Present: Rogelio Garcia, Susan Swanberg, Maggy Zanger, Susan Knight, Celeste González de Bustamante, Jeannine Relly, Michael McKisson, Kim Newton, Nancy Sharkey, William Schmidt, Carol Schwalbe, Linda Lumsden, Terry Wimmer, David Cuillier and Mike Chesnick (minutes).

Faculty members started the retreat by sharing what they did for the summer, then they launched into business.

State of the school

Director David Cuillier thanked professor Nancy Sharkey for organizing all the Marshall classroom upgrades, including moving the grad student lounge to Room 311 and creating a better photo lab. As we get closer to the next re-accreditation phase, diversity will be one of our focuses. Our majors dipped by 6 percent last year, which concerns Dave, but an upward trajectory may be on the horizon.

The provost implied that we might have raises every year, and Dave said this year’s raises were the most significant since he’s been at UA. They ranged from 2.75 percent to 4 percent. Professor Susan Knight asked if the other units in SBS got the same raises, and Dave believed they were in the same ballpark. The raises should take effect Sept. 12 and be reflected in the Sept. 30 paychecks. Tuition raises paved the way for the raises, Dave said. With projections for more students, at higher tuitions every year, the university is in good shape, he said.

Dave said SBS is creating a TV studio in the Computer Sciences building that could be utilized by our broadcast students, and we are fortunate to have alum Anna Augustowska working for SBS. She’s creating a recruitment video for all the units, and we get to go first. Susan Knight said it would be great to have more broadcast space in Marshall, suggesting the Racetrack Industry Program area could be utilized if it moved, but that probably isn’t realistic at the moment. Professor Rogelio Garcia said AZPM is only allowing students to use its facilities once or twice in the semester.

Assessment Review

Overview: Nancy and Susan Knight spent time on a new writing test for 205 students. As we measure how students are doing overall in JOUR 105 and 490, it appears that media law knowledge has stabilized with the return of adjunct instructor Jim Mitchell. One improvement area is technology, and Dave said we need to figure out how to integrate more social media into our classes. Numeracy levels appear to be solid, and professor Terry Wimmer pointed out that newspapers are noticing. Recent grad Dan Desrochers got kudos from the Charleston (W.Va.) Gazette-Mail, his former newspaper, for his ability to use numbers effectively in his reporting. Diversity showed a 6 percent drop in the assessment test. Nancy said we are tweaking those questions to make them more nuanced and sophisticated, which should measure that more accurately.
Social media: Susan Knight said we need to measure how to use it intelligently. Some students are getting it, some are not. And some students, she said, are not taking the test seriously. There may be a way to include the test as a participation score. Online and data gathering in 205 can be beneficial, Dave said. Nancy and others said we could have a social media presentation at a future faculty meeting, to make sure we’re all on the same page. Some students blow off test. Build into a participation score.

With math, we’ve really upped the culture in the program, Nancy said. Dave said that is really important because we failed that assessment at accreditation last time. Now, journalism is considered a model on campus, Dave said. Hopefully, he said, we can use the same approach to improve the social media scores. Only 54 percent of those in 490 said they were comfortable using social media when they leave the program. That number should be close to 100 percent, the professors agreed. The school has seen an improvement in using mobile apps, thanks to Mike McKisson’s class. The next challenge is applying it to more journalism classes, Nancy said, and how to integrate Instagram, Snapchat, Facebook and Twitter more effectively. Susan Swanberg said she will try to talk about social media earlier in the semester, not just at the end.

Law and ethics: Susan Knight wondered if we could bring back a full-time law professor. Students, she said, find it difficult to make an argument in ethics. As far as integrating it more into our curriculum, Susan Swanberg said she enjoys the law and Linda Lumsden said she looks at law and ethics in her classes, too, and professors said Dave has been helpful guest-teaching a class on ethics and the law. Elections are a good time to bring ethics into your classes, Maggy Zanger said. Dave said we can’t justify hiring a full-time person now because of our lower enrollment. We’ve grown in faculty, compared to the number of students, but part of that has to do with skills classes being capped at 20. Our digital gen ed classes are attracting more nonmajors, Dave said. Faculty have indicated in the past that the next priority for hiring is a full-time school media coordinator.

Diversity: Celeste González de Bustamante said the 6 percent drop in diversity test scores is concerning. The professors agreed that we need to make sure students understand the landscape of the industry and how diversity contributes to the quality of journalism. Dave said we have to make sure we teach it in every class. Nancy said Frank Sotomayor, an alum and chair of the Journalism Advisory Council, does a good talk on diversity. So does Teresa Brett of UA Law. Susan Knight thinks 205 students are better-equipped with diversity, and Susan Swanberg believes they are more sophisticated. Bill Schmidt, who is on the Maynard Institute board, said the program has modules that could help us in diversity. The institute has approached several universities for some diversity pilot programs, including UA and ASU.

Graduation, retention rates: Terry Wimmer wants to know if we’ve examined why students aren’t graduating in four years. It’s a huge financial issue, he said. Journalism is slightly above the overall UA graduation rate in four years (46 to 45 percent). Dave said we can ask academic adviser Paloma Boykin on the factors at work. Our retention rate from freshman to sophomore years is 81 percent (slightly better than the UA rate), but some students are getting lost after that. On average, Dave said, we’ve been graduating about 100 a year – 80 in May and 20 in December. Susan Knight said engagement with the freshmen, such as mixers, can help. One
advantage, Nancy said, is that we still offer a one-on-one experience for students, while UA as a whole is a huge university. Kim Newton wondered how enrollment is going down when his numbers are up in 203. Dave said the decrease might be a blip. Ideally, enrollment would stabilize between 450 and 500. Susan Swanberg said journalism enrollment might increase with the profession being in the news again and “Spotlight” winning an Oscar for best picture.

