

Nicholson School of Communication and Media
School Meeting
Friday, November 30, 2018

Start: 10:00 a.m. End: 11:53 a.m.

In Attendance: R. Barfield, A. Beaver, Z. Beckler, D. Blemker, J. Bowen, T. Brown, R. Brunson, T. Carbone, S. Collins, J. Conway, K. Coronado, M. Croft, L. Danker, T. Deery, M. Dodd, M. Dusseau, J. Fanfarelli, S. Fendley, R. Francies, R. Grula, C. Hanlon, M. Harrington, S. Hastings, S. Hodgson, K. Howard, L. Hudock, L. Ingle, E. Johnson, J. Kim, W. Kinnally, P. Kohl, R. Kolodziej-Smith, J. Kunerth, G. LaPage, K. Loftus, E. Lohmeyer, J. Matusitz, J. McCafferty, J. McCain, R. McDaniel, A. Miller, M. Moahwe, E. Murnane, J. Murray, G. Musambira, L. Neuberger, M. Nocasian, B. Noel, D. Novatnak, A. Parrish, P. Peters, G. Rhodes, S. Rice, T. Ritter, C. Roda, B. Rubenking, A. Salter, E. Sand, B. Sandler, J. Sandoval, M. Santana, A. Scott, D. Sellnow, T. Sellnow, K. Shults, K. Smith, Patrick Smith, L. Speere, P. Spence, M. Stanfill, U. Stoeckl, K. Tuorto, N. Underberg-Goode, P. Varcholik, K. Voss, R. Weaver, H. Weger, D. Young, N. Yu

Excused Absences: M. Davis, E. Kight, J. Malala, S. Neel, J. Rotolo, Peter Smith, K. Workman

Unexcused Absences: G. Bagley, M. Gerstein, R. Hall, R. Jones, A. Major, L. Mills, L. Peterson, G. Shbeeb, T. Theen, N. Zuccarello

Welcome – R. Littlefield

Applause and Accolades

- Communication – D. Sellnow (see attachment)
- Film and Mass Media – G. Rhodes (see attachment)
- Games and Interactive Media – A. Salter (see attachment)

Committee Reports

- a. Policy and Planning – J. Sandoval (see attachment)
- b. Awards and Recognition – D. Blemker (see attachment)
- c. Student Success – M. Croft (see attachment)
- d. Curriculum – L. Neuberger (see attachment)
- e. Graduate Studies – T. Sellnow
 - Strategic Communication Ph.D. was approved by the Board of Governor on November 8
 - 20 students already wanting to apply

Academic Programs Updates – L. Neuberger (see attachment)

- C. Hanlon will be sending an email to all faculty regarding service learning survey
- Creating a master calendar of curriculum deadlines
- On sabbatical during spring 2019, a list of point-of-contacts has been created (see attachment)

Nicholson Academic Student Services Center (NASSC) Updates – R. Morales

- Final exams must be given at the scheduled times
- Grades are to be submitted by noon on Wednesday, December 12
- Spring syllabi are due to D. Doyle no later than the second week of the semester. Earlier submissions are preferred.

Downtown Update

- a. Research Workgroup Report – L. Neuberger
- b. Digital Media Workgroup Report – A. Salter
 - Coordinating with Valencia College of Sciences
 - Creating a collaboration with foundation courses instructors
- c. Open House – B. Lindsley
 - Downtown Open House is January 26, 2 – 6 p.m., at the Morgridge Center – everyone is invited
- d. Transition Updates – B. Lindsley
 - Updated faculty and staff website has been launched – www.nicholsonresource.com
 - New NSCM is active – <https://communication.ucf.edu>
 - Please notify B. Lindsley if any edits/updates need to be made

Administrative Updates – B. Lindsley (see attachment)

- a. Introduction to new NSCM Director of Advancement, Mr. Patrick Smith
- b. Update on Partnerships – B. Noel
 - Magic Leap
 - Microsoft
 - Press Play Conference: Access the Game – January 12, 2019
 - 2nd annual conference
 - One day conference is ‘hands-on’ workshops and interactive displays aimed at educating and inspiring people with disabilities about opportunities in the games and simulation industries
 - Conference is geared toward students ages 14-25
 - Students are invited to bring along one or two parents if desired
- c. Survey launch “How are we doing?”
 - NSCM fall 2018 faculty and staff survey will be emailed to everyone today
 - Please take some time to let leadership know what is working or what needs fixing
 - Survey is anonymous, so please be honest
- d. Downtown
 - Open House is forthcoming; it is purposed to bring awareness to students that UCF Downtown is happening
 - Reps from each of the programs need to be there
 - Reps from the Police department, SDES, Housing, etc. will also be there

