Communication Studies and Mass Media Unit Meeting

3/31/23

Present: David Raskin, Eva Blackwell, Marcus Shepard, Kirsten Quinn, Nate House, Craig Strimel, Vaishali Sharma, Sindhu Zagoren, Amy Lewis, Mary Conway

Minutes:

1. APR Updates
   1. Not much to see here at the moment; I’m just plugging away at the documents and have a meeting on Monday that should give a better sense of where we stand, but so far it seems fine
   2. Thank everyone for their contributions
   3. One thing that has come out of this for me, though, is seeing everyone’s reflections on the vision for the future of the program
      1. Most of the comments are much more in the direction of expanding courses in the Mass Media area, some of which would overlap as Comm Studies options
      2. These are basically in two areas, one more academic and one more practical:
         1. Media and Identity – race/class/gender and media, and a couple mentions of having more Latinx study, as that identity group is not really served by the college much at all
         2. PR and Social Media – courses that are more about practical aspects of public communication online
            1. This is, more or less, something that Chae called for four or five years ago
            2. There’s likely some administrative support for this, and to my mind this is also what students want and would be most beneficial for program enrollment
      3. We have academic faculty who can do the former, but we don’t have as many qualified people to develop and teach the latter…
2. Two administrative changes in leadership
   1. New English Department Chair, new interim Dean of Liberal Studies
   2. In a first meeting with each of them, what do we want to impress upon them?
      1. Chair:
         1. Marcus: I have a great person for an adjunct position, has lots of professional media experience
            1. Never heard anything back about bring them in
            2. Also the problem of not being compensated for the work of developing courses or a certificate program
            3. [Maybe there’s Pathway funding for it?]
            4. Also need to build a Health Comm course, since that’s a growing area and we’re having students poached by Allied Health
         2. Craig: I supported Eva as a FT hire, and would do so again
            1. One problem is that, for most extracurricular programs, there’s just very little support and people have to work in isolation

At times, that’s nice, that you can work undisturbed, but in other areas we would really benefit from collaboration

* + - * 1. Side note: I’ve been doing some research, and we need to do a special section of Public Speaking specifically for students who report a high level of anxiety

We lose lots of students who don’t finish the course, and therefore the program

* + 1. Dean:
       1. Amy: In theory we need a new FT hire, but that’s not likely to happen given current enrollment
          1. But we may be able to draw through the Diversity Fellows, which is sort of a VL that could transition that potentially to FT
       2. Eva: Stepping away from Vanguard, need to find a new faculty advisor; felt unsupported, took too much bandwidth
       3. Nate: At the time of setting up the MAMD degree, we wanted to hire someone for it, but also had concerns that they be able to teach other things, because if media courses don’t run they’re in a bind
          1. For the Vanguard position, we also need a media lab, a dedicated space to produce this, and have a dedicated faculty member in charge of the lab and other English publications
          2. 3 credits of extended time; will need to recruit

Requires some skill in journalism, but a lot of it is just working with the students

Nate: Somewhere we have a job description

* + - 1. Amy: Put together a list of “asks” for the Dean
         1. Marcus: Virtual adjuncts, for things like PR/Social Media and Health Comm

But need course relief for building these

* + - * 1. Amy: Union issues around paying people to develop online courses, because they become college property and then could hire scabs

Title III might be able to get money to Vanguard

* + - 1. Sindhu: Would we maybe get more support if we developed a course with CSP in mind?
         1. In terms of conveying our interests to new administration, what are their interests for us? We get push/pull about developing things, with encouragement and discouragement in equal measure
      2. David: Can we get a COMM designation in the course listings?

1. Magner-Nichols: Get the word out!
   1. Let Kirsten take it from here…­­
   2. Kirsten: Main thing is pushing for auditions
      1. Actors are familiar with auditions, but speakers less so, so it requires a bit more of a push
      2. Anyone have any suggestions of someone who can be a guest speaker and judge? Give a 10-15 minute talk and meet with students some
      3. Also need judges from the faculty
      4. And event promotion