

The Hugh Downs School of Human Communication
Faculty Meeting
Fall 2017
9/6/17
12:00pm, Stauffer A431

Attending: B Adame, E Adame, Alberts, Broome, Brouwer, Cheong, Davies, Davis, de la Garza, Dutta, Edson, Guerrero, Kim, Lederman, Linde, Olson, Pettigrew, Roberto, Shin, Tracy, Zanin

Absent: Corman (sabbatical), Margolis, Mongeau (sabbatical)

1. Director Updates – Linda

- a. Search Committee has been formed and Personnel Committee has been formed
- b. Linda will be attending President Crow's Meeting with Management Team on Oct. 2nd (announced a while ago). Linda is grateful for these meetings.
- c. Libby Wentz will be at our October 4th faculty meeting (with lunch). Let's use this time to brag about our Initiatives (brief pitches can be given).
- d. On Sept. 12th, Catherine Sebold will join us as Manager of Marketing & Communication. She has more than 10 years of experience in marketing, web, and branding. She will help us brand ourselves.
- e. Reminder that 1st Wed of each month will be full faculty meetings and 3rd Wed of each month will be "Core Faculty Discussions" (core faculty only).
- f. Important dates:
 - i. Faculty Retreat for 2018 will again be the 1st Friday of the semester. Please note the retreat date for next time so that everyone can put on their calendar: August 17, 2018.
 - ii. Homecoming is Oct. 28. Catherine, CGSA, and AHC will help.
 - iii. NCA Friday night party. The party will be at the Sheraton, 7-9pm on Nov. 17, 2017. Location will be announced. Clay (development officer) will be there to help alumni to think about themselves as donors. We may have a separate event for alumni. Some other institutions have a pre-party. We will try to be creative. NCA is in Salt Lake City next year. Perhaps our alumni gathering can be at a local bar/restaurant near the conference hotel.
 - iv. Faculty Assembly 2018. There was a discussion of when to hold the next Faculty Assembly (maybe March). Linda will return with some possible dates. Instructors liked having it at the University Club. We will look into that venue again.
 - v. Advisory Board will have a meeting. There will be 2 meetings a year (once a semester). We should have faculty attend to talk about the initiatives. Board members are: Cindy Barnes, Christine Muldoon, Janet Jacobsen, Perry Pauley, Mike Zirulnik, and Rachel Sacco.
- g. Linda is working with Jason on the new Org chart. She hopes to have it ready for the discussion meeting 2 weeks from now.
- h. We have two requests from the Dean. Please send Linda any Continuing Education Ideas/Activities by Sept. 7th at Noon. Please send Linda ideas for possible endowed chairs/professorships by Sept. 13th (a handout with text from the request was distributed).

2. Executive Committee updates

- a. Dan Brouwer, Interim Associate Director:
 - i. Dan has already completed some fall 17 service tasks: Undergraduate COM major welcome. Thank you to everyone who participated. This program helps undergraduate majors identify what they are doing with us and identify more strongly with their program and the School.
 - ii. Dan is also working on our assessment plans for BA, BS degrees. He is working on gathering data.
 - iii. The Areas of Emphasis document (curricular revisions) was submitted and it is being reviewed at the College. Thank you to those who helped with that last year.

