

Minutes, Deans and Chairs Meeting, August 29, 2011-Dean Wright called the meeting to order at 2:00 p.m.

Open Discussion

Weigold began the meeting by handing out information about the alumni survey. **Vettel** announced that the upcoming "Emerging Media and Communications" Symposium was posted on MyCJC and that students are not only welcome, but are urged to come to both the symposium and the reception. **Dean Wright** explained that although it was an all-male panel, he intended and sought extensively for more diversity. **Carlson** talked about the Digital Collaboration Suite "Groundbreaking" ceremony and said that he was very pleased with it. He also said that demolition is almost finished and that the first phase of construction would be done by October 6, and the furniture will come about a month later. He is hoping to have the facility completed by Thanksgiving.

Alumni Survey

Weigold explained that with the help of **Dean Wright** and **Dean Hon**, he had compiled a survey with standardized questions about the College. It went out to 2,308 graduates from over a period of three years. He said that for graduate students, he only had received 19 and planned to send out another to gain more responses. **Vettel** commented on the fact that she was working with the Alumni Association on thoroughly updating address and email information to ensure a far wider reach. **Weigold** went on to say that he was extremely impressed with the employment data. He noted that many of them were in jobs that they planned on being in for up to five years, which is considered a career and that a healthy percentage of them are in Advertising (64%), Public Relations (70%), Journalism (44%) and Telecommunication (66%). The data suggest that eight out of every 10 of the College's graduates are employed. **Wright** pointed out that one out of every 20 students is enrolling in law school, and **Weigold** added that through the Media and Society track, an increased number of students will enroll in either law school or master's programs. He explained that in addition to generating learning outcomes for each department, that the College has assessment methods to determine whether students are getting the outcomes and information that could be used to revise curriculum. These outcomes then are posted on the Internet showing the University how the curriculum has changed as well as the progress of the College. He explained that the challenge now was for each of the department chairs is to make sure the assessments are completed with a more sophisticated approach. **Kiousis** inquired about partnering with an outside entity to create a standardized test to give each student. **Weigold** noted that it is not only about creating a test for students to be able to say they can do something, but to be able to demonstrate it as well. **Wanta** added that when he served on the accrediting council, that it was about indicator vs. outcome, where an indicator says that a student knows how to do something and an outcome is the evidence that the students can do it. **Carlson** inquired about what other accredited schools are doing to reach these outcomes. **Hon** replied that it is a matter of finding best practices that suit the College. **Wright** asked whether **President Machen** had provided standards of practice. **Weigold** explained that he was told to refer to the other College's websites within the University to get a better idea. He found that most give a standardized test that needed to be passed before proceeding to the next level. **Wright** added that it doesn't necessarily affect whether or not students graduate, but acts as more of a self-test, which reflects upon the instructor.

ACEJMC Self-Study Report

Sutherland reported that at least two departments soon will have intern evaluations for every semester since the last accreditation and that at least 80% of them will demonstrate student competency. **Ostroff** noted that these evaluations are now being geared towards ACEJMC criteria, replacing the yes/no technique with a graded approach. Everyone agreed to make **Weigold's** collective report from each department, go over it and decide how to strengthen it even more.

Respectfully submitted,
Amy Belanger