Diversity Report

We are in the process of preparing an update for the diversity plan, Dave said, based on the one former professor Kevin Kemper did five years ago. UA has a 47 percent undergrad minority population, compared to 41 percent for journalism, although the numbers seem off when compared to what was reported in the media with the start of school. Dave said he would ask Paloma to find out why the numbers are different. We are still higher than most journalism programs, Dave said, in recruiting and retaining minority students. We need more Latino faculty, Dave said, but haven’t had a lot of hiring opportunities. Accreditors now consider international faculty into diversity numbers. A diverse adjunct faculty is good, but AEJMC does not look at that as closely in the accreditation, Dave said. We have been good at bringing in diverse guest lecturers, Susan Knight and Dave said.

Maggy Zanger, our diversity coordinator who will compile the report, asked that faculty members mark areas of diversity in their annual reviews. As far as adjunct instructors, Dave suggested a one-page tip sheet on diversity – with input from faculty – could be helpful, such as using diverse pronouns in class. A lot of diversity is just being mindful of it, said Susan Knight, who worked with students at the high school workshop on diversity.

Celeste said our curriculum could be a little more diverse. Integrating diversity throughout every class is preferred, Dave said, rather than having a single course on diversity. Celeste said we need to intentionally create activities so students are thinking and growing in diversity. Maggy also asked, how can we get a sense from our students that they are being respected. Susan Swanberg said group discussions with students can help. The professors agreed that a “listening tour,” similar to the UA’s, is a good idea – getting a group of 30 to 40 students together to talk about diversity, Nancy said. There were some good diversity issues in the Olympics in Rio, Bill said. Dave said we could create handouts for faculty and adjuncts on diversity, ethics, math, etc. We also can include diversity questions in our survey of recent graduates, Dave said.

Pre-Major Designation

The faculty discussed and voted unanimously to drop the official “pre-major” designation to eliminate the perception of red tape and welcome new students to the major. As part of this move, the school will allow PHIL 110 and LING 123 as math equivalents, but encourage students to take Math 105: Math in Modern Society. In the past, all students had to see Paloma to become a journalism major. The faculty agreed that students should still have a C or better in the math equivalent. The changes will take effect in Fall 2017. Nancy said we should revisit the issue in two or so years to assess its effectiveness.
School media

The faculty discussed Terry’s vision of “digital first” for all our publications, bringing everything under the Arizona Sonora News “umbrella.” That includes El Independiente, our South Tucson and Latino-based magazine. Maggy, the El Inde adviser, would prefer that the magazine stay a separate class because she said every publication doesn’t have to follow the ASN model. Nancy agreed that we need to have a good, long-form writing publication. Cat’s Eye is set to fall under ASN next fall, and the Tombstone Epitaph is already under ASN. Dave said El Inde would still exist under Terry’s plan, and likened it to NPR. Within the ASN umbrella, there would be different media outlets. As it stands, there is a separate El Inde button in the ASN toolbar, where Terry populates the site with Latino-based stories that the class creates for the Epitaph and ASN.

The umbrella model would break students into teams for the Epitaph, El Inde, design/graphics, Cat’s Eye, photography. Concerns, Dave said, include whether one adviser/professor should handle all these publications. Or could separate advisers for the Epitaph and El Inde work together? One idea, Dave said, would be to hire a student media director, similar to Steve Elliott (formerly at ASU) and hire specialists (design, photography) to work with students. Another suggestion is to have an editorial board to oversee the publications, but professors such as Mike McKisson said consensus would be difficult to arrive at because we all have our own opinions.

The bottom line, Dave asked, is should El Inde be a separate class? A quarter of our students are interested in magazine writing, he said. The consensus is we should keep El Inde, but experiment a bit in the spring if Maggy accepts a fellowship and is gone for the semester. Terry said he would teach El Inde as part of ASN, and capitalize on opportunities to get El Inde stories onto the ASN site in a timelier manner. Danny Ramirez would help Terry by taking the lead on managing the magazine from beginning to end with the students interested in producing it.

The faculty also agreed that the capstones should be retained because sometimes internships aren’t very good experiences for students. Some interns end up sitting around, Susan Knight said, and the capstones give students leadership and well-rounded skills, Terry said. ASN students, for example, learn how to report, design a graphic, and become better editors, he said.

The idea of integrating stories from other journalism classes into the ASN site is another whole issue, which Dave said we could tackle in a faculty meeting. Is ASN’s requirement that all stories have statewide appeal too rigid? Susan Knight asked. Terry said he is open to running local stories if they are a good read. Dave suggested that perhaps we create a Tucson tab on ASN to put up Tucson-centric stories that might be published by local media but not of interest outside the area.

Social Media

Mike McKisson touched on his memo to faculty, “Integrating social media into the curriculum,” and said we are missing a lot of social media opportunities in our curriculum, including one of his 12 learning objectives for social media as a breaking news tool (video like Facebook Live or Periscope and live tweeting). He asked the faculty whether we want to have a holistic approach, so that everyone is teaching social media, or a stand-alone class, or both? Students need to be
able to use social media when they get jobs, but they also need to learn how to be social-media editors.

