



## **Department of Communication Meeting**

**Meeting Date:** 03/04/19

**Attendance:** D. Blemker, J. Conway, M. Dodd, D. Doyle, M. Dusseau, R. Francies, C. Hanlon, S. Hastings, S. Hodgson, L. Hudock, J. Kim, R. Kolodziej-Smith, G. LaPage, J. Matusitz, J. McCafferty, J. McCain, A. Miller, J. Miller, G. Musambira, M. Myers, S. Neel, A. Parrish, A. Scott, D. Sellnow, T. Sellnow, P. Spence, K. Tuorto, H. Weger, D. Young

**Excused:** R. Barfield, S. Fendley, M. L. Neuberger, Nocasian, J. Sandoval, K. Workman, N. Yu

### **Approval of Minutes**

Upon a motion made, the meeting minutes of February 8, 2019, were approved as written.

### **Making a Difference (M.A.D.)**

- Research

- **Hastings, S. O.** & Milburn, T. (accepted). Olfaction and emotion: The quest for olfactory restoration in two speech communities. *Journal of International and Intercultural Communication*.
- Song, H., **Kim, J.**, & Park, N. (2019). I know my professor: Teacher self-disclosure in online education and a mediating role of social presence. *International Journal of Human-Computer Interaction*, 35, 448-455. doi: 10.1080/10447318.2018.1455126
- **Jihyun, K.** recently published a journal article, "Loneliness and the use of social media to follow celebrities: A moderating role of social presence" was selected and featured in the Elsevier Research Selection, an e-newsletter for science journalists and reporters.
- **Sellnow, D. D.**, Jones, L.M., **Sellnow, T. L.**, **Spence, P.**, Lane, D., & Haarstad, N. (accepted). The IDEA model as a conceptual framework for designing earthquake early warning (EEW) messages distributed via mobile phone apps. In J. Santos-Reyes (Ed.). *Earthquakes – Impact, Community Vulnerability and Resilience*, London: InTech. ISBN 978-1-78984-667-6.
- **R. Francies** was an invited presenter at the American Association for the Advancement of Science Annual Meeting, February 14-17, in Washington, DC. She and colleagues from the University of Arizona and the University of Texas-Rio Grande Valley were panelists for a Communicating Science Across Boundaries seminar. Dr. Francies highlighted her work over the past two and a half years with students in SPC 1603, Honors Fundamentals of Technical Presentations. The title of her presentation was STEM Outreach: Planting the Seeds for STEM Education.
- **R. Francies, A. Parrish, A. Scott, S. Daye** will speak at the *Focus on First Generation* conference in Miami, FL, April 7-9, 2019.

- Teaching

- **C. Hanlon:** COM 1000 online course was designated as a "High Quality" course by Course Development. The course will be listed in the state level database.
- **L. Hudock:** UCF remains the only institution maintaining a 100% pass rate for the Certificate in Principles of Public Relations exam. Although that are 46 institutions with students participating in the certification process, in 2018, 27% of all certificate earners nationally came from UCF. Lindsay has been asked by the Universal Accreditation Board (UAB) to serve as the featured presenter on a webinar about tips, tricks, and best practices for students considering attempting certification. The webinar will be live in March, recorded, and distributed nationwide to all student chapters of PRSA and FPRA. The webinar will feature three of UCF's alumni giving advice to students

- interested in pursuing the process. The UAB report to the state board of FPRA stated: “UCF is the gold standard nationally for student PR certification.”
  - **J. Matusitz:** As a resource for college educators, AEJMC posted his syllabi for COM 4416 and COM 6425 on its AEJMC Teaching Help website, under the rubric titled “Master Class: Teaching Advice for JMC Professors” (<http://www.aejmc.org/home/resources/teaching-help/>).
  - **J. Matusitz:** won the COS Excellence in Undergraduate Teaching award this year!
- Service
  - **S. Hastings** was a guest speaker at Rosen College ARDA-WIN meeting on January 18; gave a presentation on cultural competence to an audience of 150

