# Nicholson School of Communication and Media
UNIVERSITY OF CENTRAL FLORIDA

## Department Chairs' Meeting

**Meeting Date**: 02/25/19                     **Start:** 1:32 p.m.     **End:** 3:15 p.m.

**Attendance:**     M. Dodd, D. Doyle, B. Lindsley, R. Littlefield, R. McDaniel, R. Morales, B. Noel, A. Salter, D. Sellnow, T. Sellnow, P. Smith, K. Tuorto

| Agenda Item | Discussion/Conclusion | Recommendations/Actions | Responsible | Follow-Up |
|---|---|---|---|---|
| **Academic Programs and Faculty Affairs** | **Curriculum (M. Dodd)**<br>• Assessment<br>　o Assessment plans for 2018 will be due in March<br>• High Impact Plan<br>　o C. Hanlon is creating a web course<br>　o E. Main is working on internships<br>• Undergraduate TAs<br>　o Need to create new course<br>**Faculty Affairs (R. McDaniel)**<br>• CPEs<br>　o Deadline to turn in is today<br>• P&T<br>　o External names need to be submitted<br>　o Total of eight (8) names to be submitted<br>　　▪ Four from the P&T committee<br>　　▪ Four from the faculty member<br>• Department Committee Lists for Faculty Excellence<br>• Instructor/Lecturer Promotion<br>　o Reach out to instructors/lecturers to let them know if they are eligible for promotion<br>　o Deadline to submit names to COS – March 1<br>　o Deadline to submit names to CAH – March 11<br>**NASSC Update (R. Morales)**<br>• Final push for 2019-2020 schedule<br>• Schedule goes 'live' March 4<br>• All faculty names have been loaded in PeopleSoft<br>• Enrollment by appointment begins March 21 | Send list to R. McDaniel<br><br>Contact instructors/lecturers who are eligible for promotion | All Chairs<br><br>All Chairs | **02/27/19** |

| Agenda Item | Discussion/Conclusion | Recommendations/Actions | Responsible | Follow-Up |
|---|---|---|---|---|
| | • In the 'draft' stage for the Grade Appel process document<br>**Syllabi (K. Tuorto)**<br>• Still missing a few syllabi<br>    o It is imperative faculty submit syllabi<br>    o NSCM has a template (see attachment)<br>        ▪ Recommend faculty to use it<br>**Faculty Qualifications Management (B. Lindsley)**<br>• Adjuncts teaching baccalaureate courses may be qualified by:<br>    o Degree alone: Master's degree or higher in the teaching discipline or a related discipline OR<br>    o Successfully completed at least 18 hours at the graduate level in the teaching discipline OR<br>    o By other qualifications: Must have at least 10 years in professional and progressive experience<br>        ▪ A detailed resume must be provided<br>        ▪ Copies of current licensures, awards, certificates<br>        ▪ A detailed justification must be written by chair<br>**Assignment of GTAs (R. Littlefield)**<br>• Reducing COMM M.A. GTAs by four in 2019-2020 to support Ph.D.<br>• Strongly recommend using UGTAs | Ensure all faculty have submitted their syllabi<br><br><br><br><br><br><br><br><br><br><br><br><br><br>Let D. Sellnow know if a faculty member needs a GTA<br>D. Sellnow & G. Rhodes to work together for Mass Media GTA support | <br><br><br><br><br><br><br><br><br><br><br><br><br><br>All Chairs<br><br>D. Sellnow & G. Rhodes | |
| **Advancement (P. Smith)** | • Faculty & Staff Campaign – Day of Giving – March 28<br>• Goal is to have 100% participation within NSCM<br>• Can donate to<br>    o Student scholarships<br>    o Academic departments (including Department of Communication, Film and Mass Media, and Games and Interactive Media)<br>    o NSCM<br>    o Student experience<br>    o Campus facilities<br>    o Faculty excellence<br>    o Knights athletics<br>    o Other programs<br>• Message will be sent out by director and chairs | | | |