Susan Knight suggested we survey the faculty on how they are using social media. Linda suggested we have a few seminars on social media, to teach faculty. Kim said we need to know how to bring these platforms into the classroom and build a curriculum that we can pull from and use in different classes. We don’t want to duplicate efforts, Mike McKission said, although Susan Knight said there’s nothing wrong with repetition. It’s like improving how students write leads in every class, she said. Mike and Terry said we need to teach students how to mine Twitter and social media to help generate ideas and improve their stories.

Kim said students need to be held accountable. For every story, they should be turning in a tweet. Students should have professional social media accounts, separate from their personal sites, Mike suggested. Susan Knight said students need to learn about social media metrics, which her Inside the Beltway class practiced.

The bottom line, Nancy and others said, is that faculty should have social media training, which could be handled partly in faculty meetings. So Dave gave Mike and FUCC some marching orders: Survey faculty on what we already are doing, determine whether there should be a separate social media class, and figure out how all faculty members can layer social media in their classes. If a stand-alone class is suggested, what other class would we eliminate, Dave asked. Or, the class could be broken into three one-unit classes that target different aspects of social media.

Committee assignments

**Grants committee:** Jeannine Relly said she can help with one grant proposal and that Susan Swanberg can help. Maggy said she would be happy to help people write grants, but not necessarily generate them. Dave suggested faculty look for grants specific to their research, then copy their ideas to Elena Stauffer and Mike Chesnick, as well as Jeannine and Susan S.

**Student clubs:** Linda agreed to be the adviser for NAHJ/NAJA (Hispanic and Native American journalists), while Mike Chesnick said he would help out with the sports club.

**Other business:** The site visit for accreditation is likely to be around sometime between November 2017 and February 2018, Dave said (ACEJMC will tell us next month). Maggy said she can boil down the diversity report by Halloween. We also might be able to draw ideas from the new VPs for diversity. We need to start creating a self-study committee now for accreditation.

**New Degrees/Programs**

Discussion centered around five possibilities: one-year master’s degree, specialties, certificates, new degrees and UA Online degrees.
**One-year program.** The one-year master’s degree for the professional track is attractive to students who want a degree quickly. Could an internship be substituted for a project, Dave asked, so student could graduate in the summer without a committee coming together? Also, could one person could sign off on a degree, given that it’s difficult for the grad committee to meet in the summer? The faculty agreed that a one-year program makes sense for the professional track, but not the journalism studies (thesis) track. Dave asked Carol Schwalbe and the grad committee to get back with recommendations by the end of September.

**Specialties:** The faculty discussed students bundling specific electives to graduate with a specialty in their major, such as a Journalism major in science or border journalism or sports reporting. It could be a good marketing tool for our program, and include master’s degrees, Dave said. The credit requirements could be anywhere from 6 to 15. As it is, journalism majors need 39 credits to graduate, with six as electives. The specialty model could make that 33 credits and 12 electives. The faculty agreed that having all the specialties consistent, say at 9 credits of specialty electives, would be ideal. Dave asked FUCC and the grad committee to come back with some recommendations by the end of September, so we could submit the applications in time for taking effect next fall. Terry suggested we charge students for the specialty tag. Susan Swanberg said a science specialty could help us stand apart from other programs in the nation or West.

**Certificates:** They are open to nonmajors and common at the grad level. There are about 70 undergrad certificates on campus now. Undergrad certificates must be a minimum of 9 credits, and six must be upper division. A student could graduate with a journalism major and a certificate in global reporting, which could be appealing to international students, Maggy said. Bill said the certificates also could be a big marketing tool, and Dave asked if someone wants to take the lead on certificates. Susan Swanberg said she could help in science journalism, and Celeste said border studies could work with Anthropology on a certificate.

**New degrees:** We voted on ideas two years ago, Dave said, but have not followed up much. A broadcast meteorology BA online didn’t pan out. Comm has an online component, but only 18 students are in the program. ASU, meanwhile, is spending millions on marketing to get its online programs going. We could create our own degrees, but marketing could be challenging, Dave and Nancy said. Celeste said ASU just started a bilingual journalism degree. We shouldn’t look at the degrees as revenue-getters necessarily, Nancy said. An online global master’s degree would be cool, Linda said, and could be feasible. Jeannine said she would look into interest for a global online degree while she is doing her Fulbright research in India.
Faculty meeting minutes  
Aug. 31, 2016, 9-10:30 a.m.

Attending: Professors Linda Lumsden, Rogelio Garcia, Carol Schwalbe, Michael McKisson, Maggy Zanger, Susan Swanberg, Kim Newton, Celeste González de Bustamante, William Schmidt, David Cuillier and Mike Chesnick (minutes). Business staffers Kris Hogeboom and Martha Castleberry, and SBS Tech staff

Updates
• Computers: Professors can access their desktop folders remotely through VPN at smb://boom.sbs.arizona.edu. SBS tech’s Gerald Skelton said student computers in the labs will update automatically now, but professors and staff must still do a ticket dog for updates on their office PCs and Macs. If professors have a problem with computers or projectors, call 621-1596.
• Downtown: Director David Cuillier said SBS is trying to figure out what to do with building space it has downtown. Student Affairs might take it over and have engagement events for students. A downtown news bureau that could include a partnership with the Tucson Sentinel and others could be a possibility. The Star just rented a space downtown for its “This is Tucson” group, so it probably would not be interested.
• Diversity plan: Jesus Trevino, one of the UA’s new Diversity & Inclusion administrators, will speak at the next faculty meeting. He could help us with our diversity plan update, which is being coordinated by Maggy Zanger.

