

Dept. of Communication Faculty Meeting Agenda
November 14, 2018
8:00 am (NSC 228)

- I. **Attendance**
- II. **Approval of Minutes from October 17, 2018 Meeting**
- III. **Announcements and Updates**

a. M.A.D. (Making a Difference) (send additions to Debbie for inclusion in minutes)

Research

Kim, J., Merrill Jr., K., & Song, H. (accepted). Probing with Pokémon: Feeling of presence and sense of community belonging. *The Social Science Journal*

Kim, J., Merrill Jr., K., & Song, H. (2018, November). *Probing with Pokémon: Feeling of presence and sense of community belonging*. Paper presented in the Communication and the Future Division at the annual conference of National Communication Association, Salt Lake City UT. **TOP PAPER **

Kim, J., & Merrill Jr., K. (2018, November). *Who enjoys social TV?: Dynamic roles of social presence in social TV viewing on private and public platforms*. Paper presented in the Mass Communication Division at the annual conference of National Communication Association, Salt Lake City UT

Seth Fendley was awarded TOP STUDENT PAPER at NCA for his paper entitled, “Journalism is the New Advertising: Normative Considerations in the Rhetoric of Native Advertisements”

Regina Francies will be presenting as part of a trans-disciplinary panel on peer review of teaching at the 2019 Sunshine State Teaching and Learning Conference.

Lambda Pi ETA, Asha Gissendander and Lakelyn Taylor won the poster competition for their research presentation comparing news media language in sexual assault report at Florida communications Association convention.

Lakelyn Taylor won a \$500 research scholarship at the Florida Communication Association Conference.

Renata Kolodziej-Smith will be presenting at CSCA: “Learning from Others’ Mistakes: Engaging Academic Dialogue on Failures.”

Teaching

Ad/PR Senior Leah Santiago has been named one of 50 students in the U.S. as Most Promising Multicultural Student by the American Advertising Federation. It is highly competitive.

Leah will be honored in New York City in February and UCF will be listed in the announcement in Ad Age, the leading national trade journal of advertising. Leah is currently the President of the AAF student chapter, Ad Club UCF.

Service

Jihyun Kim, Conference Panel Chair, "Digital Environments and Communities." Human Communication and Technology Division, NCA

Lambda Pi ETA has 14 new inductees (Shari Hodgson)

- b. **PHD PROGRAM IN STRATEGIC COMMUNICATION approved.**
- c. **New Faculty Position(s):** Review of applications will begin December 1.
- d. **Textbook Orders and Syllabi (Spring 2019):** Barfield, Dusseau, Fendley, Francies, Hanlon, Hodgson, Hudock, Kim, Kolodziej-smith, Matusitz, McCafferty, Miller, Musambira, Nocasian, Spence, Workman, Young, Yu.
- e. **Go React** (Michelle Dusseau)
- f. **Other?**

IV. Reports

- a. **AESP and Equitable Load Policy Committee:** See unfinished business for several items to be voted on.
- b. **Policy and Planning** (D. Sellnow): See unfinished business for several items to be voted on.
- c. **Awards & Recognition** (A Miller): See attached. VOTE required.
- d. **Student Success** (A. Parrish): No Report. Next Meeting November 14th.
- e. **COM Curriculum and Assessment** (J. McCain): No Report.
- f. **GEP Curriculum and Assessment** (C. Hanlon & S. Hodgson): See attached.
- g. **M.A. In Communication** (N. Yu): No Report.
- h. **Forensics** (Debate-S. Fendley & Individual Events-J. Conway): No Report.
- i. **Faculty Senate and UFF** (Jen Sandoval): See Attached.
- j. **Ad/PR Meetings:** No report.
- k. **Communication and Conflict Meetings.** No report.
- l. **Human Communication Meetings.** See attached.

V. Unfinished (Old) Business

- a. **AESP revisions**
- b. **Equitable Load Policy revisions**
- c. **Department of Communication Handbook**

VI. New Business

Sabbatical leave replacement for J. Sandoval (NSCM Policy & Planning Committee)

Course Capacities

VII. For the Good of the Order

VIII. Adjourn and Next Meeting (TBD)

AESP and Equitable Load Policy Task Force

Revisions to be discussed and voted on.

D. Sellnow

Dept of Communication Policy and Planning Charge

Dept of Communication Handbook revisions to be discussed and voted on.

D. Sellnow

Awards and Recognition Committee Report

The committee had three charges: 1) assemble student awards and recognition information for faculty, 2) identify opportunities to nominate faculty for awards at state, regional, national, etc. levels and nominate at least one faculty member per semester, and 3) to report back about these efforts to the department. This message is our fulfillment of charge #3.

Regarding charge #1, we learned from Doug Blemker, who chairs the school Awards and Recognition Committee, that ours is the only department with a departmental level committee. We, therefore, propose that effecting of charge #1, as well as development of school-wide awards for faculty and staff, be left to the school committee. We do not believe it is necessary to duplicate efforts.