Director’s Update – R. Littlefield

- a. Goals for 2018-2019 (see attachment)
- b. Travel Grants (see attachment)
- c. Textbook Order Process (see attachment)
- d. Succession Planning (see attachment)
- e. Faculty Senate Representation 2019-2020
 - NSCM has been apportioned four faculty senators
 - Two from the College of Sciences and two from the College of Arts and Humanities
 - Propose each department have a senator and one senator for the school
 - Voting will take place at the February 1 school meeting
- f. Spring School Meetings
 - February 1, 2019, 10 -11:30 a.m., location TBD
 - April 23, 2019, 2 – 3:30 p.m., location TBD

Old Business

- a. Tabled Item: NSCM Diversity and Inclusivity Statement (see attachment)
 - Motion to approve/adopt the proposed NSCM Diversity and Inclusivity Statement

- 1 opposed/0 abstentions
- Motion carries

New Business

- a. Election of COS Research Committee Member (replacing A. Miller)
 - A. Miller has stepped down as COS Research committee representative
 - Representative must be a graduate faculty member
 - D. Sellnow nominated P. Spence
 - Motion to approve P. Spence to replace A. Miller
 - 0 opposed/0 abstentions
 - Motion carries
- b. Proposed Action Items from Committees
 - Awards and Recognition –vote to take place at the February 1 school meeting
 - Student Success – vote to take place at the February 1 school meeting

Celebration of Fall Semester – “Let us eat cake!”

In honor of successfully completing NSCM’s first semester and L. Neuberger’s birthday, let’s enjoy some cake!

Respectfully submitted
Debbie Doyle

Department of Communication

- Accolades

- Editorships

- Nan Yu – Asian Journal of Communication
 - Patric Spence – Communication Studies
 - Deanna Sellnow – Journal of Communication Pedagogy

- Ad/PR Senior Recognized

- Leah Santiago named one of 50 students in the US as Most Promising Multicultural Student by the American Advertising Federation

- Lambda Pi Eta

- Students won the poster competition at the Florida Communication Association Convention

- Department Update



Department of Film and Mass Media

- Accolades

- Kim Voss was inducted into UCF's Scroll & Quill Society, which honors faculty for bringing recognition to the university through excellence in research.
- Tim Rinaldi from ESPN worked with RTV students when GameDay was at UCF
- Film students at Tampa Bay Underground Film Festival next week
- Miami Herald provided positive feedback for Journalism students.

- Department Update

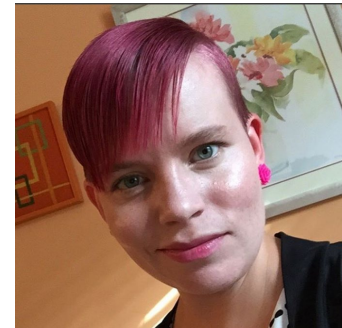


Department of Games and Interactive Media

- Accolades

- Rudy McDaniel and MC Santana were inducted into UCF's Scroll & Quill Society, which honors faculty for bringing recognition to the university through excellence in research.
- Natalie Underberg-Goode led a team of faculty members including Eddie Lohmeyer, Matthew Mosher, John Murray, and Peter Smith with input from the rest of the department in developing an innovative, updated curriculum for the Digital Media MA program, which is currently progressing through the university approval process

- Department Update



NSCM Policy and Planning Report

November 30, 2018

- I. The committee has revised the inclusion and diversity statement that was brought before the school in August. Based on the language used in other parts of the university and best practices the committee recommends the revised statement for adoption.
- II. The committee has begun to create the school bylaws. Legacy documents have been collected and the committee will review departmental bylaws so there is continuity. There will be several opportunities for feedback including a Qualtrics survey and one or two feedback sessions with the committee in January.
- III. The committee has several changes for the spring semester. Jennifer Sandoval and Matthew Mosher will be on sabbatical. The new interim representatives will be Ann Miller for Communication and MC Santana for Games and Interactive Media. Melissa Dodd will be the interim chair of the committee.