Strategic Plan
The faculty began to update and revise the school’s Strategic Plan, which should be good for a few years, despite a new president coming in, Dave said.

Goal 1: Synergies
• Under Objective A (“Expand interdisciplinary collaborations in global and border journalism”) growing the Center for Border & Global Journalism is still a priority, but Bill Schmidt said “building” an advisory board might not be practical at this point. Dave changed the wording to “explore creating” a board. Creating a Ph.D. program is still a goal, but Dave said the master’s program needs to have more students. Carol Schwalbe said the school had more M.A. applications this semester, but the number of students entering the program remained about the same. Maggy said American University in Iraq could be a global partner for the school. She spent a few weeks there this summer doing a workshop for Iraqi journalists.
   Gender & Women’s Studies has not shown interest in collaborating with us, but we could still move forward with a social justice journalism degree. Celeste González de Bustamante wondered what we need to do to keep moving in the direction of a doctoral program in Global Journalism Studies. Dave suggested the grad committee talk to Communication to see if it would be interested in a Ph.D. with a mix of journalism and Comm classes. Celeste said we could partner with LAS and MENAS on a Ph.D., too. Bill asked about the proposed refugee center, which Dave said is definitely on the front-burner. Prospective donors could create an endowment to generate $40,000-$60,000 annually for the refugee program.
• Under Objective B (“Increase interdisciplinary research and teaching in the sciences”), Dave said a “science in the news” gen-ed class has been discussed, and a health journalism class is still in the works. Susan Swanberg said she would like to see us expand the dual-degree
master’s programs in science if we have the capacity. Exploring a certificate in science journalism also would help, others agreed. Maggy asked if we are creating a M.A. in Science J? Dave said it could be approved by the grad committee this month with subplans. Susan S. made a pitch to keep SciView magazine, and Dave said the alumni love it. Everyone agreed continuing a partnership with AZPM through SciView also is a good idea.

- **Under Objective C** (“Expand interdisciplinary collaborations in public affairs watchdog reporting”), we really haven’t set up a watchdog component in school media collaborating with partners, Dave said. Visiting scholar Ana Arana could help out in this regard, Dave said, especially if she can get some grants that are beneficial to students, too. Celeste suggested that an apprentice program be set up with the Arizona Center for Investigative Reporting, while Maggy said grad students could help do projects for the center.

  Mike McKission said a data class could be a starting point for watchdog reporting. Students could take it before doing Arizona Sonora News, and complete projects when they get to ASN. Dave suggested the data class be offered in the fall instead of the spring. Dave said he could help students with their watchdog reporting and that we could create a “data team” on ASN. Celeste said reporting wouldn’t have to be limited to data and could include multimedia, long-form video and audio. Susan S. would like to see more in-depth science watchdog or data projects. If we had a vehicle for publishing, Kim said students could continue their projects in multimedia classes, too.

  In short, Dave wondered if the faculty is geared enough toward watchdog and public affairs reporting. He asked: Should our next hire be an expert in that area? Some thought a big-time investigative reporter would be cool but maybe not realistic. Dave said he would really like to have an investigative reporting class offered. Maggy said we should focus on getting the best students to tackle watchdog projects.

**Goal 2: Innovation**

- **Under Objective A** (“Increase innovation in research”), Jeannine Relly will be working later with Elena Stauffer and Mike Chesnick on grant writing. Elena and Mike also are doing more grant training, Dave said. As for faculty travel and research, Dave said increasing funds to $2,000 a school year should be the goal after he bumped it up to $1,000. Professors can’t space-bank the money, however, he said, but they can get the funds by letting Dave know what the trip is and reason for it.

- **Under Objective B** (“Expand new-media course offerings”), the faculty agreed social media will be a big part of this strategy and that “new media” should be changed to “digital.” Bill said our digital strategy should be handled like our module for data reporting. Mike M. said Christiana Silva’s internship with FiveThirtyEight shows we are making strides in digital training (through app-building, etc.). Hiring a full-time school media director would help, professors agreed, but the current structure of ASN and the budget might make that difficult at this time.

  Dave said the dean is receptive to hiring a full-time school media coordinator. Experts in digital are sought after in newsrooms, however, which makes it difficult to lure them to classroom. Mike M. said we need a professor to “push” a digital agenda, not necessarily versed in all the technical stuff. Bill said some good New York Times digital people have gone on to universities. Getting that person to be an endowed chair would be the goal, and it’s a priority for the dean, Dave said.
The goal is to still create a multimedia newsroom, but we will have access in the near-future to a broadcast studio now through SBS, so that does not have to be created.

As far as hiring a full-time digital media professor, Mike M. said having a developer who can code would be helpful, too. Rob Wisner of the Star has helped out, but a programmer would be “awesome,” Mike M. said. Kris Hogeboom suggested we split a hire with the School of Information. Dave said he could handle the data visualization aspect.

- **Under Objective C** (“Foster innovation in the media industry”), Mike M. said our Online News Association club is helping. Dave added the I-Hub to “developing innovation outreach opportunities for media companies.”