Regarding charge #2, we propose that rather than a standing committee, two individuals should be selected each semester--if possible, one from the Human Communication program/Communication and Conflict program, and one from the Ad/PR program--to serve as External Recognition Advocate. The job of those individuals would be: a) to cull state, regional, and national organizations for awards for which UCF faculty might be eligible (this could include culling faculty colleagues for ideas as well), and then to shepherd the nomination process for one faculty member from the Communication Department. These individuals would volunteer/be nominated in the first department meeting of the semester, and would complete their responsibilities by the end of the same term.

Contingent upon departmental approval of these proposals, Doug Blemker has volunteer to serve as External Recognition Advocate for the Ad/PR program for fall 2019. Steve Neel has volunteered to serve as External Recognition Advocate for the Human Communication program for fall 2019. Steve Neel has already begun the process of nominating Adam Parrish for the Central States Communication Association's Pearson and Nelson Outstanding New Teacher award.

Ann Miller

GEP Assessment Report

The University level GEP Assessment committee is experiencing some shifts in the way they want to conduct assessments; therefore, the GEP Assessment Committee for SPC1608/SPC1603/COM1000 is waiting to revise the GEP Assessment so we can move forward in line with the University committee's changes. For this semester, we will use the same GEP Post-Test, values survey, and speech observation method that we used last year. We are hoping that the University committee will have some answers by the time the Spring semester begins. Regardless, we will meet in January as a committee to work out the most effective strategy for moving forward (with the goal of implementing revised assessment tools for the Spring 2019 semester).

Christine Hanlon, Co-Chair

November Committee Reports – Faculty Senate and UFF

Faculty Senate

- Funding for the audit of the misappropriation of funds is coming from “non-recurring funds from fiscal 2019”
- They are resuming the search for the founding dean of the College of Health Professions and Sciences
- Senate unanimously approved a change in bylaws to include lecturers and instructors as eligible members of faculty senate!

UFF

- Upcoming bargaining date: November 27th at 10 a.m.
- Jennifer Sandoval has been named new Chief Negotiator

Jennifer Sandoval

MEETING MINUTES

Human Communication Program Meeting

19 September 2018

I. Meeting called to order at 9:45am.

Item 1. Internship Consolidation for Spring 2019

Weger asked for discussion concerns regarding the change to the consolidation of internship supervision to a single faculty member.

Concern was expressed that the workload on the faculty member might be too high. It was pointed out that we have the same number of interns as Ad/Pr.

Discussion of purpose of consolidation as creating more consistent experience for our students as well as opportunity to gather data about our majors

Item 2. Prerequisites for elective courses for Strategic Communication certificate and minor programs by amending prerequisites for courses SPC4022 Health Communication and SPC4540 Persuasion to include “or admission to Strategic Communication certificate or minor.” Approved unanimously

Item 3. Prerequisites for Human Communication major during transition to downtown. Weger asked for permission from faculty to work directly with Managing Director of Advising Services to clean up and optimize prerequisites for this academic year. Unanimous consent with one abstention voted in favor.

IV. Meeting adjourned at 10:15AM

Human Communication Program Meeting

17 October 2018

Meeting called to order at 9:40AM

I. Minutes approved

II. Faculty was reminded to send internship seekers to Steve Neel.

II. Chair introduced proposal to change the Communication Minor Core to delete COM3011C and to add COM3003 top bring the minor core in line with the major core. Faculty approved unanimously.

III. Chair requested feedback on adding restricted electives to the minor. Faculty member suggested adding all Human Communication Major electives to the list of HC Minor electives. Discussion ensued. By acclamation, faculty agreed to add all HC Major electives to the HC Minor elective list.

IV. Program coordinator consulted the faculty regarding the Health Communication Certificate.

- a. Question regarding a change from MMC2004 to COM4221 Health Literacy in the certificate core
- b. Faculty member suggested adding COM4221 to the core and changing MMC2004 as a requirement to a choice between COM421 OR PUR4000 rather than requiring both.
- c. Faculty approved by acclamation

V. Faculty discussed options for identifying courses for measuring ethics portion of the WISER assessment outcomes. Communication Theory and Research Methods were identified. Faculty agreed to send outcome measures from examination items to the assessment coordinator for inclusion in assessment report.

VI. Faculty discussed succession plan for program coordinator assignment

- a. tabled discussion of plan given uncertainty of existence of the position in the future pending policy and procedure and NSCM Director decisions

- b. faculty discussed repercussions of eliminating program coordinator position

C. concerns included

- 1. who will be program champions

- 2. overseeing three programs and several majors/minors seems too much for one or even two people, especially with HC having four separate tracks that need to be managed

- 3. concern over the responsibilities of a “mini-program coordinator” as even assessment is time consuming and would be too much for a vice or assistant chair

- 4. current program coordinator agreed to bring issue of credit for program assessment activities to AESP committee for consideration as an element in the “outstanding” category of either teaching or service

VII. Meeting adjourned at 10:20AM