Faculty Meeting Minutes
October 24, 2011
2066 Weimer Hall
9:00 a.m.

In Attendance:
Spiro Kiousis (Chair), Olga Tripp, Belio Martinez, Kathleen Kelly, Linda Hon, Maryann Ferguson, Deanna Pelfrey, Moon Lee, Ann Christiano, Juan-Carlos Molleda.

Not in Attendance: Sora Kim

Welcome
Dr. Kiousis acknowledged what a great job Professor Deanna Pelfrey and the PRSSA did at the national conference. He received very favorable feedback from alumni, students, and Advisory Council members.

Agenda Items:
1. The undergraduate taskforce has taken a comprehensive look at the undergraduate curriculum and provided a few reports with variety of data and that effort has been led by Professor Pelfrey, Dr. Martinez and Professor Christiano. At the same time RCM is an external factor has forced us to re-examine how we are doing some things.

2. There are two goals broad goals from Dr. Kiousis’ report. The more practical one is dealing with the financial and fiscal efficiency of the department and at the same time having a minimum impact on our resources. The second goal is to provide more interdisciplinary opportunities for our students and students across the College. which has been consistently been our internal goal of our Department and our College.

3. Dr. Kiousis outlined a variety of recommended actions for each of them. The first one was one that was approved at the October 6th, faculty meeting, which was to make international public relations a required course. He offered a series of proposal.

Proposals:
- Increasing the number of credits for PUR4100 from 3 to 4. This stems from the discussion to try to get more credit for the lab classes that we teach. The motion was accepted and all were in favor of the proposal.

- Increase the amount of professional electives from 9 to 12 credits. To increase the student credit hours to 44 was approved at the previous meeting. One main mechanism for doing that would be to increase the amount of professional electives from 9 to 14. Dr. Kelly commented that there may be some problems with the math. Some discussion followed and Dr. Kelly
proposed an amendment to increase the amount of professional electives from 9 to 14 credits to 9 to 12 credits. The motion was accepted and all were in favor of the proposal.

- Second proposal, which is tied to the first, to Increase enrollment caps in targeted electives, including PUR 4232 (Ethics), PUR 4232 (Public Interest Communications), and PUR 4932 (Social Media Management). Dr. Molleda supported the motion. Dr. Kelly commented there are too many students without increasing the enrollment cap in certain courses. Dr. Ferguson said she is not opposed to increasing the enrollment cap in ethics. Dr. Kiousis mentioned that the Advertising Department will allow some of the students to take some of our courses, so part of the reason to increase these caps is the anticipated need we will get from other units. All members were in favor of this proposal. Proposal was approved.

- **Move from three to two blocks of professional electives.** The first is collapsing of the current Block 1 and Block 2 and the second block is basically our previous Block 3. The reasons for going to two blocks are because of the ease for addition certificates in the future, as well as adding other courses. It will be much easier for faculty, students, and administrators to understand. Block 1 will be a minimum of nine credits; students would take at least two courses from public relations and two from outside. In terms of professional electives, students would have to take courses in Block 1 and Block 2. Dr. Kiousis is asking to make it a requirement that two courses are from inside the department and two from outside to balance our internal department training as well as interdisciplinary training from across the college. All were in favor of the proposal.

- **Offer students a certificate in international communication.** International Public Relations, Ethics and Professional Responsibility, Advertising, International and Cross Cultural Advertising. This is technically nine-credit certificate. However, the students would have to take 12 credits because of the introductory course to Public Relations. This would also be available to non-public relations students. Dr. Kiousis added that this is not the only and sole certificate that can be developed. All changes will be effective Summer B. Students can take the degree and the certificate at the same time. All were in favor of the proposal.

- **Reemphasize our encouragement to complete a public relations internship and reduce required work hours from 100 to 65.** The undergraduate affairs office conducted an analysis on the subject and their conclusion was that the vast majority (if not nearly all) of the students have in fact completed the internship for that requirement. Due to financial reasons or students intending to go to graduate school, there seem to be a few exceptions where students require an alternative; PUR 4905 has worked as an option for students. Dr. Kelly requested to include as an amendment to reduce the number of work hours per credit for internships from 165 because we are 50 to 75 hours. She felt if we are to encourage and have students take more than one credit of internship, then it should be brought down to a reasonable number of 65 work hours for credit hour. All were in favor of the proposal.
Add ADV 4101 Copy & Visualization, ADV 4400 International and Cross-Cultural Advertising, ADV 4930 Digital Media Advertising. These are the advertising courses that have been offered that our students would be allowed to take these courses to help reach the 42 credit hours. Dr. Molleda requested adding a friendly amendment to eliminate Advertising Sales (ADV 3502) from this proposal. Some discussion followed regarding whether Advertising Strategy should be included among the approved courses and Professor Christiano requested this be tabled for discussion at a future meeting. The amendment was approved.

The meeting was adjourned.