**Goal 3: Partnerships**

- **Under Objective A** (“Increase student outreach for Arizona communities”), we might be able to use a clip service (Meltwater.com) offered by Pam Scott of University Communications to track how many media outlets are using the school’s ASN content. Cronkite News Service at ASU sends its stories through the Associated Press feed, but that is pretty expensive. The Arizona Daily Star does not use ASN stories very often, but editors do get work from us through our apprentices. As far as high school recruitment, Mike M. said he would be interested in going out and talking to teens. Mike C. said he hopes to start stepping it up in this area after the Zenger dinner and suggested we have a PowerPoint presentation as a pitch to lure students. Scheduling the schools is the hardest part, Mike M. said, and Mike C. said he could help with that, too. SBS has talked about hiring people for high school recruitment, Dave said, he hasn’t heard how that is going.

- **Under Objective B** (“Develop partnerships with media companies for new facility (I-Hub”), Dave said a new information building would be expensive ($110 million plus), but that $40 million at the start from a donor could make it happen. We’re working with AZPM and others to try to make it happen. If the new president taking over for Ann Weaver Hart makes it a priority, the I-Hub might have a shot, he said. The university is keen on building “more stuff,” Dave said.

- **Under Objective C** (“Develop campus media partnerships”), Bill suggested that The Loft Cinema could be added as a collaboration. Besides partnering with Student Media and AZPM, Dave added a third strategy: “Develop community and campus media partnerships.”

**Goal 4 Engagement**

The faculty will tackle this strategy at the next meeting. Dave urged everyone to “think about anything we are missing.” What do you want the school to look like in 20 years? he asked. Also, he said we should explore our name (“School of Journalism”) and debate whether to change it. Other schools have added “media” to their names. Bill said his students still like the word “journalism,” but everyone agreed to bat around some ideas.
Faculty meeting minutes
Sept. 14, 2016, 9-10:30 a.m.

Attending: Linda Lumsden, Kim Newton, Carol Schwalbe, Rogelio Garcia, Susan Swanberg, Maggy Zanger, Celeste González de Bustamante, Michael McKisson, Nancy Sharkey, William Schmidt, Susan Knight, Jeannine Relly, David Cuillier, Mike Chesnick (minutes).

Diversity Update

Jesús Treviño, UA vice provost for inclusive excellence and senior diversity officer, talked to faculty about his new position and goals. From Texas, he grew up a migrant farmworker and moved to Michigan, where he attended Eastern Michigan University on a migrant farmworker scholarship. He received his master’s and Ph.D. in Education from UCLA and worked at SMU, Arizona State, University of Denver as a professor and diversity specialist until becoming associate vice president for diversity at the University of South Dakota in Vermillion, in 2012. A local paper doing a story got his name wrong with a poor headline (“Dr. Martinez practices exclusive excellence”). Nevertheless, he said he helped the university revamp its diversity program — from its hiring process to job descriptions to expectations. During his tenure, he said the school hired seven African-Americans at the administrative and faculty level.

At UA, he is working with college deans and unit directors to institute an infrastructure of “inclusive excellence” to recognize and accept the talents, views, perceptions, cultures and skills that diverse students and faculty bring to the university – communities that include Native American, LGBTQ, Asian-American, White, Latino/Hispanic, African-American, women, veterans, the disabled and people of all religions. Faculty members are crucial in the classroom, he said, in how they develop curriculum and address students. Treviño is asking all deans to put together committees, and he his providing a “tool kit” on diversity – addressing duties, curriculum, scholarships, marketing and the web. “Diversity should become a habit,” he said, and “no one should get a pass.” During his interview with the public, he pointed out several colleges’ and units’ websites that did poorly in reflecting diversity.

Celeste González de Bustamante asked Treviño about whether he had a decent budget to make the changes, and whether he would be on the committee to pick UA’s new president. It’s not a large budget, Treviño said, but he said a lot can be done by holding deans and other officials accountable to improve diversity. He said he’d like to be on the presidential hiring panel, but hasn’t been asked yet. David Cuillier pointed out the importance of public forums for the candidates, a process skipped when Ann Weaver Hart was hired. Susan Knight suggested Treviño’s office also celebrate the “beautiful legacy” of diversity at UA.

Arizona’s image as an “inclusive state” is pretty poor, Maggy Zanger pointed out, and she asked for more specifics about the “tool kit.” Treviño told Zanger, the J-school’s diversity coordinator, that he will give the kit to the deans in a word format. It can be tailored differently, but deans will have to answer a bunch of questions. The goal, Treviño said, is to put the kit on the web, so the school and public can see the university’s commitment toward diverse groups to come and study here. Treviño told Nancy Sharkey he won’t be working as much with the student diversity task force, but will confer with deans more and come come into classes and work with faculty as a social justice trainer. He encouraged faculty to contact him at the USB Building, Room 158, at Second Street and Euclid Avenue. His info:
jesustrevino@email.arizona.edu // 520-621-8676
Updates

- Kevin Gosner in History is the chair for Dave’s five-year review committee. It appears Kim Newton and Celeste are on the committee, and Nancy is looking into whether two more members will be needed.
- Faculty thanked Nancy for the new classroom work stations around the third floor. Nancy joked she’s ready to “get a tool belt.” Students love the newly revamped rooms, Dave said and Gerald and the computer staff are trying to fix a jiggle with the projectors from the AC.

