  - Alumni opportunities
  - Identify strategic partners

- Ideas
  - Learning communities
  - Co-listing courses with other units
  - Additional affiliations with research labs and centers on campus
  - Shared professional outreach
Goal V - Recruit and retain excellent and diverse faculty and staff

**Priorities**
- Diversity
- Tenure, non-tenure faculty and staff balance
- Teaching, research, service load balancing
- Continued support for faculty promotion

**Ideas**
- Identify curriculum areas to be partner with professionals, faculty from other disciplines
- Partner(s) with HBCUs and other institutions with high minority enrollments - negotiate faculty exchanges, student interactions, shared online courses

Goal VI - Resources
Looking ahead to AY2015

**Challenges**
- Summer School - Tuition driven
- Changes in University funding, business practices
- Facilities and technologies
- Use of Edwards beyond IMC
- Student media - UDK, Crossroads, Agency, etc.

**Ideas**
- Establish and adhere to course enrollment minimums, especially Summer session
- Redesign labs - create collaborative learning spaces
- Creative use of technology to help us work "smarter"
- Use student media to provide training and funding for students

Goal VII - Plan Review
Looking ahead to AY2015

**Priorities**
- Establish best practice for review
- Quantifiable results
- Strategic Plan "Third-year" review
- Begin preparation for ACEJMC review in AY2016 - 2017

**Ideas**
- Assign review teams for Strategic Plan review with attention to ACEJMC standards

Priorities for Academic Year 2015
Survey results (n=24)

**Top Priority**
- Recruit undergrads 45.45%
- Increase online courses 22.73%
- More non-classroom experiences 9.09%
- Student diversity 9.09%
- KULC MS to online 4.55%
- Revise summer school 4.55%
- Partner & collaborate 4.55%

**Second Priority**
- Recruit undergrads 27.27%
- Partner & collaborate 18.18%
- Increase online courses 13.64%

**Third Priority**
- Recruit undergrads 22.73%
- Faculty diversity 13.64%
- Partner & collaborate 13.64%
- Tech training for faculty 13.64%
Priorities for Academic Year 2015

1. Recruiting great students
2. Embracing comprehensive diversity
3. Implementing revised graduate programs
4. Focusing online curriculum development
5. Increasing grants/awards/publications

Thanks for a great year!
Enjoy your summer