

Curriculum and Teaching Meeting Minutes October 14th 2013 11:45am

Attendees – Mike Weigold, Dave Ostroff, Mike Foley, Juan Carlos Molleda, Sora Kim, Joe Pisani

Approval of minutes

Mike Weigold asks the committee to make any corrections they may see in the September 14th Curriculum and Teaching minutes and to send the edits to him. Weigold asks for someone in the committee to make a motion to approve minutes. He also states that the minutes will be sent to the senate for posting on the website.

Juan Carlos Molleda makes motion to have the minutes approved **Mike Foley** seconds the motion. All the committee members say “I” in approval of the minutes.

Sora Kim – Makes suggestion to have future minutes sent earlier in advance to have time to read over minutes.

Mike Weigold – States that he will start sending minutes one week in advance.

Mike– Asks for September 14th minutes to be sent electronically so he can make corrections.

Catalog Edits

Mike Weigold – States that the university has hired a catalog editor. When the college sends copy for changes to the catalog the editor will edit and send back to the college for review. The goal is to make the catalog at UF read in a more consistent way.

Mike Weigold – States that **Wayne** is in China and will not be able to present academic assessments from the spring until his return. He then states that **Joe Piesani** is working as interim chair. This is new for him and his presentation of assessment data will be withheld until the November meeting. Weigold states that

Dave Ostroff is presenting to the faculty this week. Dave stated that he has asked the faculty in respective areas to bring forward their suggestions and comments.

Mike Weigold – Gave reminder that when faculty meet to discuss assessments to please have minutes from those meetings. The minutes have to be included in what he puts in the Compliance Assist Program.

Dave Ostroff – Discussed the results of the 2013 spring assessment. In Management Production they had a course that is typically the last course they take. In News it is a little more complicated because they have a choice of 2 out of 3. They have assessed 2 of those courses. It's on a 0 to 4 scale. 3304 is Radio news 4304 is TV news 2, 4800 is Operations, 2929 is advanced production, and 4931 is Ethics which is taken by all students. The News courses score higher. He has asked the faculty to give

Curriculum and courses change suggestions have resulted from the spring assessment.

***Side note* Mike Wiegold** –Stated that Production is a big part of the curriculum group that is working as a result of the retreat is proposing a 6 hour production class that would be required of all majors.

Mike Weigold thanked **Dave Ostroff** for his update. He noted that Public Relations, Journalism, and Advertising would be presented at the meeting on November 18.

Weigold – Stated that there are 2 new chairs (relative to Academic Assessment) He suggested that 2 main things regarding assessments are needed:

1ST (part A) – Tabulating and discussing with your faculty the previous semester's assessments and recording any recommendations that they may have as a result of the assessments.

1ST (part B) - Bringing those same discussions and data for the Curriculum and Teaching committee to review and offer comments on.

The last step is to give Mike Weigold assessments so he can include them in the Compliance Assist and get the University of Florida to reaccredit it for another seven years.

2nd - Make sure that everyone has spoken to the instructors about assessments for this semester and that each instructor has a mechanism for performing assessments this semester. Consistency is important for all parts of assessments.

Mike Weigold – Asked if there were any thoughts or questions.

Answer **Dave Ostroff**- 3 sections per course (fall of last year) present averages for each section broken down.

Outside Concentration

Weigold discusses new language for outside concentration –

“The College of Communication and Journalism requires that all students complete 12 hours of course work in a department outside of the college, the 12 hours should be at the 3000 level or above. Classes that satisfy the outside concentration may not be used to satisfy any other requirement. In lieu of an outside concentration a student may complete a UF minor offered outside of the college.” A question was asked regarding not double counting. Weigold offered a couple of examples.

Example 1 – If a student wants to do an outside concentration in Spanish, if they took beginning level Spanish courses they could not count that as the requirement.

Example 2 - A student in advertising who is required to take a marketing class may not use ‘Intro to Marketing’ to satisfy the outside concentration.

Concept for Outside Concentration - The concept of the outside concentration is for students to do some in depth learning in an area outside of the college that may be relevant to their careers and their interests.

An Outside Concentration that is common for Advertising majors is Business.

Outside concentrations that are common for Public Relations majors are Business, Health and Human Performance, Sociology.

Outside concentrations that are common for Management majors are Film Studies and Sports management.

Outside concentrations that are common for Journalism majors are Math, Science, Business.

Exceptions Fine Arts, Business

Mike Weigold- Stated that he will revamp the language of the outside concentration and present it for the November Curriculum and Teaching meeting.

Meeting adjourned