Strategic Plan (continued)

Goal 4: Engagement:

- Under Objective A (“Expand service-learning opportunities for students to gain hands-on work experience”), the faculty eliminated Wick Publishing and rewrote No. 1 to say: “Create new partnerships and enhance existing partnerships with media to sponsor more paid internships.” Celeste said donor Al Litzow’s money to fund the border drone project is huge. The faculty added a No. 3: “To seek funding for engagement activities and classes (border class, D.C./NYC classes).” Mike McKisson said students really shine when they travel outside of class. Dave agreed, saying students will remember the outings for years.

- Under Objective B (“Recruit and retain a diverse student body”), Linda Lumsden suggested we add more diversity references throughout the Strategic Plan, now that we have listened to Jesús Treviño. Dave added wording to say, “See school diversity plan for more details”). Maggy is coordinating the plan with the faculty.

- Under Objective C (“Strengthen courses to ensure graduates are engaged and nationally competitive”), Dave reworked the second bullet under No. 1 to say, “Infuse multimedia, social media and digital storytelling throughout courses.” Mike agreed that Snapchat and Instagram should be part of the social media infusion. Faculty changed wording to say, “Expose students to e-portfolios,” not explore development. They suggested Reneé Schafer Horton or a faculty member could give a presentation to students about the portfolios. Faculty took out No. 2 (Expand offerings in summer and winter sessions) and added another number: “Explore new degree certificates and specialties.” With those certificates, Maggy said it would be nice to give students heads-up on the one-unit classes over next two or so years, so they could plan better and we could advertise the classes.

- Under Objective D: (“Enhance student experience through professional and “research” engagement activities”), faculty said we could add a student club component and a bullet, “Bring in speakers.” Susan Knight suggested students continue to have a say in who speaks. Diversity speakers could be key, such as alumna Fernanda Echavarri, now a producer with “Latino USA” and maybe Maria Hinojosa of “Latino USA,” who will be here at the end of the month to speak on a panel with Celeste. Faculty said we should add a No. 2: “Support and encourage engaged research collaborations between students and faculty.” Dave said we are trying to come up with more informal mixers, such as one at Gentle Ben’s with Zenger Award winner Dana Priest, and talking to adjunct Joe Ferguson of the Star about doing more joint mixers with professionals, such as the local SPJ. Linda said it would be cool to bring in the alums who helped the L.A. Times win the Pulitzer Prize.

Dave said he would revise the Strategic Plan with the faculty changes and email it to everyone. Hopefully, he said, we can finalize the plan at the next faculty meeting.
Faculty meetings

All professors in attendance agreed that meeting once per month makes more practical sense, on the first Wednesday. If FUCC needs to meet, it could have a meeting on another Wednesday during the month, while faculty could also opt to meet on another Wednesday if needed. That means the next faculty meetings will be Oct. 5, Nov. 2 and Dec. 7.
Faculty meeting minutes
Oct. 5, 2016, 9-10:30 a.m.

Attending: Carol Schwalbe, Maggy Zanger, Rogelio Garcia, Michael McKisson, Kim Newton, Nancy Sharkey, William Schmidt, David Cuillier, Mike Chesnick (minutes).

Strategic Plan
By a unanimous vote, faculty adopted the school’s updated Strategic Plan, which professors worked on during the past few months. Director David Cuillier said the document can be updated whenever needed.

One-year master’s degree in journalism
By a unanimous vote, the faculty approved a one-year master’s track. Students in the professional track or studies track who choose to do a project (but not a thesis) can earn a master’s in a year. Other facets to the vote:
- Students who select the one-year option may complete either a project or a substantial internship accompanied by a report. The student’s chair would work with internship coordinator Renée Schafer Horton to make sure the internship is substantial. Faculty seemed to think an apprenticeship at the Arizona Daily Star could be considered “substantial,” as long as students were doing enough stories, putting in enough hours and being utilized fully.
- If students are “gung-ho” and take 15 credits in fall and spring, they could finish by May.
- One faculty member can sign off on a project, according to the UA, said Carol Schwalbe, director of Graduate Studies. At least four faculty members, Carol said, will be willing to work with a master’s student over the summer to finish a project.
- To make it accurate and simple, faculty agreed to change the name of the studies track from “international studies” to just “studies,” since it was confusing because students didn’t have to take international course to get the master’s. The subplans will allow students to have a specialty in “global” journalism.

“Specialties” (subplan) program
By another unanimous vote, the faculty approved a proposed subplan program – we’ll call them “specialties” – for undergrads in Sports, Global, Broadcast, Digital, and Science and Environment, and for grad students in Global, Digital, and Science and Environment. The hope is that students could graduate with a specialty noted on their diploma and transcript.

The next step is to submit the subplans to the university, and once they are approved, they can be promoted to students – with help from Academic Adviser Paloma Boykin and on our website.

Dave asked Elena Stauffer, senior program coordinator, to find out from UA whether the specialties would apply to current students, and whether they indeed could graduate with a specialty noted on their diploma and transcript.

In a survey of 105 students, Nancy Sharkey found that Digital Storytelling, Broadcast, Global and Sports Journalism were rated highest. Science journalism lagged in interest. Nancy and other faculty agreed to make it “science and environmental journalism” to attract more
students, given the focus on global warming, etc. The UA is not keen on long titles, Dave said, but Nancy and others said “environmental” should help.

“Watchdog” could be added as a specialty down the road, Dave said, especially if we have an investigative journalism class in the future.

