

MINUTES

Spring 2016 Meeting of RAC-Communication

February 18, 2016, 12:00-5:00 p.m., Georgia College and State University

Attending:

Steve Stuglin, Georgia Highlands College

LaVette Burnette, Middle Georgia State University

Danna Gibson, Columbus State University

Shani Clark, Darton State College

Mark May, Clayton State University

Pamela Bourland-Davis, Georgia Southern University

Tyler Bagwell, College of Coastal Georgia

Jeff Marker, presiding, University of North Georgia

Mary Jean Land, Georgia College and State University

Monica Miller, Georgia Institute of Technology

Mark Borzi, Valdosta State University

Ed Panetta, University of Georgia

Ronald Ellison, East Georgia College

Keith Perry, Abraham Baldwin Agricultural College

Alfonso Moises, Albany State University

Frank Johnson, Atlanta Metropolitan State College

Haley Scheeser, South Georgia State College

Linda Bowen, Perimeter College

Camilla Gant, University of West Georgia

Barbara Tucker, (recording), Dalton State College

Not present:

George Lisby, Georgia State University

Jan Odom, Georgia Gwinnett College

Juone Brown, Fort Valley State University

Rick Kenney, Augusta University

Barbara Gainey, Kennesaw State University

Adria Goldman, Gordon State College

Wanda Lloyd or Representative from Savannah State University

Representative from Armstrong Atlantic State University

Joey Watson or Representative from Georgia Southwestern State University

Visitor: Ginger Durham, University System of Georgia

The meeting began when it was established that a quorum was present. However, the agenda was revised slightly to deal with certain matters first. Pam Bourland-Davis made the motion to do so, and Mark May seconded it. Vote was unanimous.

Jeff Marker introduced approval of October 2 minutes. Pam Bourland-Davis asked for the following revision to page 5, paragraph 2, "Pam Bourland-Davis and Rebecca Burnett volunteered to draft [the film studies learning outcomes]."

Ed Panetta made the motion to accept the minutes with this edition, and Pam Bourland-Davis seconded. The minutes were approved unanimously.

Ginger Durham provided information from the Board of Regents:

The RAC for Academic Affairs met February 17 (the previous day).

The LMS Strategic Advisory Board was begun with initiation of D2L. The contract with D2L is up in November 2016, and the BOR does not want another five-year contract at this time and desires to investigate options for the future. The largest user of the LMS in each sector (defined by faculty using the system for one active discussion board, one assessment, or one content item) will be invited to a meeting of the sector institutions, and then that group will report to other sector institutions. Voices are in conflict over D2L. This group will look at who is using it, not just IT personnel, working in functional teams.

Ginger Durham stated that she will take notes during this RAC meeting and report back from the system.

The next item of business was to address the B.A. in Mass Communication proposal from Dalton State. Jeff Marker explained that the RAC-Communication does not give an up-or-down vote but provides feedback about the proposal. He asked the members to send that to him within the week. The proposal had been distributed electronically.

Because the Dalton State proposal incorporates courses from the Georgia Film Academy, the committee's discussion segued into the topic of the Academy and the type of programs it is offering. Dalton State's proposal wants to use Film Academy hours for upper division credits, but at this time the courses are at the associate's level, six hours in Area F and then twelve hours as "semester on set."

The Academy is working in conjunction with Columbus State, Clayton State, and the Technical System, and it is looking for scripts for productions. However, there are ongoing issues with the credentials of the instructors in terms of SACS and collaboration with other institutions, as well as incorporation of institutions with current film programs.

It was also suggested that the Dalton State proposal rename the program to "communication and new (or digital) media" since it offers a concentration in social media.

The next item of business was the credentialing of instructors for the public speaking course. The concerns for this issue come from interpretation of SACSCOC standards by those outside the discipline who might be looking at faculty credentials at specific institutions and also from the diversity of communication disciplines. The members worked on editing the phrasing of the proposal. Keith Perry stated that the statement should be very clear so that a person is not excluded by administrators or SACSCOC because of the name of his/her graduate degree.

The final version: (To be added)

Ronald Ellison made the motion that the proposal be accepted, and Keith Perry seconded it. It was approved unanimously.