### **Special Guest:**

Patrick Smith, NSCM Director of Advancement

- Faculty and Staff Campaign Day of Giving (See attachment)
  - Traditionally the campaign was a month campaign, but this year, it’s going to be focused on one day, March 28; however, contributions can be made online starting March 4
  - R. Littlefield’s goal is 100% participation from NSCM faculty and staff
  - On March 28, command centers will be set-up

### **Chair Report**

- Faculty Searches
  - Dr. Michael Strawser accepted the position vacated by Dr. Jim Katt
  - The Director of Debate search committee is currently holding on-campus interviews
  - Dr. Tomeka Robinson, possible Targeted Opportunity Program (TOP), will be here March 18
- Promotion and Tenure
  - J. Kim is going up for Associate Professor
  - G. LaPage is going up for Associate Instructor
  - P. Spence is going up for Professor
- Summer 2019, Fall 2019, Spring 2020 Teaching
  - Summer schedule goes ‘live’ today
  - Make sure to check your schedules – any discrepancies, contact D. Sellnow, not R. Morales
- Textbook Orders
  - Summer textbook orders deadline is March 13
- Syllabi
  - Submit syllabi to D. Doyle as soon as you can
  - University deadline is two weeks after the semester starts
- GTAs and UTAs
  - Currently, Communication has 16 GTAs
  - Reducing GTA support by four to support Ph.D. program
  - M. Dodd is working on the process for UTAs
- FCTL Interactive Classroom Workshops
  - NSCM is getting interactive classrooms downtown
  - Working with A. Miller for workshops
  - Training will begin after spring break
- Erasmus
  - NSCM has three graduate student exchanges
- China Study Abroad
  - 13 students will be going
- Downtown Move
  - Continues to happen
  - Moving date has not been established
  - Good news – there are windows

- Evaluation of the Chair
  - Thank you for the comments
  - Reporting M.A.D. items for the faculty meetings is not a requirement
- ICRC Conference
  - March 11 – 13, Marriott Orlando Downtown
  - Faculty and graduates can attend free of charge
- Chairs' Meeting – (See attachment)

### **Committee Reports**

- AESP and Equitable Load – D. Sellnow – No report
- Policy and Planning – D. Sellnow – No report
- Communication & Marketing Recognition – D. Blemker; S. Neel – No report
- Student Success – A. Parrish – No report
- Communication Curriculum and Assessment – J. McCain – No report
- GEP Curriculum and Assessment – C. Hanlon and S. Hodgson
  - The GEP Assessment team distributed an online survey to all GEP faculty. The committee met and used the input of the GEP faculty to revise the assessment. Based on GEP faculty input, additional questions should be added to the assessment to include additional topic areas. The committee is accepting recommendations from GEP faculty for specific questions that they would like to add to the assessment this semester. The GEP Assessment revision will be revised by the end of March so the committee can implement the revised assessment this semester.
- M.A. in Communication – N. Yu
  - MA program fall admission is on-going
  - 15 students have been admitted
  - 78 more applications will be reviewed and considered upon completion
  - Corporate Communication program is ongoing; 3 have been admitted
- Ph.D. in Strategic Communication – T. Sellnow
  - Enrollment portal is "live."
  - Accepting six students the first year
  - Have 30 applicants
  - Four applicants have been accepted
  - April 15 is the deadline for students to approval or denial
- Forensics – S. Fendley (Debate) and J. Conway (Speech) – (See attachment)
- Faculty Senate and UFF – G. LaPage - No report
- NSCM Academic Programs - M. Dodd
  - The library wants to review the materials for the Strategic Comm certificate and the Intercultural minor
  - In the process of cleaning up curriculum now before the move to downtown
  - Review your current curriculum to make sure it's accurate
- Ad-PR Meetings – J. McCain
  - Intern Pursuit is March 20
  - Information can be found on the Quotes website <https://quotesucf.com>
  - Any NSCM major can attend
  - L. Hudock – if you know of any employer who is interested in internships, contact her
  - Looking to recruit new employers
- Human Communication Meetings – H. Weger
  - Transfer orientation dates have been established
  - Will send Qualtrics survey out