Discussion ensued about how prerequisites might affect the specialty program – for instance, the faculty agreed that students ideally should take 580 (advanced multimedia) to get a master’s in digital storytelling, but 507 is required to get into the class. Maggy Zanger suggested Paloma inform students about the pre-reqs.

For the broadcast undergrad specialty, Rogelio Garcia suggested a 100-level Public Speaking Course could be a course option, giving students a way to improve their voices before taking other broadcast courses.

In addition, Dave mentioned that Entrepreneurial Journalism – an elective that students could take to get a digital storytelling specialty – was a hot topic at the Local Independent Online News Publishers conference in Chicago. Schools are planning to offer degrees in it, and Nancy said it’s something we should consider partnering with the Eller School in the future.

Diversity

Maggy, our diversity coordinator, passed out “Diversity Tips” to faculty, and asked them to review them and suggest other tips. Bill Schmidt said Maynard’s “Fault Lines could be a good resource, and Nancy suggested getting UA’s Teresa Brett (a Japanese American lesbian) to talk with us about our diversity plan. Maggy, with help from the faculty, is updating the plan for accreditation purposes and to fit into the UA’s new emphasis on diversity and inclusion.

Updates

• For students in the journalism minor, the school will increase Dave’s Watchdog Journalism class (419) to six units instead of three for Summer 2017 and eliminate the law class (219). The watchdog class is intense and requires more time, Dave said. Law/ethics will be integrated in the other classes, in addition to what is covered in the introductory class.

• Nancy said the university is fine with having two people (Celeste González de Bustamante and Kim Newton) on Dave’s five-year review committee.

• The faculty agreed that more needs to be done in high school recruitment, especially after a student informed Paloma that her high school newspaper adviser told students “not to go to UA” because they wouldn’t get a journalism job after college. Dave said ASU has a dedicated person to go out to high schools and recruit, complete with a van and equipment. Maggy suggested we have a PowerPoint program that we can show to students, and Mike McKisson said a video would help, which SBS is working on.
Social media
The faculty agreed during its retreat in August that adding more social media to the curriculum is a priority. As a result, Michael and Irene McKisson will offer a workshop on Friday, Jan. 13, for faculty and adjuncts to help them increase their social media knowledge and incorporate it into skills classes and other courses. Irene, Mike’s wife, is an adjunct instructor and a social media expert at the Arizona Daily Star, heading up the newspaper’s platforms for “This is Tucson.” The workshop is tentatively scheduled from noon to 2 p.m., with lunch. Mike said the workshop will try to go beyond Twitter and talk about different platforms, such as Facebook Live, Periscope and social media analytics. Handouts will be provided.

Mike suggested — and volunteered — to put teaching tips for social media (and other areas, such as math, broadcast journalism and diversity ideas) in class folders on the server. Director David Cuillier said instructors might have to be aware of repetition. Students could complain that they are doing the same exercise in different classes, although Dave said that’s not necessarily a bad thing. The teaching modules should be helpful, Dave said, but he also suggested they be updated periodically because of the changing trends of social media.

Celeste González de Bustamante asked how to make sure faculty and adjuncts use the tips and implement social media, even though instructors are required to include in the syllabus. Dave asked the faculty how “Big Brother” do we want to get in making sure instructors are following the guidelines. Mike asked if everyone can review a syllabus, and Dave said yes.

The faculty then discussed, in a broader sense, holding adjuncts and professors more accountable. Maggy Zanger said she’s heard students complain about papers not being returned on time. Dave said that he looks at TCE comments from students. If an instructors’ scores are really low, he’ll look at the written comments. Dave said being more proactive, and talking to students about their instructors, is a big topic across campus. Dave asked, on a scale of 1-10 (with 10 being a dictator), what should we do? Celeste said a syllabus check is good, but a “Big Brother” approach might be going overboard. Nancy Sharkey agreed, saying perceptions from students can be exaggerated.

Mike suggested we ask students more targeted questions on the TCEs. Kim Newton said we can do that, and Dave said he would look into how many questions can be generated, such as, “Did the instructor follow the syllabus” or “return work promptly.” (Note: Dave said in a note to faculty on Nov. 3 that “we can add up to seven questions, including open-ended questions, to all journalism classes. We might consider coming up with some questions that would be useful for us, regarding issues that we encounter frequently.”) On a side note, Kim asked about our sharing policy with a syllabus, and Dave said he considers it a public record and available to anyone if they ask.

Celeste said policing instructors could be a huge time commitment, and “what will we gain?” Maggy said students can be unreliable, and Rogelio Garcia said students at the bottom of the grade totem pole might have more of an ax to grind with instructors. In the end, Dave said,
maybe we look at problems on a case-by-case basis. Mike said the faculty should have a responsibility to teach what the faculty decides is important. Social media, he said, is something instructors should be stressing all the time because employers require journalists to do it all day long. Dave said training will help instructors, and Mike said the goal is that social media shouldn’t be a chore – but an aid to reporting. Linda Lumsden agreed, but said she would like more training, maybe every month at a faculty meeting. She suggested bringing in experts from the field.

The faculty agreed, by a unanimous vote, to approve learning outcomes for social media. Celeste joked that “we should tweet this now,” and Mike said we could have done the faculty meeting on Facebook Live.

