

**School of Journalism and Mass Communications**  
**Faculty/Staff Meeting Minutes**  
**December 7, 2018**

Faculty and staff in attendance: Julie Adam, Barbara Barnett, Kerry Benson, Gerri Berendzen, Peter Bobkowski, Ann Brill, John Broholm, Yvonne Chen, Cade Cruickshank, Chad Curtis, Teri Finneman, Pat Gaston, David Guth, Angie Hendershot, Penny Hodge, Carol Holstead, Himee Kamatuka, Rob Karwath, Tien Lee, Frances Lyons, Chuck Marsh, Lisa McLendon, Eddie Munoz, Kerry Navinsky, Scott Reinardy, Vicky Reyes, Steve Rottinghaus, Hyunjin Seo, Marlys Shulda, Eric Thomas, Matt Tidwell, Max Utsler, Gayle Vannicola, Hong Vu, Doug Ward, and Mike Williams.

**Updates (Brill)**

- VSIP      Dean Brill discussed VSIP, the Voluntary Separation Incentive Program, that allows administrators to offer tenured and tenure-track faculty incentives for an early departure from the University. Several senior journalism faculty members have accepted the offer. The positions will not be filled for one year. Brill stated retaining contact links of the departing faculty would be of value to the School.
- Budget     Brill stated next year will be a difficult year but no staff members will be cut.
- Building    Brill shared pictures of the planned building remodel and said there is an opportunity for naming rights. The first phase of the remodel is the replacement of the elevator immediately following spring graduation. During the first phase, some building occupants may be moved out of the building. The third floor will be leveled as walls are taken down. First floor rooms that will not be remodeled are the Richard C. Clarkson Gallery and S-F room 100. All other 1<sup>st</sup> floor rooms will be remodeled. Faculty and staff will return in the fall but no fall classes will be held in the building.

**Curriculum votes (Barnett)**

**1. Motion to approve two new courses in the School: Digital Media Tools-Advanced Media and TV News II - Advanced Media.**

Rationale:

Digital Media Tools-Advanced Media (currently offered as a JOUR 500 topic)

- Course description: In Digital Media Tools, students learn to negotiate multiplatform newsrooms, acquiring skills in online production, audience engagement, analytics, social media account management and interactive multimedia storytelling. Prerequisite: JOUR 551, 552 or 553 with a grade of C (2.0) or higher.

TV News II - Advanced Media (currently offered as an independent study)

- Course description: Students build on their experiences at KUJH-TV by working at a professional television station or cable operation. Students may work in different news functions including, but not limited to, reporting, videography, producing, directing or web producing. Instruction includes newsroom coaching and evaluation by professional journalists. Classroom instruction covers such issues as analyzing media content, diversifying story sources, and practical ethical decisions faced by the students. Instructors also meet with students for individual conferences. Students must complete the course by preparing an audition reel and presenting it to the class and a TV news professional. Must obtain a grade of C (2.0) or higher. This class meets the Journalism School requirements as a capstone class. Prerequisite: JOUR 620 with a grade of C (2.0) or higher.

Both classes listed in motion #1 are 600-level advanced media/capstone classes. After discussion Mike Williams moved to accept the motion and Lisa McLendon second the motion. A vote was called with all in favor, none opposed and no abstentions. Motion carried.

**2. Motion to approve requirement that all courses in the SC Sequence require the minimum of a C grade to advance to the next course.**

Rationale: This mirrors changes made by the news track months ago.

Motion #2 was discussed. David Guth moved to accept the motion and Chad Curtis seconded. A vote was called with all in favor, none opposed and no abstentions. Motion carried.

### **CTE grant outcomes and discussion (Seo, Ward)**

Doug Ward and Hyunjin Seo provided an update on the Curriculum Innovation Program project in the J-School funded by the Center for Teaching Excellence. The project team is working to better streamline social and emerging media content across the curriculum and to create a digital data hub to be used by relevant courses within the School.

The link to the KU Today article on the program can be found at:

<https://today.ku.edu/2018/08/24/center-teaching-excellence-selects-4-teams-curriculum-innovation-program>

### **P&T update (Marsh)**

The promotion and tenure committee will lose Chuck Marsh after next year and John Broholm has stepped down. Interested faculty members are needed to serve on this committee.

### **Presentations**

eXplore Lawrence presentation (Bobkowski)

Prof. Bobkowski received the following message from Andrea Johnson of eXplore Lawrence.

*"I have amazing news! We submitted the Block-by-Block project for a Travel Industry Association of Kansas Marketing award in the "Integrated Campaign" category. I'm excited to report that not only did we win first place for Integrated Campaign amongst "large budget" destinations in Kansas, the Block-by-Block program also won "Best in Show" amongst all marketing award entries! There were 50 total entries in the marketing awards in 5 categories, and an award was presented in each of the categories for small, medium, and large budget destinations in Kansas. This was the first year for a Best in Show award! Thank you so much for your big idea, and reaching out to us to create this winning partnership. You and your students have helped continue eXplore Lawrence's reputation as a leader in the tourism industry in Kansas.*

The Block-by-Block project incorporates the historical timelines that J302 students create in their historical tourism website. eXplore Lawrence presented the Best in Show award to Peter Bobkowski and his fall semester class. The folks from Unmistakably Lawrence were Michael Davidson, Andrea Johnson, and Lauren Driessel. The students who worked on the project are Jordan Arnold, Grant Heiman, Grace Woods, and Brock Sauvage.

Provost representative Chris Brown, Vice Provost for Faculty Development, presented Frances Lyons, Assistant Dean and Student Services Coordinator, the KU Employee of the Month award.

### **Announcements**

Frances Lyons announced Vicky Reyes has accepted a position at Garden City Community College as their on-line coordinator of long distance learning. Today is her last day at the J-School as recruitment coordinator. Vicky was with the J-School since 2016 and will be missed. Two of our positions will be filled soon by Himee Kamatuka, recruitment coordinator, and Eddie Munoz, academic advisor.

Suffrage anniversary (Finneman) Prof. Finneman is planning the centennial celebration of the 19<sup>th</sup> amendment. More information soon.

KSPA (Thomas) – Eric Thomas verified Mary Beth Tinker will address the 2019 Regional Contest.

Meeting adjourned