RESOLUTIONS

NSCM Awards and Recognitions Committee

RESOLUTION 1:

Awards

The committee proposes the following awards to be facilitated by the NSCM Awards and Recognition Committee members:

1. Outstanding Research Award
2. Outstanding Creative Activity Award
3. Outstanding Teaching Award
4. Outstanding Service Award
5. Outstanding Staff Award

The committee proposes the following awards to be facilitated by the NSCM Graduate Committee

1. Outstanding Grad Student Research/Creative Activity Award
2. Outstanding Grad Student Teaching Award

The committee proposes the following awards to be facilitated by the NSCM Director & Steering Committee

1. Outstanding Educator Award

Additional awards may be added upon recommendation from faculty or staff, particularly for undergraduate students (referred and awarded by the Student Success Committee)

RESOLUTION 2:

Timelines

The timeline for these awards would be similar each year, commencing the process at the start of the spring semester for work related to summer and fall (and upcoming, known spring work) and conclude at the final faculty meeting (or similar time) in the spring.

- Call for Award Nominations by second week in January
 - First year = Monday, January 14, 2019
 - Nomination announcement distributed but will not be pushed until full faculty approval on Feb. 1 unless voice vote / vote suspension approved today (Nov. 30).
- Deadline for Nomination forms by second week in February
 - First year = due Thursday, February 14, 2019
- Call for Nominees to submit supporting document forms by third week in February
 - First year notices sent to nominees by Thursday, February 21, 2019

- Deadline for Nominee submissions of award forms by second week in March
 - First year = forms due Tuesday, March 18, 2019
- Deadline for decision (announcement?) of Award choices and discussion with School Chairperson by first week in April
 - First year = winner choices discussed with chairperson/director by Thursday, April 4th
- Faculty and Staff Celebration Day (Name under discussion) by the third week in April
 - First year = TBA

RESOLUTION 3:

Process

The committee agreed on a simplistic process to encourage multiple nominations, including self-nominations related to the awards. The process includes three steps:

1. Nomination form (self or colleague)
2. Nominee contacted for interest/agreement
3. Nominee contacted for supporting documentation

The nomination form will be a Qualtric-based form to include the following:

1. Nominator's name
2. Nominee's name
3. Award selection (drop down list)
4. Note of nomination

Please note: This note of nomination is a 250 word explanation giving basic advice and recommendation related to the award chosen.

After the nominee agrees to the nomination, each nominee will be asked to submit supporting material (no more than 2 pages) to outline and document the nomination. This could include, but not be limited to, abstracts, outlines and photo/videos.

The committee will then review the backup/supporting information and select winners to be approved by the chairperson/director of the Nicholson School of Communication and Media.

KEY IMPACT NOTE:

The committee recommends the recommendations and process celebrate simplicity. Because of the number of documents and evidence required by faculty throughout the year, this process should be seen as easy and celebratory instead of belabored. The committee wishes the tone of the process to always be communicated in a positive, celebratory feel embracing simplicity and ease of use and process.

RESOLUTION 4:

Award selection / physical pieces

The committee discussed the options of providing a basic crystal plaque to all recipients with an additional \$50 gift card or cash stipend.

Resolution 4.1: Should the faculty receive a plaque and gift card/money or money/gift card only (double the value)?

Both

Gift Card only

Resolution 4.2: Approve purchase of perpetual plaque. The initial investment would be approximately \$2000 (\$200 for each large plaque with initial engraving costs). Subsequent engraving costs would be significantly lower (approx. \$500).

RESOLUTION 5

Committee Purpose

The committee approved a generalized idea that this committee be the only committee for faculty and staff awards and recognition within the school. Individual department committees should not exist to avoid confusion and replication of work.

Student Success Committee



If it's to be,
It's up to Me.



Nicholson School - Student Success

The Art of Noticing !

Graduate on time, with a Degree that matters.

Our Value proposition

One success at a time

Habits

Networking

Objectives

- Get students interested in our program in novel way (Trust)
- Give students a reason to visit the NSCM Advisors and support staff (Need)
- Give students a chance to succeed
Give them a Challenge (Help)
- Reward them.

In *measurable* ways



NSCM Director's Honor Roll

Participate in Awards and Scholarships

Objective – Students see that we are noticing and supporting their success

Metrics of success- Estimated participation: 300 students?

Reward - Students receive Scholarships, Badges and other awards

A Proposal to create: The NSCM Director's Honor Roll

Section 1. - This Proposal seeks to authorize the Student Success Committee to create and maintain a program called “The NSCM Director's Honor Roll”

- And To Provide resources in support of that program.

Section 2. – The Director's List is compiled each semester in recognition of scholastic honors. The requirements for inclusion are:

- Must be a NSCM Degree-seeking undergraduate student
- Must earn a minimum 3.6 GPA,
- Must complete a minimum of 12 credit hours,
- Must earn no grade less than “B” (3.0)
- And not achieve an “I,” “U,” “N,” “NC,” or “WF” grades during a term.