- b. Belle Edson, Director of Undergraduate Studies:
 - i. The Spring 2018 schedule goes online for students to see on September 18. There will be no instructor names at first. ASUONLINE can register first, starting on September 25. On-campus students cannot register until mid-October. Faculty can expect soon a form from Belle asking what they would like to teach in Spring 2018. She will put faculty names in first, then grad students, and then instructors.
 - ii. A few Fall 2017 classes were cancelled due to low enrollment. Belle will be adjusting schedules going forward. This should have relatively little impact on faculty, but it will affect our instructors if we reduce the number of sections of 100, 225, 230, etc. We get pressure to offer more classes at that level, but for *other* majors. We want to provide these, but we need to keep things balanced. We do not want to become completely a “service unit” because we could lose the graduate program.
 - iii. There was a discussion about the recent pattern of lowered enrollment in our upper division courses. The curriculum changes that we have been working on should help with that. We can also talk to Catherine about strategies to help recruit students to take the upper division courses. The undergraduate curriculum change will require 3 more upper division classes in COM. It might take a year for the changes to take effect and help with upper division courses, but after probably 2 years it should really help.
 - iv. There was a discussion about possibly adding another major to our School (possibly a more specific area of Communication). Maybe we can have specialized degrees that are based on our Strategic Initiatives? Catherine will attend faculty meetings so that she can learn about the School.
- c. Benjamin Broome, PhD Director:
 - i. NCA is coming up. We will have the graduate recruitment booth on Thursday, Nov. 16th from 1-4pm. Ben will recruit faculty to help out and will work with CGSA for graduate student helpers.
 - ii. The large photo of our new PhD students will be posted in mailroom with their names.
 - iii. This semester’s GFC meeting is Dec. 1st, the last Friday of the last week of class (note for Spring 2018 also). The Executive GFC Committee will meet 1 hour before the GFC meeting. EC will also meet in October to review evaluations (including new teaching/advising form by Jess). First year students will do the teaching form, but not the full evaluation process. This will help students to know what is required to teach a certain class. It is advisory and it will be required. This is meant to create a system for students to obtain advice on teaching because they sometimes don’t seek it out.
 - iv. Next year’s PhD orientation. It will probably still be the Tuesday before classes begin. We usually have 1 hour 15 min for each initiative. We want all of the new students to go to all of them. Ben is thinking of building in a 10-15 minute slot from each initiative to give a presentation to the new students. Everyone thinks it’s a great idea. Please let Ben know if you have any ideas.
- d. Jennifer Linde, Director of Online Education:
 - i. Jennifer will hear soon from EdPlus about the retention rates of our online programs. Fall A session numbers are high (as usual). Jennifer offered to answer questions on the online programs. She will talk more about the online program at a future meeting.
- e. Jess Alberts, Director of Online MA:
 - i. We just received final approval for our new online MA program. We can start advertising. Jess will update the brochure and will send it by email. Jess will work with Catherine to create a 1-page email format. Spring session A 2018: COM 504, Spring session B 2018: Global Comm, Summer 2018: Methods as an 8-week class (not 5 week). This will be the only MA summer class – long because it is so important.

3. Updates from Initiatives/Committees/Working Groups

- a. Personnel Committee is meeting today, after the faculty meeting.
- b. Search Committee: planning the job ad, will send to the College this week. Possibly Oct. 31 for closing date.
- c. Transformation Project:
 - i. Sept. 15 (12:30-1:30pm): event for Sarah Jones (milk banking) and Bailey Oliver (step-sibling) to discuss their research.

- ii. Sept.29: Gail Fairhurst's talk. There will be opportunities for meals with her. Heewon will release a sign-up sheet this week. On the 29th: group lunch at noon (FFF and others welcome), 1-2pm is her public talk (translating her leadership research into consulting work). She is one of our new fellows.
- iii. Oct. 27: Hillbilly Elegy. They are collectively reading and meeting to discuss and share analyses of the book.
- d. Health Communication Initiative:
 - i. It was a fantastic 1st meeting with guest Dean Teri Pipe.
 - ii. HCI is in the planning stages for how to use funds (thanks to Linda). They sent emails asking for ideas. Please send ideas so they can discuss at the next meeting. Olga will also ask graduate students about ideas for the funds.
 - iii. Today Olga, Jonathan, and Heewon attended the Arizona Wellbeing Commons launch event. This is a statewide research initiative that brings together scientists, clinicians, and partners to advance well-being from the molecular to the societal level. It creates a setting to exchange ideas and build collaborative networks. The HCI group is getting involved and networking.
 - iv. Sept. 22 is the next HCI meeting. It will be a working meeting to discuss funds, organizing plans for this year, and subsequent meetings.
- e. I-4C:
 - i. First meeting is this Friday. Dan will send an email to COMINFO.
 - ii. I-4C must discuss uses for their funds.
- f. Empty Space:
 - i. They have been asked to show Recovery again.
 - ii. Civil Dialogues (there will be several this semester). Clark Olson and Rob Razzante will have one September 22nd. Jennifer will send out the poster.
 - iii. Jennifer is working with the School of Social Work on performance-based training for some of their classes.
 - iv. Oct. 2 Tempe Community Christian Church, launching of project
 - v. Nov. 8 Downtown event. Jennifer will send info out.
- g. Intercultural/Global Interest group:
 - i. Ben Broome. The Global Interest group will meet next week at 1:15pm. This will be the 3rd meeting of year; there has been great response so far.
 - ii. "IC Global" is temporary name.
 - iii. Listserv has been created. If not on listserv, but want to be, let Ben know.
 - iv. Alberto González will visit on Sept. 27. Lecture at noon in room 318: looking at culture of Mexican American community in Ohio. He will meet with students on the 28th.

Because we are short on time, Pauline Davies will update everyone on funded research, etc. at our next meeting.