

MINUTES OF THE FACULTY SEPTEMBER 13, 2013

The format of the faculty meeting has changed. Track chairs and committee members will no longer provide reports during the faculty meeting; they have been encouraged update the faculty by email. Faculty meetings will primarily be reserved for discussion. This serves two purposes; it will help keep faculty meetings on track and will assist with end-of-year reporting.

Budget update – This fiscal year the J-School experience a budget cut which resulted in the loss of a staff member. The budget cut was not exclusive to the School, but departments across the university had to cut funds. The Dean does not anticipate a budget cut to the J-School for next year; however, that could happen. The J-School is doing well with fundraising having already reached 93% of its Far and Above campaign. The School has raised approximately \$14 million in the last 3 years. The J-School's credit hour production is up 24% from this time last year.

Student recruitment strategies and support – Ashley Aguiano, the newly hired Student Recruitment & Retention Coordinator, presented her recruitment vision and goals for the coming year. She plans to continue and expand on successful strategies established by the previous coordinator. This year's freshman class is comprised of 150 direct admits to the J-School. Ashley's goal is to maintain this number with hopefully a slight increase. The J-School has a very strong out-of-state pool and a very strong Johnson County pool of freshman. One of the recruitment questions Ashley is researching is why there are not more Kansas students attending KU for journalism. She plans to target central and western Kansas more. The J-School is considered a national school where sixty percent of our students are from out-of-state. She will also continue with off-campus visits to high schools, admissions events and journalism conferences. Out-of-state receptions hosted last year in Omaha, St. Louis and Chicago were very successful and will continue this year. Additional reception locations are being evaluated. Individual appointment will also be maintained. Faculty assistance will be enlisted especially regarding strong students who have visited more than once or have a specific area of interest. The focus on recruitment will be from November 1 to May 1, once students have applied and are admitted. Ashley plans to attend as many on campus admissions event such as Senior Days and Leadership Symposiums as possible. On November 19 the J-School will be hosting Wyandotte High School's Journalism staff. Additional recruiting tools being employed by the J-School are social media and student ambassadors. The school currently has 30 student ambassadors who assist with recruitment. Ashley reminded the faculty that recruitment is a constant activity whether they are visiting with the son or daughter of a friend or having a discussion with the grocery store bagger. The three key points Ashley would like stressed to potential students are: the small environment, faculty engagement and students can get involved quickly.

Ballots: Committee elections and setting priorities - Paper ballots were provided for the faculty to vote on committee members. Committees being voted on are curriculum, graduate and technology.

The Dean's Advisory Group has identified priorities for the coming year. The faculty was asked to rank the priorities.

Results of the committee member vote and priority ranking will be provided in a future email.

Searches – The J-School currently has 4 active searches: Media Studies – Open Rank, Assistant Professor Strategic Communications Health Communications, Director for Kansas Student Press Association and Foundation Professor. Faculty members may be asked to present and attend meetings as candidates are brought to campus. Faculty lunches will be limited to search activities. If a faculty member has a guest speaker who is on campus around lunch hour, the faculty member is encouraged to take their guest plus one or two other faculty members to the Impromptu Café located in the Kansas Union.

Election results-

Peter Bobkowski, Pam Fine and Max Utsler are elected to the Curriculum Committee. Their terms all expire in academic year 2017. They join Kerry Benson (2015) and since Pam is the renewal, she will serve a two-year term (2016) to allow for better continuity. Tim Bengston is the alternate.

Elected to the graduate committee are Hyunjin Seo and Doug Ward (2017). Scott Reinardy has one more year on the committee. Mugur Geana is the alternate.

Joining Carol Holstead (2015) on Technology are David Guth and Mike Williams (2017).

Priorities –

According to the ballots, the number one priority is the master's program. Doug Ward has been asked to chair a small group of people to examine direction and propose solutions.

Second on the list is hiring great colleagues this year. We will all need to be involved in this as well. Your high ranking of hiring Foundation Professor(s) was part of what made this a top priority.

Our third priority is developing strategies for online courses. KU has a number of groups working on this and I will ask someone from the School of Education to come talk with us about what they are doing.

Our fourth priority is creating more opportunities for students, especially the student agency.

As always, we will continue efforts in fundraising.