

School of Journalism and Mass Communications
Faculty Zoom Meeting Minutes – October 9, 2020

Faculty, staff and graduate students in attendance: Julie Adam, Darcy Altschwager, Olushola Aromona, Annalise Baines, Genelle Belmas, Kerry Benson, Gerri Berendzen, Ann Brill, Cal Butcher, Yvonne Chen, Jerry Crawford, Cade Cruickshank, Joseph Erba, Chris Etheridge, Ever Figueroa, Teri Finneman, Patricia Gaston, Mugur Geana, Melissa Greene-Blye, Angie Hendershot, Penny Hodge, Carol Holstead, Erica Hunzinger, Jammie Johnson, Himee Kamatuka, Rob Karwath, Heather Lawrenz, Yuchen Liu, Frances Lyons, Chuck Marsh, Dan McCarthy, Lisa McLendon, Eddie Munoz, Kerry Navinsky, Nhung Nguyen, Jennifer Paasch, Scott Reinardy, Janet Rose, Steve Rottinghaus, Rebekka Schlichting, Hyunjin Seo, Marlys Shulda, Eric Thomas, Matt Tidwell, Gayle Vannicola, Mike Vrabac, Hong Vu, Al Wallace, Doug Ward, and Steve Wolgast.

Deans updates (Brill, Reinardy)

Student Credit Hours (as of Thursday evening compared to same day, Fall 2019)

Overall, KU down 2.9;

Journalism overall down .3; Edwards up 12.3; Lawrence campus down .7

Enrollment:

Graduate students = 86; undergraduate = 752

Fall 2019, 1,002 students; Fall 2020, 938 (numbers include minors, non-degree)

Strat Comm = 70%; News & Information = 30%

Overall, enrollment down 6.4% from Fall 2019

Searches are starting for five positions (three faculty, two staff) Yvonne Chen will chair the three faculty positions. The staff positions are: Gayle Vannicola, Business Manager, and Penny Hodge, Executive Assistant to the Dean, both accepted the VSIP (Voluntary Separation Incentive Program) and will retire as of December 31st, 2020. Assoc. Dean Scott Reinardy will chair the staff searches.

Motion, discussion, vote on two items (Reinardy, Brill)

1. **MOTION:** Remove the language, "May be retaken once." In the courses where it is currently listed, which include JOUR 101, JOUR 104, JOUR 300, JOUR 302, JOUR 304 and JOUR 309.

Steve Wolgast moved to accept the motion and Genelle Belmas seconded. Yvonne Chen stated full support of the motion. After much discussion, including the hardship of only one chance at taking the classes, a vote was called with all in favor. Motion passed.

2. **MOTION:** Suspend voting on School committee members for the 20-21 academic year. We will vote on new members for committees, where needed, in May 2021. If new members are needed on any committees before then, the dean may appoint a member whose term will be voted on during the May 2021 meeting.

Patricia Gaston moved to accept the motion and Steve Wolgast seconded the motion. A vote was taken with all in favor. Motion passed.

Discussion: Managing our brand; our house of brands

CONTEXT: Pandemic, Racial & social injustice, Election, Audience, media economics, ACEJMC changes = time to evaluate

VALUES STATEMENT: This School values:

A diverse, collaborative and dynamic student-centered environment

Excellence in learning, teaching and mentoring

Free expression and conscientious, ethical journalism as cornerstones of a democratic society

Critical and creative thinking

Meaningful research and creative activity

Imaginative outreach and collaboration on this campus, in this state and in the professions of journalism.

Explaining who we are and what we do — can we be more clear, current, relevant?
Presentation of personas (Benson, McLendon, Rose)

Proposed changes for

Specializations:

Marketing Communications
Multimedia Journalism
Media Arts

Optional Concentrations:

Sports media
Undergraduate research
Inclusive media voice
Emerging media
What else?

Proposed changes for

Concentrations:

- Marketing Communications
- Multimedia Journalism: The name change from News & Information to Multimedia Journalism more accurately describes this course of study. Students can take advanced courses in broadcast news, reporting or digital production. A new course, Practicum, reflects the experiential learning students do when working on student or affiliated media, and precedes the Capstone course.
- Media Arts

Optional specializations:

- Sports media
- Undergraduate research
- Inclusive media voices
- Emerging media
- What else?