**Unfinished (Old) Business** – Discussed in Chair's Report

### **New Business**

- 2019-2020 COS RIA Selection Committee (1-year term)
  - Jonathan Matusitz self-nominated
  - Motion approved
  - 0 opposed/0 abstentions
  - Motion carries
- 2019-2020 COS Sabbatical Committee (2-year term)
  - Opened to tenured faculty only
  - George Musambira self-nominated
  - Motion to approve
  - 0 opposed/0 abstentions
  - Motion carries
- 2019-2020 COS TIP Selection Committee (1-year term)
  - Christine Hanlon self-nominated
  - Motion to approve
  - 0 opposed/0 abstentions
  - Motion carries

### **For the Good of the Order**

- Research presentation today at 12:00 p.m., NSC 228  
“Risk communication and emerging technologies: Media Frames of Artificial Intelligence in Germany and the U.S.”  
Dr. Andreas Schwarz, Technical University of Ilmenau

### **Adjourn and Next Meeting**

- Adjournment 11:34 a.m.
- Next Meeting – **April 12, 2019, 10:30 a.m., NSCM 228**

Respectfully submitted,  
Debbie Doyle

# GOING DIGITAL



## **Payroll Deduction Online Form**

- Up to 25 pay periods
- Open March 4-28



## **Credit Card Online Form**

- Open March 4-27



## **GiveCampus Online Giving Platform**

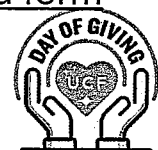
- Opens March 28  
for UCF Day of Giving
- Credit cards



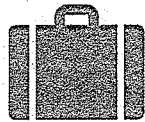
## **Digital Download Form**

- Available for cash  
and checks
- Checks payable to  
UCF Foundation, Inc.
- Delivered to the UCF  
Foundation by donor  
with completed,  
downloaded form

- The campaign's priority funds for the college or division will be listed online.
- Consider supplementing the funds list by creating a flyer highlighting additional giving opportunities, list all funding accounts in your area, and distribute to colleagues.
- Online, participants may choose multiple designations and support various funds across campus!

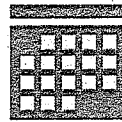


# PAYROLL DEDUCTION



## **Two options for payroll deduction:**

- *Annual Pledge* – deducted bi-weekly beginning April 26 until paid in full.
- *Recurring* – have no end date and will continue to be deducted each pay period until otherwise notified.



**Payroll deductions may be made over the course of up to 25 pay periods.**



**Payroll deductions begin on Apr. 26, 2019.**

- If 25 pay periods, last deduction will be March 27, 2020.



# PAYROLL ONLINE

- While you should never complete a pledge form for a colleague, you may be asked questions about the process and can provide step-by-step assistance
- Funds can be found by selecting a category or searching for a fund
- Enter the amount of gift and employee ID
- Select pledge installments and # of installments or recurring gift
- Minimum installment amount is \$2 per pay period
- This checkbox allows us to combine outstanding payroll balances with new gifts
- Opt out of receiving the Charge On Pennant
- Affiliations help us track who is participating
- Click add my gift to add transaction
- Breakdown of installments

## DONATE BY PAYROLL DEDUCTION

Thank you for choosing to support the Faculty and Staff Campaign! To make a gift with payroll deduction, tell us the area(s) you wish to support by selecting a fund or searching for a fund below. Then let us know the amount of your gift.

You may choose to make a one-time gift, biweekly deductions up to 25 pay periods or a biweekly recurring gift.

### CREATE YOUR GIFT

I want to support  Search

Please use my gift to support:

Select a category

Amount I want to give:

\$  Enter amount

Employee ID:

Employee ID (7 digits only)

Gift type:

Pledge Installments  # of installments

Amount per installment must be greater than or equal to \$2, and the maximum number of pledge installments cannot exceed 25.

☐ By checking the box, if I have an active payroll deduction, I agree to add the above amount to my previous balance and deductions will take place over pay periods selected above.

As a token of our appreciation, all commitments of \$25 or more will be mailed a UCF ChargeOn pennant\*. Should you wish to not receive a pennant, you may opt-out by checking the box below:

☐ No, please do not send me a pennant.