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| **School**<br>**(R. Littlefield)** | **Administrative Changes at UCF**<br>• With all the changing in leadership taking place now, NSCM is going forward as planned<br>• Goals are the same<br>• Downtown move is still in planned | Remind faculty/staff that nothing has changed for NSCM | All Chairs | |
| | **Vote on By-Laws and Faculty Senate Elections (M. Dodd)**<br>• By-Laws<br>   o Sent email to faculty with Qualtrics survey<br>   o Goal is to submit a final copy for digial vote by NSCM faculty during the week of February 25 – March 1<br>• Faculty Senate Elections<br>   o Sent out email to faculty with Qualtrics survey<br>   o Deadline to vote is February 28 at 5 p.m.<br>   o Need 50% plus 1 faculty votes | Encourage faculty to vote | All Chairs | |
| | **Completion of Faculty Evaluations**<br>• K. Tuorto will supply information regarding<br>   o CVs<br>   o AESPs<br>   o College report<br>   o SPOIs<br>• D. Doyle will supply information regarding<br>   o Attendance at meetings<br>   o Submittal of syllabi<br>   o Submittal of office hours<br>• Evaluations are due two (2) weeks after SPOIs are given to faculty<br>   o Plan for around end of May | | | |
| | **Finalizing Department Docs/Policies** (see attachment)<br>• If using legacy policies, submit to R. Littlefield | Submit policies to R. Littlefield | All Chairs | **03/11/19** |
| | **Dowtown Update**<br>• Advising (R. Morales)<br>   o Advising staff will be located on the 2nd floor<br>   o Working with Valencia College<br>• Coordination of Move with Teaching Schedule (Lindsley/Littlefield)<br>   o Will work around faculty schedules<br>   o Suggest to faculty to start packing<br>   o The Certificate of Occupancy walk-through is July 25th<br>   o Meeting every two weeks with Downtown committees | | | |

Hello, ADs/Chairs –

As you likely know, Robert has charged each of your policy and procedures committees. As a result, I received a question from one member re: specific items that needed to be addressed. At that time, I printed out the table of contents of the legacy NSC Handbook and highlighted items that the committee needed to address. To make sure we're all on the same page, we wanted to specifically identify the list of items the committees need to work to provide a draft/recommendation on how to proceed, which you'll likely want to share with the chairs of each of your committees; they include (and each of the below are included in the legacy NSC handbook document, should the committee wish to use those as a template):
- Annual Evaluation and Standards Procedures (AESP)
- Department bylaws
- Program coordinator succession planning
- Strategic plan for the department (it should work to align with the university's Collective Impact)
- Values (i.e., vison, mission and diversity and inclusivity statement)
- CERP (should the department desire to continue this effort)
- Equitable load policy
- Office hours policy
- Office space policy
- Summer teaching rotation policy
- Travel funding allocation policy

Dr. Littlefield has requested the aforementioned be drafted by the end of the fall '18 term.

As we move forward, and to put on your radar (some of you are already working toward this) we will need to work on drafting the following items for each of your departments too (and the process for developing each are dictated by the CBA):
- P&T standards
- I/L promotion standards*

*Before you charge these committees, we need to ensure the colleges have completed their standards, as our standards will need to align with them.

You may have other items you want the committees to address/discuss, but we wanted to be sure the essential items from the school's perspective were being addressed. Should this be redundant and all of your committees are already working on this, please excuse me.

Should you have any questions about these items, please just let me know.

Boyd

| University Strategic Plan | NSCM | Department |
|---|---|---|
| **Strengthen Quality and Reputation of Academic Programs and Universities (graduate and undergraduate)**<br>• Increase Degree Productivity and Program Efficiency<br>• Increase Number of Degrees Awarded in STEM and other areas of Strategic Emphasis | Achieve National Prominence | |
| | Achieve Diversity and Inclusion Goals | |
| | Achieve Student Success Metrics | |
| | Identify Collective Impact and University Strategic Goals that NSCM can influence | |
| | Develop strategies for reaching benchmarks of excellence | |
| | Grow Enrollment Strategically considering unique challenges of downtown and areas of strategic emphasis (PR and Strategic Communication) | |
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| **Strengthen Quality and Reputation of Scholarship, Research, Creative Activity, and Innovation**<br>• Increase Research and Commercialization Activity<br>• Increase Collaboration and External Support for Research Activity | Develop strategies for reaching benchmarks of excellence | |
| | Grow Research/Creative Activity | |
| | Grow External Funding Activity | |
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| **Strengthen Quality and Recognition of Commitment to Community and Business Engagement**<br>• Increase Levels of Community and Business Engagement<br>• Increase Community and Business Workforce | Support the Overarching Downtown Campus | |
| | Develop strategies for reaching benchmarks of excellence | |
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| **Provost's and Deans' Goals for Y1** | | |
| **Continue to establish high morale, cohesiveness, and positive culture about NSCM** | Identify levels of faculty and staff satisfaction in NSCM | |
| **Achieve diversity and Inclusion goals** | Develop strategies for reaching benchmarks of excellence | |