Section 3. – Students will be honored for their achievements.

- Each Student will receive a certificate for their work.
- Each student will have their name/picture on NSCM lobby monitors. *
- Each student will be listed on the NSCM website* (* if appropriate)



Make Your Bed

Make your bed everyday for 30 days!

Objective – Students see that we are noticing and supporting their success

Metrics of success- Estimated participation: 150 students?

Reward - Students receive Badges and other awards



Jump a letter grade

Improve your grades in one semester !

Objective – Students see that we are noticing and supporting their success

Metrics of success- Estimated participation: 150 students?

Reward - Students receive Scholarships, Badges and other awards



Pay it Forward

Helping others will actually make you feel successful !

Objective – Students see that we are noticing and supporting their success

Metrics of success- Estimated participation: 150 students?

Reward - Students receive Badges and other awards. Alumni.

One success at a time

In measurable ways

If it's to be,
It's up to Me.

The Art of Noticing

Student Success Committee

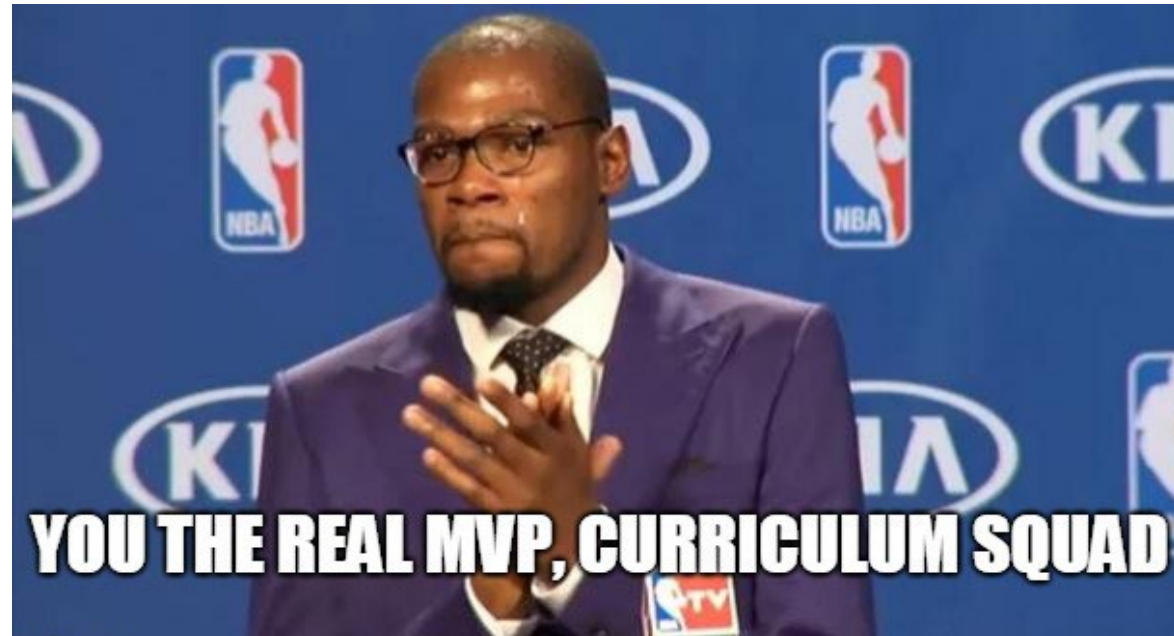
NSCM Curriculum Committee(s) Update

- Goals/Vision

- Fees

- Curriculum

- Rock star team



Academic Programs & Student Services

- High Impact Integrative Learning Liaisons (HIILL) Update
- Assessment Update
- NASSC Report
 - Final exams, grades, syllabi
- Leadership Transition



Downtown Research Group

- Research Spaces
- Use & Scheduling
- Support Personnel



Spring 2019 Academic Programs and Student Services Leadership Roles

Assessment (e.g., training, follow-up, evaluation & coordination)

-Melissa

Advising/Student Services (e.g., liaise with/advocate for NASSC, SCH tracking, scheduling assistance)

-Rudy

Curriculum process (e.g., plan, convene, & run undergrad and grad meetings, help guide through process, report up and down)

-Melissa

Downtown (anything academic programs - special attention to what will be delivered on main campus v. downtown)

-Both Rudy and Melissa

Faculty Topics (e.g., AESP, T&P, ELP)