\* Tax-deductible amount of your gift is the amount given above the fair market value of the pennant (\$1.65) in accordance with federal tax regulations. Gifts above \$55.50 are 100% tax deductible.

What are your other affiliations with UCF in addition to faculty or staff?

☐ Alumni

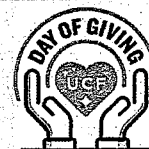
☐ Parent of a UCF Student

☐ Current Student

ADD MY GIFT >

25 installments of \$4.00 bi-weekly starting on 4/26/2019

ADD MY GIFT >



# PAYROLL ONLINE

- Add additional gifts; designate gifts to one or more projects
- Transaction will be displayed on second screen
  - Start date
  - Installment amount
  - Number of installments or recurring
  - Pledge/installment total
- Personal information – complete donor name, address, phone and email
- Check out
  - Pop-up confirmation of transactions
  - Email confirmation will follow immediately

« Add another gift Empty Cart

First Generation Scholarships Start date: 4/26/2019 Installment amount: \$4.00 Number of installments: 25 Pledge total: \$100.00	<span>Remove</span>
Student Development & Enrollment Services Student Emergency Fund Start date: 4/26/2019 Number of installments: Recurring Installment total: \$10.00	<span>Remove</span>

**Personal Information**

Title:

\* First name:

\* Last name:

Country:

\* Address:

\* City:

\* State:

\* ZIP:

Phone:

\* Email:

☒ Use this as my billing address

CHECK OUT





# CREDIT CARD ONLINE

- All credit card gifts must be made online; no credit card information should be given via paper forms
- Credit cards accepted – Visa, MasterCard, AMEX and Discover
- Funds can be found by selecting a category or searching for a fund
- Enter the amount of gift
- Select one-time gift
- Click add gift to add transaction
  - May repeat to add additional transactions
- Breakdown of installments

## DONATE WITH YOUR CREDIT CARD

Thank you for choosing to support the Faculty & Staff campaign! To make a gift with your credit or debit card, tell us the area(s) you wish to support by selecting a fund or searching for a fund below. Then let us know the amount of your gift.

You may choose to make a one-time or a monthly recurring gift. Please note, you may only make one type of gift per transaction. If you wish to make a one-time gift and a recurring gift, for example, please create two separate transactions.

### CREATE YOUR GIFT

Please use my gift to support:

Select a fund

or:

Search for a fund

Amount I want to give:

\$ Enter amount

I would like to make this a:

One-time gift

ADD GIFT

Your gifts today:

2

First Generation  
Scholarships

\$ 100.00

X

General Support  
Fund

\$ 50.00

X

Total: \$ 150.00



# CREDIT CARD ONLINE

- Matching gift program look up
- Personal information – complete donor name, address, phone and email
- Opt out of receiving the Charge On Pennant
- Affiliations help us track who is participating
- Click complete my gift to add finish transaction and enter payment information
- Pop-up confirmation of transaction
- Email confirmation will follow immediately

## GIFT DETAILS

☐ I would like to make my gift anonymously

My employer has a gift matching program:  
look it up »

Company Name

## ENTER YOUR BILLING INFORMATION

Gift type:

**Personal** Corporate

Title Address Lines

First Name \* Last Name \*

Spouse/Partner Name City \* State/Territory \*

Email Address \* Phone Number ZIP / Postal Code \* United States \*

Additional Comments:

Additional information or comments

250 characters left.

As a token of our appreciation, all commitments of \$25 or more will be mailed a UCF ChargeOn pennant\*. Should you wish to not receive a pennant, you may opt-out by checking the box below:

☐ No, please do not send me a pennant.

\* Tax-deductible amount of your gift is the amount given above the fair market value of the pennant (\$1.65) in accordance with federal tax regulations. Gifts above \$55.50 are 100% tax deductible.

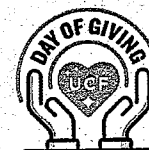
\* What are your other affiliations with UCF in addition to faculty or staff?