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| **Engage in extensive leadership and staff training to prepare for future management responsibilities** | Support for assistant directors/chairs to engage in leadership training; support for staff to prepare for future management responsibilities | |
| **Address personnel needs (e.g., reclassification: Director of Student Academic Services; appointment of Assistant Director for Academic Programs; Course Scheduler; 12-month Chairs)** | In process | |
| **Create and populate academic infrastructure necessary to function (Policy and Planning, Student Progress, Curriculum, Awards and Recognition, Promotion-Tenure-Evaluation, Staff)** | Achieve functionality | |
| **Secure faculty approval of School By-Laws and Operating Procedures** | In process | |
| **Communicate structure, expectations, reporting processes** | Identify levels of faculty and staff satisfaction in NSCM | |
| **Sort out roadmap and shared MOUs for coverage/staffing/scheduling of courses still shared with other units; particularly, for doctoral programs with supporting faculty who cross departments/schools/colleges (e.g., Text & Technology; Strategic Communication).** | Support for assistant directors/chairs to develop MOUs to clarify and establish infrastructure for sustainability | |
| **Hire Development Director and develop a three-year strategic fundraising plan for NSC; update MOUs to NSCM.** | Achieved and underway. | |
| **Successfully manage the transition of two departments to CEM building on downtown campus and the reorganization of faculty in NSC building.** | In process | |
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# Teaching and Learning
*Undergraduate, Graduate, and Professional Education*

| PERFORMANCE INDICATORS | CURRENT | 2025 GOALS | NOTES |
|---|---|---|---|
| **EXCELLENCE** | | | |
| National Rankings for Universities and Programs | - Three universities ranked Top 50 for public undergraduate *(UF, FSU, NCF)*; - Program rankings not currently tracked at System level. | - Five universities ranked Top 50 for public undergraduate; - Each university will strive for a Top 25 program. | Universities would self-report updates annually based on recognition from a limited set of nationally acknowledged rankings or awards. For example, *US News*, Princeton Review, National Resource Counsel (NRC), etc. |
| Freshman in Top 10% of Graduating High School Class | 28% | 50% | The Top Tier average for public universities (n=108) listed in 2011 *US News* ranking is 40%. |
| Universities Above Benchmark Pass Rates for Professional Licensure & Certification Exams | 5 (of 29) Scores Below Benchmarks | Above Benchmarks for All Exams | An indicator of how well universities are preparing students to enter certain professional occupations. |
| Eligible Programs with Specialized Accreditation | 89% of 754 programs | All with exceptions | Regulation 3.006 encourages all programs to seek specialized accreditation for programs with established standards. |
| **PRODUCTIVITY** | | | |
| Average Time To Degree *for First-time in College Students* | 4.3 years | 4.0 years | The Board is dedicated to the goal of FTIC students graduating on time. |
| 4 Year Graduation Rates *for First-time in College Students from Same University* | 34% | 50% | 2025 Goal based on historical trends for Top 10 states (0.8%); based on SUS trend the 2025 value would be 40%. |
| 6 Year Graduation Rates *for First-time in College Students from Same University* | 61% | 70% | 2025 Goal based on historical trends for Top 10 states (0.5%); based on SUS trend the 2025 value would be 68%. |
| % of Bachelor's Degrees with Excess Hours *Less than 110% of Required Hours* | 49% | 80% | Due to recent statutory changes this percentage is expected to increase significantly. |
| Bachelor's Degrees Awarded Annually | 53,392 | 90,000 | Based on 2011 Work Plans, 2.8% FTIC growth and 70% six-yr grad rate, with 3.2% upper-division/transfer growth. |
| Graduate Degrees Awarded Annually | 20,188 | 40,000 | Based on SUS trend the 2025 value would be 37,300. |
| Bachelor's Degrees Awarded to Minorities | 16,207 (30% of total) | 31,500 (42% of growth) | 2025 Goal based on growth matching EDR projections for the year 2025 Hispanic and Black population in Florida. |
| Number of Adult *(Aged 25+)* Undergraduates Enrolled (in Fall) | 46,725 (19% of total) | 75,000 (25% of growth) | Florida is currently ranked 4th in adult enrollment. Based on historical trends, the 2025 value will be 61,000. |
| Percent of Course Sections Offered via Distance and Blended Learning | 18% | 30% | Current reports the 2009-10 data (22,700/124,800 E&G course sections). Due to recent definition changes future data may change. |
| **STRATEGIC PRIORITIES** | | | |
| Bachelor's Degrees in STEM | 9,605 (18% of total) | 22,500 (25% of total) | Based on historical trends, the 2025 value will be 18,500. |
| Bachelor's Degrees in All Areas of Strategic Emphasis | 19,832 (37% of total) | 45,000 (50% of total) | Based on historical trends, the 2025 value will be 34,200. |
| Graduate Degrees in STEM | 4,330 (21% of total) | 14,000 (35% of total) | Based on historical trends, the 2025 value will be 11,700. |
| Graduate Degrees in All Areas of Strategic Emphasis | 9,170 (45% of total) | 20,000 (50% of total) | Based on historical trends, the 2025 value will be 19,000. |