-Rudy

Grade Issues (e.g., changes, appeals)

-Rudy

HILL Project (e.g., supervise, advise, implement)

-Melissa

International Programs (e.g., instructor of record, exchange, short term study abroad, partnerships, visiting scholars)

-Rudy...Melissa for legacy NSC instructor of record

Program Review (e.g., ensure proper movement through process - follow-up on recent program reviews needed)

-Both Rudy and Melissa

Regular Team Meetings (best frequency may be every other week)

-Both Melissa and Rudy - they will also have one on one meetings as needed

Obviously Kim and Rebecca remain essential points of contact for academic programs and student services respectively. When in doubt, please email both Rudy and Melissa and they will direct it appropriately :)

Provost's Goals for NSCM

- Provost Goals for NSCM
 - Achieve national prominence
 - Consider expanding the school to include other programs that align with the vision and mission of the new entity
 - Grow enrollment
 - Grow research
 - Achieve diversity and inclusion goals
 - Achieve student success metrics
 - Support the overarching downtown campus

School Goals – 2018-2019

- Continue to establish high morale, cohesiveness, and positive culture about NSCM.
- Identify Collective Impact and university strategic goals that NSCM can influence and develop strategies for reaching benchmarks of excellence.
- Engage in extensive leadership and staff training to prepare for future management responsibilities.
- Address personnel needs.
- Create and populate academic infrastructure necessary to function.
- Secure faculty approval of School By-Laws and Operating Procedures.
- Communicate structure, expectations, reporting processes.
- Sort out roadmap and shared MOUs for coverage/staffing/scheduling of courses still shared with other units.
- Hire Development Director and develop a three-year strategic fundraising plan for NSCM; update MOUs to NSCM.
- Successfully manage the transition of two departments to CEM building on downtown campus and the reorganization of faculty in NSC building.

Director's Travel Grants

- Grants up to \$1,000
- Chairs have criteria in School Procedures Manual
 - One page length
 - Explanation of need/rationale for funding
 - Anticipated budget; identify other sources, if available
 - Chair support required
 - Send to Susan.Morris@ucf.edu
- Requests for fall semester are due by January 15
- Notification within 10 working days of submission

Textbook Order Process

- State Law
- Default will be “no textbook required”

Succession Planning

- Department Level
- School Level
- Feedback and Confirmation by December 21

Nicholson School of Communication and Media Statement on Equity, Inclusion, and Diversity

NSCM holds integrity, scholarship, community, creativity, and excellence as the core values that guide all our conduct, performance, and decisions. NSCM does not discriminate based on identity, including, but not limited to, categories of age, color, ethnicity, family status, gender expression or identity, genetic information, immigration status, intellectual or physical ability, national origin, race, religion, sex, sexual orientation, socio-economic class, or veteran status. We value the intersectional experiences of all individuals and we are committed to equity and inclusion. NSCM encourages diversity of ideas and points of view creating an environment for excellence.

DRAFT OUTLINE BYLAWS FOR NSMC
Policy and Planning Committee November 30, 2018

1.0 PREAMBLE

The fundamental premise of this document is that a relationship of mutual respect and trust should exist between and among those faculty who are serving as Nicholson School of Communication and Media (NSCM) administrators and those faculty whose activities are focused primarily on teaching, research, and service. Therefore, faculty governance should be collegial and reflect diverse points of view. At the same time, the governance process should be efficient and aim to achieve broad faculty participation in a manner consistent with the other responsibilities of the faculty and the mission of the School and University.

The School administration shall represent the interest of the School to the School faculty and staff and to the central administration, and oversee and allocate human, financial, and material resources of the School among the various programs and allied units comprising the School. In the spirit of collegiality, the faculty of the School shall be consulted (when practicable) prior to decisions impinging upon faculty governance and reserve the prerogative to comment upon, request clarification of, or suggest modifications and alternatives to any administrative action taken by the School.

2.0 MISSION AND VISION STATEMENTS

2.1 University of Central Florida

2.1.1 Scale and Excellence

2.1.2 Impact

2.1.3 Partnership

2.1.4 Our Promises

2.2 Nicholson School of Communication

2.2.1 Vision Statement

The Nicholson School of Communication & Media (NSCMM) is an interdisciplinary inter-college entity providing academically rigorous undergraduate and graduate education. Through a range of professional and academic programs, we foster excellence in creative activity, research, and technical production, guided by the strategic objective to have impact and become nationally and globally prominent.