☐ Alumni

☐ Parent of a UCF Student

☐ Current Student

**COMPLETE MY GIFT →**





**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, G. Rhodes\*, Salter, D. Sellnow, T. Sellnow, P. Smith, K. Tuorto

Agenda Item	Discussion/Conclusion	Recommendations/Actions	Responsible	Follow-Up
<b>Academic Programs and Faculty Affairs</b>	<b>Curriculum (M. Dodd)</b> <ul style="list-style-type: none"> <li>Assessment <ul style="list-style-type: none"> <li>Assessment results for 2018 will be due in March</li> </ul> </li> <li>High Impact Plan <ul style="list-style-type: none"> <li>C. Hanlon is creating a web course</li> <li>E. Main is working on internships</li> </ul> </li> <li>Undergraduate TAs <ul style="list-style-type: none"> <li>Need to create new course</li> </ul> </li> </ul>			
	<b>Faculty Affairs (R. McDaniel)</b> <ul style="list-style-type: none"> <li>CPEs <ul style="list-style-type: none"> <li>Deadline to turn in is today</li> </ul> </li> <li>P&amp;T <ul style="list-style-type: none"> <li>External names need to be submitted</li> <li>Total of eight (8) names to be submitted <ul style="list-style-type: none"> <li>Four from the P&amp;T committee</li> <li>Four from the faculty member</li> </ul> </li> </ul> </li> <li>Department Committee Lists for Faculty Excellence</li> <li>Instructor/Lecturer Promotion <ul style="list-style-type: none"> <li>Reach out to instructors/lecturers to let them know if they are eligible for promotion</li> <li>Deadline to submit names to COS – March 1</li> <li>Deadline to submit names to CAH – March 11</li> </ul> </li> </ul> <b>NASSC Update (R. Morales)</b> <ul style="list-style-type: none"> <li>Final push for 2019-2020 schedule</li> <li>Schedule goes 'live' March 4</li> <li>All faculty names have been loaded in PeopleSoft</li> <li>Enrollment by appointment begins March 21</li> </ul>	Send list to R. McDaniel  Contact instructors/lecturers who are eligible for promotion	All Chairs  All Chairs	02/27/19



Agenda Item	Discussion/Conclusion	Recommendations/Actions	Responsible	Follow-Up
School (R. Littlefield)	<b>Administrative Changes at UCF</b> <ul style="list-style-type: none"> <li>With all the changing in leadership taking place now, NSCM is going forward as planned</li> <li>Goals are the same</li> <li>Downtown move is still in planned</li> </ul>	Remind faculty/staff that nothing has changed for NSCM	All Chairs	
	<b>Vote on By-Laws and Faculty Senate Elections (M. Dodd)</b> <ul style="list-style-type: none"> <li>By-Laws <ul style="list-style-type: none"> <li>Sent email to faculty with Qualtrics survey</li> <li>Goal is to submit a final copy for digital vote by NSCM faculty during the week of February 25 – March 1</li> </ul> </li> <li>Faculty Senate Elections <ul style="list-style-type: none"> <li>Sent out email to faculty with Qualtrics survey</li> <li>Deadline to vote is February 28 at 5 p.m.</li> <li>Need 50% plus 1 faculty votes</li> </ul> </li> </ul>	Encourage faculty to vote	All Chairs	
	<b>Completion of Faculty Evaluations</b> <ul style="list-style-type: none"> <li>K. Tuorto will supply information regarding <ul style="list-style-type: none"> <li>CVs</li> <li>AESPs</li> <li>College report</li> <li>SPOIs</li> </ul> </li> <li>D. Doyle will supply information regarding <ul style="list-style-type: none"> <li>Attendance at meetings</li> <li>Submittal of syllabi</li> <li>Submittal of office hours</li> </ul> </li> <li>Evaluations are due two (2) weeks after SPOIs are given to faculty <ul style="list-style-type: none"> <li>Plan for around end of May</li> </ul> </li> </ul> <b>Finalizing Department Docs/Policies</b> (see attachment) <ul style="list-style-type: none"> <li>If using legacy policies, submit to R. Littlefield</li> </ul> <b>Downtown Update</b> <ul style="list-style-type: none"> <li>Advising (R. Morales) <ul style="list-style-type: none"> <li>Advising staff will be located on the 2<sup>nd</sup> floor</li> <li>Working with Valencia College</li> </ul> </li> <li>Coordination of Move with Teaching Schedule (Lindsley/Littlefield) <ul style="list-style-type: none"> <li>Will work around faculty schedules</li> <li>Suggest to faculty to start packing</li> <li>The Certificate of Occupancy walk-through is July 25<sup>th</sup></li> <li>Meeting every two weeks with Downtown committees</li> </ul> </li> </ul>	Submit policies to R. Littlefield	All Chairs	03/11/19