The next agenda item was the consideration of the math pathways for communication majors. MATH 1001 and 1101 are the pathway Area A math course options for mass communication, communication studies, public relations, film and/or media studies, and journalism, because those courses are prerequisites for statistics. MATH 1111 is the suggested pathway Area A math course for digital media, new media, interactive media, game design, computational media, and similar degree programs. After discussion, Pam Bourland-Davis made a motion to accept this proposal, and Ronald Ellison seconded it. The vote was unanimous.

The next agenda item was election of officers for 2016-2017 year. Because he was elected Vice-Chair last year, Mark May will become Chair in Fall 2016; therefore, a vice-chair was needed. Mark Borzi was nominated by Pam Bourland Davis for this position. Danna Gibson moved to close the nomination, and Ronald Ellison seconded. Mark Borzi was elected Vice-Chair by acclamation.

The secretary/treasurer position, held by Barbara Tucker, is filled for the next year. That position is staggered with the Executive Director, who will serve for two years. Mark May nominated LaVette Burnette. Danna Gibson moved to close nominations and Tyler Bagwell seconded. LaVette was elected to Executive Director by acclamation.

Four at-large members were needed to serve on executive council for a one-year term. It was determined that not all sectors had to be represented on the council as long as all sectors were represented in the leadership. Also, there is now a division between the state colleges, with one division for institutions that are predominantly bachelors with some associate degrees and another division for institutions that are predominantly associate-granting with one bachelor's degree.

The following executive council members were nominated or volunteered: Ed Panetta (from an R1) was nominated by Pam Bourland-Davis. Frank Johnson, Tyler Bagwell, and Shani Clark were nominated, all representing the state college sector. Pam Bourland-Davis moved to close nominations, Danna Gibson seconded. These members were elected by acclamation.

The committee took a break at 2:30 and reconvened at 2:40.

Next agenda item: Pam Bourland-Davis introduced the issue of course designations for Public Speaking and Introduction to Human communication. By 2018, all institutions in the USG must use the same numbers consistently. Various issues around this item were discussed. The "s" must be removed from the word "communications." Barbara Tucker clarified that the information on the provided

list was incorrect in terms of what Dalton State requires. Keith Perry asked that the names “Human Communication” and “Public Speaking” be used, rather than “Introduction to” or “Fundamentals of” to avoid going to Academic Programs. Several schools have a different number for one or both of the classes. The public speaking course should have 75% of assessments based on oral experiences. Some colleges still have two-hour classes, using Area B institutional option for the placement of the course in the core. Get rid of the tension of institutional history if we change the numbers. There are also problems with changing course numbers and designations in terms of Banner. Ed Panetta pointed out that University of Georgia lists the public speaking course as 1100, but UGA also offers two higher-level public speaking course.

Camilla Gant mentioned the transfer equivalency tool. Students can look it up online.

Pam Bourland-Davis made a motion that for the next two years institutions realign their course numbers and designations to fit BOR published guidelines to be 1100 as Human Communication and 1110 as Public Speaking. Mark May seconded. The ayes won, but there was one opposed vote.

In reference to this discussion, Steve Stuglin asked what number the introduction to mass media course is at other institutions so that Georgia Highlands’ can be consistent.

The next item of business was the discussion of Area F. Jeff Marker began with an explanation of why the Council on General Education rejected the Area F guidelines the RAC-Communication proposed last February (for journalism, communication studies, and film). The Council asked, “How does this help transferability?” and also stated that the restricted electives were too broad; Interpersonal Communication was listed twice on the communication studies Area F guidelines. However, the Council meets Friday, February 19, which causes a conflict for this RAC. Also, each Area F needs student learning outcomes; ones listed for Philosophy were used as a guide as the members split into three groups to write the learning outcomes and address the requirements in each Area F.

Each subgroup presented its student learning outcomes for review by the larger group. Some editing for uniformity and clarity was completed. They are as follows.

Communication studies: To be Added

Coming from a committee constituted a motion, which Pam Bourland-Davis seconded. Approved unanimously.

Film: To be Added.

Coming from a committee constituted a motion, which Frank Johnson seconded. Approved unanimously.

Journalism/Mass communication: To be Added.

Danna Gibson made a motion to adjourn, which LaVette seconded. The vote was unanimous. We adjourned at 5:00.

Respectfully submitted,

Barbara G. Tucker