2.2.2 Mission Statement

NSCM holds as its mission the promotion of:

Free inquiry, free speech, and the free flow of information and ideas in a diverse, contemporary society;

A creative, collaborative, and ethical environment for research and for the production of high-quality games, interactive media, film, and mass communication;

Rigorous, relevant, and stimulating undergraduate and graduate curricular and co-curricular programs that are research based, preparing students for professional careers or advanced graduate study; and

Engagement, collaboration, and research with community partners to serve the university, communication

and media industries, and our broadly-defined service area in central Florida and beyond.

2.3.3 Diversity & Inclusion Statement

NSCM holds integrity, scholarship, community, creativity, and excellence as the core values that guide all our conduct, performance, and decisions. NSCM does not discriminate based on identity, including, but not limited to, categories of age, color, ethnicity, family status, gender expression or identity, genetic information, immigration status, intellectual or physical ability, national origin, race, religion, sex, sexual orientation, socio-economic class, or veteran status. We value the intersectional experiences of all individuals and we are committed to equity and inclusion. NSCM encourages diversity of ideas and points of view creating an environment for excellence.

3.0 FACULTY AND ADMINISTRATION

3.1 Faculty

3.1.1 Membership and Rank

3.1.2 Rights and Privileges

3.2 NSCM Administrators

3.2.1 Deans of the Colleges of Arts and Humanities, and of Sciences

3.2.1.1 Oversight Role of the Deans for Finances

3.2.1.2 Evaluative Role of the Deans for Director

3.2.2 Director

3.2.3 Senior Associate Director of Finance, HR, and Communication

3.2.4 Associate Director of Academic Programs and Student Services

3.2.5 Assistant Director of Academic Affairs

3.2.6 Director of Graduate Studies

3.2.7 Director of Partnerships, Innovation, and Entrepreneurship

3.2.8 Director of Advancement

3.3 Department Administrators

3.3.1 Department Chair

3.3.2 Associate Chair and Program Coordinators

3.4 Staff

4.0 SCHOOL STRUCTURE

4.1 School Meetings

4.2 School Committees

4.2.1 Departmental Representation on School Committees (with the exception of staff)

4.2.2 Faculty Eligibility

4.3.1 Policy and Planning Committee

4.3.2 Awards and Recognitions

4.3.3 Curriculum and Standards

4.3.4 Graduate Studies

4.3.5 Promotion and Tenure Committee

4.3.6 Student Success Committee

4.3.7 Staff Committee

Possible addition: 4.3.8 Diversity and Inclusivity

4.4 Director's Meetings with Department Chairs and Administrative Staff

4.5 Select and/or Ad Hoc Committees and Working Groups

5.0 DEPARTMENT STRUCTURE

5.1 Departmental Meetings

5.2 Departmental Committees

5.3 Succession Planning

6.0 ACADEMIC PROGRAMS

7.0 EXTERNAL RELATIONS

7.1 Advisory Boards

7.2 Department or Program Advisory Boards

7.3 UCF Alumni Association

7.4 Other Academic and Administrative Entities

8.0 PROCEDURES FOR AMENDING NSCM BYLAWS

9.0 NSCM BYLAWS HISTORY

The University of Central Florida was opened in the fall of 1968, as Florida Technological University. The Florida legislature changed the name in December, 1978.

The College of Arts and Sciences originally was created in 1980, representing a union of the College of Humanities and Fine Arts, the College of Natural Sciences, and the College of Social Sciences. The first Arts and Sciences bylaws were approved on April 14, 1981 and were last revised on March 24, 1998.

The College of Sciences was created in 2005 from a division of the College of Arts and Sciences into two colleges: one for arts and humanities and another for natural and social sciences. The Nicholson School of Communication was then stationed in the College of Sciences. The College of Sciences bylaws are based on the original Arts and Sciences bylaws document, and the Nicholson School of Communication's bylaws are based on the College of Sciences' bylaws. These bylaws were drafted in February, recommended by the director's advisory council to the regular faculty, and ratified in April, 2017.

On July 1, 2018, the Nicholson School of Communication and Media was constituted from what had been formerly known as the Nicholson School of Communication along with programs from the School of Visual Arts and Design (i.e., Film, Digital Media, and the Florida Interactive Entertainment Academy).

In the case of conflict between NSCM bylaws and any college level, UCF policy or procedure, the current Collective Bargaining Agreement between the Board of Trustees and the United Faculty of Florida Chapter at UCF the highest administrative policy or procedure will supersede.

10.0 - GLOSSARY