\*Left meeting at 1:56 p.m.

**From:** Boyd Lindsley

**Sent:** Tuesday, October 9, 2018 2:19 PM

**To:** Deanna Sellnow <[Deanna.Sellnow@ucf.edu](mailto:Deanna.Sellnow@ucf.edu)>; Anastasia Salter <[anastasia@ucf.edu](mailto:anastasia@ucf.edu)>; Gary Rhodes <[Gary.Rhodes@ucf.edu](mailto:Gary.Rhodes@ucf.edu)>

**Cc:** Robert Littlefield <[Robert.Littlefield@ucf.edu](mailto:Robert.Littlefield@ucf.edu)>; Lindsay Neuberger <[Lindsay.Neuberger@ucf.edu](mailto:Lindsay.Neuberger@ucf.edu)>; Melissa Dodd <[Melissa.Dodd@ucf.edu](mailto:Melissa.Dodd@ucf.edu)>

**Subject:** Specific Tasks for Policy & Planning 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., vision, 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
<b>Strengthen Quality and Reputation of Academic Programs and Universities (graduate and undergraduate)</b> <ul style="list-style-type: none"> <li>• Increase Degree Productivity and Program Efficiency</li> <li>• Increase Number of Degrees Awarded in STEM and other areas of Strategic Emphasis</li> </ul>	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)	
<b>Strengthen Quality and Reputation of Scholarship, Research, Creative Activity, and Innovation</b> <ul style="list-style-type: none"> <li>• Increase Research and Commercialization Activity</li> <li>• Increase Collaboration and External Support for Research Activity</li> </ul>	Develop strategies for reaching benchmarks of excellence	
	Grow Research/Creative Activity	
	Grow External Funding Activity	
<b>Strengthen Quality and Recognition of Commitment to Community and Business Engagement</b> <ul style="list-style-type: none"> <li>• Increase Levels of Community and Business Engagement</li> <li>• Increase Community and Business Workforce</li> </ul>	Support the Overarching Downtown Campus	
	Develop strategies for reaching benchmarks of excellence	
<b>Provost's and Deans' Goals for Y1</b>		
<b>Continue to establish high morale, cohesiveness, and positive culture about NSCM</b>	Identify levels of faculty and staff satisfaction in NSCM	
<b>Achieve diversity and inclusion goals</b>	Develop strategies for reaching benchmarks of excellence	

<b>Engage in extensive leadership and staff training to prepare for future management responsibilities</b>	Support for assistant directors/chairs to engage in leadership training; support for staff to prepare for future management responsibilities	
<b>Address personnel needs (e.g., reclassification: Director of Student Academic Services; appointment of Assistant Director for Academic Programs; Course Scheduler; 12-month Chairs)</b>	In process	
<b>Create and populate academic infrastructure necessary to function (Policy and Planning, Student Progress, Curriculum, Awards and Recognition, Promotion-Tenure-Evaluation, Staff)</b>	Achieve functionality	
<b>Secure faculty approval of School By-Laws and Operating Procedures</b>	In process	
<b>Communicate structure, expectations, reporting processes</b>	Identify levels of faculty and staff satisfaction in NSCM	
<b>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 &amp; Technology; Strategic Communication).</b>	Support for assistant directors/chairs to develop MOUs to clarify and establish infrastructure for sustainability	
<b>Hire Development Director and develop a three-year strategic fundraising plan for NSC; update MOUs to NSCM.</b>	Achieved and underway.	
<b>Successfully manage the transition of two departments to CEM building on downtown campus and the reorganization of faculty in NSC building.</b>	In process	



