

**School of Journalism and Mass Communications
Faculty Meeting
December 8, 2017**

Faculty and staff in attendance: Julie Adam, Patrick Allen, Barbara Barnett, Genelle Belmas, Kerry Benson, Gerri Berendzen, Peter Bobkowski, Ann Brill, John Broholm, Yvonne Chen, Janice Collins, Jerry Crawford, Cade Cruickshank, Chad Curtis, Joseph Erba, Pam Fine, Angie Hendershot, Penny Hodge, Carol Holstead, Jammie Johnson, Heather Lawrenz, Tien Lee, Frances Lyons, Chuck Marsh, Dan McCarthy, Lisa McLendon, Kerry Navinsky, Jennifer Paasch, Scott Reinardy, Vicky Reyes, Janet Rose, Hyunjin Seo, Susanne Shaw, Matt Tidwell, Max Utsler, Gayle Vannicola, Tom Volek, Doug Ward, and Mike Williams.

Updates: Ann Brill introduced Professor Janice Collins of the College of Media at the University of Illinois Champaign-Urbana. Dr. Collins will join the School during the spring 2018 semester as inaugural KU Visiting Enhancing Excellence Scholar (VEES). She will teach broadcasting.

Sabatini Architects Inc. has been selected to remodel Stauffer-Flint Hall. Faculty and staff are invited to attend an informational meeting with architects on Jan. 18, 3-5pm, in the Clarkson Gallery.

The 150th birthyear anniversary of William Allen White will be observed on Thursday, Feb. 8, 2018. The celebration will be planned by The Agency. White was born February 10, 1868 in Emporia, Kansas. Mike Williams will work with KU Libraries to conduct William Allen White "teach-ins".

A media literacy town hall meeting is scheduled at the Lawrence Public Library on Monday, Jan. 11. Local media representatives from the Lawrence Journal-World and Kansas Public Radio are invited to join the meeting. Scott Reinardy stated media literacy town hall tours may travel to several Kansas locations in the future.

Barbara Barnett and Chuck Marsh gave a search committee update. Four candidates for the News/Multimedia Professor position have been invited to visit the School in January and February. More applications are being sought for the other two advertised positions of Professor of the Practice: Strategic Communications (Asst., Assoc. or Full) and the Lacy C. Haynes Professorship.

Curriculum and Assessment committee action items were presented by Barbara Barnett and Lisa McLendon. Proposals were discussed and votes were taken.

Proposal: To change course numbers and course descriptions for Jour 550 courses. Currently, J550, Digital Media, is one course with three sections. This proposal would break the course into three separate sections: advanced multimedia reporting, broadcast reporting, and advanced editing and production.

Genelle Belmas motioned to accept the proposal and Janet Rose seconded the motion. There was no discussion. A vote was called with all except one in favor and no abstentions. Motion carried.

Proposal: Allow JOUR 150 and JOUR 177 (topic varies each fall) to count as journalism electives. This change would allow Jour 150, Stand and Deliver, and Jour 177, First-year Seminar, to count as journalism electives. Currently, these courses do not count as journalism electives for journalism students.

Lisa McLendon motioned to accept the proposal and Chad Curtis seconded the motion. After discussion a vote was called with all in favor, none opposed and no abstentions. Motion carried.

Proposal: This would introduce a new course into the news track curriculum, JXXX, Magazine Publishing. This is an entrepreneurial course in which students work in pairs to come up with an idea for a new magazine, write a business plan and design pages for it. In the process, students learn about

magazine media today, how to identify need, understand audience and competition, how to plan an editorial product in print and online, how to develop circulation/promotion and advertising plans, and how to create a visual identity for a magazine. Students also learn how to write a business plan persuasively and concisely, and to edit for continuity. The outcome is a portfolio-quality project that demonstrates critical thinking, writing and design skills. Prerequisite: JOUR 304 with a grade of C (2.0) or better.

Carol Holstead motioned to accept the proposal and Chuck Marsh seconded the motion. After discussion a vote was called with all in favor, none opposed and no abstentions. Motion carried.

DIAG survey and discussion: Joseph Erba shared results from the Cultural Competency Assessment taken by faculty, staff and students. A more in-depth report will be shared with faculty and staff soon.

J302 changes: Peter Bobkowski discussed the current teaching methods in J302 Infomania: Information Management. J302 will move to a common lecture format to promote standardization. An open textbook for use in J302 will be written by Bobkowski, Rosann Pluretti and three KU librarians. All faculty are invited to contribute. The Office of the Provost is onboard with this practice.

Announcements: Chad Curtis updated the faculty on the KUJH-TV remodeling scheduled over break.

Skype for business demo: Suzie Johannes, IT Technology Manager, gave faculty and staff an overview of Skype for Business. The telephone use transition is coming soon.

Adjournment for lunch

Priorities AY 2017-2018

1. *Planning for strategic enrollment growth -- Undergraduate, graduate, diversity, areas of study*
2. *Searches – three current faculty searches. At minimum, two will contribute to the diversity of the School*
3. *Enhance student professional experiences*
 - a. *Student/alumni mentorship program – work with Alumni Association to launch PeopleGrove*
 - b. *Student professional organizations*
4. *Curriculum*
 - a. *Assessment, norming across sections – focus this year on 300-level courses*
 - b. *Implement cultural diversity assessment, training – cultural competency survey launched this week*
 - c. *Awareness, competency about media literacy- seven town hall tours across Kansas*
5. *Celebrating William Allen White – 150th birthday with distinguished visiting professionals.*
6. *Renovations to Stauffer-Flint Hall- more contemporary use of internal space*