# Scholarship, Research and Innovation

| PERFORMANCE INDICATORS | CURRENT | 2025 GOALS | NOTES |
|---|---|---|---|
| **EXCELLENCE** | | | |
| Faculty Membership in National Academies | 38 | 75 | Currently SUS is ranked 10th; 2025 Goal is to be ranked 5th. Based on historical trends, the 2025 value would be 48. |
| Number of Faculty Designated a Highly Cited Scholar | 46 | 100 | Currently SUS is ranked 7th; 2025 Goal is to be ranked 3rd. |
| **PRODUCTIVITY** | | | |
| Total R&D Expenditures (*$ Billions*) | $1.68B | $3.25B | Currently SUS is ranked 4th; 2025 Goal is to be ranked higher. Based on historical trends, the 2025 value would be $3.09B. |
| Number of Licenses and Options Executed | 159 | 250 | Given the annual volatility of this metric, 2025 Goal based on number of licenses instead of revenues. |
| Number of Start-Up Companies Created | 18 | 40 | The 2025 Goal is to be on par with the University of California System. |
| Percent of Undergraduate Seniors Assisting in Faculty Research | This metric is not reported at the System level. Report data in 2011-12 Annual Report. | 50% | This metric addresses the NSF's goal of integrating research and education. In 2010, 52% of the seniors within the University of California system assisted with faculty research. |
| **STRATEGIC PRIORITIES** | | | |
| Percent of R&D Expenditures funded from External Sources | 59% | 67% | 2025 Goal based on the Top 10 States average percentage of FY2009 expenditures from external sources (*defined by NSF as from Federal, Private Industry and Other*). |

# Community and Business Engagement

| PERFORMANCE INDICATORS | CURRENT | 2025 GOALS | NOTES |
|---|---|---|---|
| **EXCELLENCE** | | | |
| Number of Universities with Carnegie's Community Engagement Classification | **7** *(includes USF St. Petersburg)* | All | The Carnegie classification is a premier national indicator of a university's commitment to Community Engagement. |
| **PRODUCTIVITY** | | | |
| Percentage of Students Participating in Identified Community & Business Engagement Activities *(includes curricular & co-curricular)* | **13%-51%** *(based on three universities unofficial estimates)* Report data in 2011-12 Annual Report. | Establish Goal End-of-Year 2014 | This is a new metric and Board staff need time to consult with campus professionals regarding how to best define this metric, and to establish a 2025 goal. |
| Enrollment in Professional Training and Continuing Education Courses | Per Regulation 8.002(8) data will be reported in 2012-13 Annual Report | Establish Goal End-of-Year 2014 | This metric does not include continuing education enrollment for degree-seeking students. |
| **STRATEGIC PRIORITIES** | | | |
| Percentage of Baccalaureate Graduates Continuing their Education or Employed in Florida | **81%** | **90+%** | The Board is dedicated to improving the employment and earnings outcomes for State University System students. |