# Teaching and Learning

## Undergraduate, Graduate, and Professional Education

PERFORMANCE INDICATORS	CURRENT	2025 GOALS	NOTES
<b>EXCELLENCE</b>			
National Rankings for Universities and Programs	<ul style="list-style-type: none"> <li>- Three universities ranked Top 50 for public undergraduate (UF, FSU, NCF);</li> <li>- Program rankings not currently tracked at System level.</li> </ul>	<ul style="list-style-type: none"> <li>- Five universities ranked Top 50 for public undergraduate;</li> <li>- Each university will strive for a Top 25 program.</li> </ul>	Universities would self-report updates annually based on recognition from a limited set of nationally acknowledged rankings or awards. For example, <i>US News</i> , 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 <i>US News</i> 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.
<b>PRODUCTIVITY</b>			
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 <i>Less than 110% of Required Hours</i>	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 4 <sup>th</sup> 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.
<b>STRATEGIC PRIORITIES</b>			
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
<b>EXCELLENCE</b>			
Faculty Membership in National Academies	38	75	Currently SUS is ranked 10 <sup>th</sup> ; 2025 Goal is to be ranked 5 <sup>th</sup> . Based on historical trends, the 2025 value would be 48.
Number of Faculty Designated a Highly Cited Scholar	46	100	Currently SUS is ranked 7 <sup>th</sup> ; 2025 Goal is to be ranked 3 <sup>rd</sup> .
<b>PRODUCTIVITY</b>			
Total R&D Expenditures (\$ Billions)	\$1.68B	\$3.25B	Currently SUS is ranked 4 <sup>th</sup> ; 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.
<b>STRATEGIC PRIORITIES</b>			
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
<b>EXCELLENCE</b>			
Number of Universities with Carnegie's Community Engagement Classification	<b>7</b> <i>(includes USF St. Petersburg)</i>	All	The Carnegie classification is a premier national indicator of a university's commitment to Community Engagement.
<b>PRODUCTIVITY</b>			
Percentage of Students Participating in Identified Community & Business Engagement Activities <i>(includes curricular &amp; co-curricular)</i>	<b>13%-51%</b> <i>(based on three universities unofficial estimates)</i> 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.
<b>STRATEGIC PRIORITIES</b>			
Percentage of Baccalaureate Graduates Continuing their Education or Employed in Florida	<b>81%</b>	<b>90+%</b>	The Board is dedicated to improving the employment and earnings outcomes for State University System students.



# Nicholson School of Communication and Media

Course Title & Number Term			
Instructor:		Section Number:	
Office:		Credit Hours:	
Phone:		Meeting Days:	
E-Mail:		Class Meeting Hours:	
Office Hours:		Class Location:	
GTA(s): (if applicable)		GTA(s) Email: (if applicable)	

## **I. Course Description (including enrollment requirements prerequisites and co-requisites)**

## **II. Course Objectives or Student Learning Outcomes**

## **III. Required and Optional Texts and Materials**

## **IV. Course Requirements**

## **V. Method of Evaluation**

## **VI. Make-Up Exam Policy**

## **VII. Academic Integrity**

Plagiarism and Cheating of any kind on an examination, quiz, or assignment will result at least in an "F" for that assignment (and may, depending on the severity of the case, lead to an "F" for the entire course) and may be subject to appropriate referral to the Office of Student Conduct for further action. See the UCF Golden Rule for further information. I will assume for this course that you will adhere to the academic creed of this University and will maintain the highest standards of academic integrity. In other words, don't cheat by giving answers to others or taking them from anyone else. I will also adhere to the highest standards of academic integrity, so please do not ask me to change (or expect me to change) your grade illegitimately or to bend or break rules for one person that will not apply to everyone.

## **VIII. Course Accessibility Statement**



The University of Central Florida is committed to providing access and inclusion for all persons with disabilities. This syllabus is available in alternate formats upon request. Students with disabilities who need specific access in this course, such as accommodations, should contact the professor as soon as possible to discuss various access options. Students should also connect with Student Accessibility Services (Ferrell Commons, 7F, Room 185, sas@ucf.edu, phone (407) 823-2371). Through Student Accessibility Services, a Course Accessibility Letter may be created and sent to professors, which informs faculty of potential access and accommodations that might be reasonable.

### **IX. Campus Safety Statement**

Emergencies on campus are rare, but if one should arise in our class, we will all need to work together. Everyone should be aware of the surroundings and familiar with some basic safety and security concepts.

- In case of an emergency, dial 911 for assistance.
- Every UCF classroom contains an emergency procedure guide posted on a wall near the door. Please make a note of the guide's physical location and consider reviewing the online version at [http://emergency.ucf.edu/emergency\\_guide.html](http://emergency.ucf.edu/emergency_guide.html).
- Familiarize yourself with evacuation routes from each of your classrooms and have a plan for finding safety in case of an emergency. (Insert class-specific details if appropriate)
- If there is a medical emergency during class, we may need to access a first aid kit or AED (Automated External Defibrillator). To learn where those items are located in this building, see <http://www.ehs.ucf.edu/workplacesafety.html> (click on link from menu on left). (insert class specific information if appropriate)
- To stay informed about emergency situations, sign up to receive UCF text alerts by going to [my.ucf.edu](http://my.ucf.edu) and logging in. Click on "Student Self Service" located on the left side of the screen in the tool bar, scroll down to the blue "Personal Information" heading on your Student Center screen, click on "UCF Alert", fill out the information, including your e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- If you have a special need related to emergency situations, please speak with me during office hours.
- Consider viewing this video (<https://youtu.be/NIKYajEx4pk>) about how to manage an active shooter situation on campus or elsewhere.

### **X. Deployed Active Duty Military Students Statement**

If you are a deployed active duty military student and feel that you may need a special accommodation due to that unique status, please contact your instructor to discuss your circumstances.

### **XI. Final Exam Date and Time**

### **XII. Course Schedule**

## Communication Department Meeting

### Speech and Debate Report

Early this year both teams were looking at rebuilding seasons. Debate lost their coach, speech lost a couple of their top performers from 2017-18. I can speak for both teams when I say the students rose to the occasion.

At the District tournament February 15-17<sup>th</sup>, the UCF Debate Team traveled two JV debate teams and ended up closing out the JV division making the two UCF teams Co-Champions. We also won the top two speaker awards in the JV division as well.

On February 22<sup>nd</sup> 23<sup>rd</sup> and 24<sup>th</sup> Speech and Debate combined forces at the FIFA state Championship.

Debate: 2 of 3 parliamentary debate teams made elimination rounds and ended up locking out finals to receive the co-championship. 2<sup>nd</sup> consecutive parli championship. 4 of 5 LD debaters advanced to elimination rounds 3 made semifinals and Anna Jurlina (Sophomore from Sanford) was champions (She won both debates). 3<sup>rd</sup> Consecutive LD state championship

Team won debate sweepstakes for 3<sup>rd</sup> straight year. (104 vs. FSU's 33) Highlights student dedication that they maintained that level of success through three coaches.

Speech: Of 11 events we won 6 (Extemp, Impromptu, Duo, Prose, DI, POI). Second in 4 (POI, DI, Prose, Persuasion). 1<sup>st</sup> year Jared Turnage (Orlando) was 6<sup>th</sup> in individual sweepstakes. Senior captain Christa Beriswill (Plant City FL) won individual sweepstakes. Also by taking 2<sup>nd</sup> in persuasion qualified for Interstate Oratorical Association Tournament. This is one of the oldest and most prestigious nationals in the country, taking the top 2 speakers in each state. UCF has never qualified before. I am going to try and get her to perform at our April meeting.

Team won individual events sweepstakes for the first time (2018 2<sup>nd</sup> by 8 points). This year we beat Florida state 165-240.

Overall sweepstakes Florida State had 198 points in second and UCF combined for 344

This was one of the most dominated performances in recent memory.