**Zenger Award**

Dave suggested we ask [Jorge Ramos](https://en.wikipedia.org/wiki/Jorge_Ramos) would accept the award, but wait until after the election. [Nancy](https://en.wikipedia.org/wiki/Nancy_Humphrey) said Ramos would be an excellent choice, and that a lot of her students have read his autobiography, “Take a Stand.” If Ramos can’t make it next year, Dave said we could look at someone else. Celeste said she has a friend who knows Ramos well, and she will touch base with the friend.

**Dana Priest collaboration**

The faculty and students are excited about collaborating with Zenger winner Dana Priest on bringing more attention to the number of journalists killed in Mexico, as well as working with her on her “Press Uncuffed” campaign for imprisoned journalists across the world. Bill Schmidt said the Center for Border & Global Journalism can take the lead on the partnership. Celeste and the faculty agreed that having students do profiles on Mexican journalists who have died, disappeared or are seeking asylum would be a powerful teaching tool. Celeste is hoping students will be able to go to Mexico City during spring break to generate those stories, and she said she would love to work with Bill and the center on the project with Priest.

**Updates**

• Dave met Geraldo Rivera at New York’s Kennedy Airport (in the bathroom!), and Geraldo seemed interested in helping AZPM.
  • Dave said the proposed $2 million donation from [Michael Lacey](https://en.wikipedia.org/wiki/Michael_Lacey) and [Jim Larkin](https://en.wikipedia.org/wiki/Jim_Larkin) is up in the air.
  • The Costa Rica trip needs an adviser. Celeste can’t organize it this year because of her research. Nancy suggested visiting scholar Ana Arana could be the adviser. Kim said it would be advantageous to not skip a year, because he said it took a while to recover after that happened with the Italy study-abroad trip. Celeste argued against a graduate student running the Costa Rica trip because of logistics and dealing with safety issues.
  • Dave said he is pushing for another tenured-track professor to be added as a diversity hire. The school is bringing in [Jessica Retis](https://en.wikipedia.org/wiki/Jessica_Retis) from Cal-State Northridge in February for a visit. She has more than 12 years’ experience as a journalist and is involved with the Border Journalism network.
  • Susan Swanberg said she would like to talk about a science journalism certificate at the next faculty meeting on Dec. 7.
• Mike urged the faculty to keep in mind the next News Hack Arizona, which is set for Feb. 18-19. Sensors will be the topic this time, helping journalists and students learn how to attach sensors to Rasberry Pi computers and record the data for stories.

• Dave said the Google News Lab training is set for Nov. 19. The Arizona Press Club, under Joe Ferguson of the Star and Dylan Smith of the Tucson Sentinel, is helping run the training.

• Journalism on Screen continues Monday, Nov. 14, at 7:30 p.m., at The Loft with “All the King’s Men” and a Q&A with Trump author David Cay Johnston, a Pulitzer Prize-winning reporter who worked for the New York Times. Johnston will speak to classes the next day. Also, Times’ Phoenix Bureau reporter Fernanda Santos will speak after the Dec. 4, 2 p.m. showing of “Ace in the Hole.” Bill said the Arizona Daily Star is on board as a co-sponsor, and sports columnist Greg Hansen will speak Jan. 22 after the 2 p.m. showing of “The Natural.”

• Dave said faculty can start talking about a new online degree at the next faculty meeting on Dec. 7, as well as update the diversity plan.
Faculty Meeting Minutes 12/7/2016

In attendance: Kim Newton, Maggy Zanger, Nancy Sharkey, David Cuillier, Michael McKisson, Carol Schwalbe, Celeste Gonzalez de Bustamante, Susan Swanberg, Susan Knight, Linda Lumsden, Rogelio Garcia, Bill Schmidt, guest Tom Miller (vice provost for faculty affairs)
Elena Stauffer: minutes

Dave opened the meeting at 9:06 a.m. with a welcome. Happy that Susan Knight is back. He asked that faculty mention the Loft series to students and announced a December grad send-off at 3 p.m. tomorrow (Dec. 8) at Gentle Ben’s. Free appetizers.

Dave and Kim will work over the break to select among student photos and some of Kim’s to enlarge and place the images around our floor. He will send out the images and would like feedback and thoughts from faculty. There’s a donor who will help out and we can start with one nice big photo in each classroom. All agreed.

Annual Peer Review: In preparation for Tom Miller’s visit, Dave talked about the Annual Peer Review that faculty worked on last year. He said what’s needed is a three-member faculty-elected committee to handle faculty appeals. There’s an appeal process in UHAP. Nancy asked what else, in addition to the peer evaluations, would be available to the college? Dave said it’s all confidential but suggested asking Tom Miller. McKisson asked about the appeals committee and voiced concern that if the committee is made up of peers on the faculty, there may be hard feelings when/if an appeal process takes place.

Reporter’s Handbook: Nancy will put together the final version or the Reporter’s Handbook and will disseminate it. She updated AP style and some processes that have changed. Susan Knight is doing syllabus review/audit for faculty and adjuncts. Nancy said everyone should consider using D2L and the Turnitin function to detect plagiarism and to see if students are turning in the same work in multiple classes.

Tom Miller arrived at 9:30 a.m. His approval is required to wrap up APR criteria. Miller briefly discussed the history of UA Vitae and said it’s an evolving system and faculty concerns are still being addressed. Miller understands the SOJ’s preference of using hard copies and it works out because we’re a fairly small unit (versus English, for example), and half are professors of practice while the other half are tenure-track. However, he suggested that using an electronic system for part of the evaluation process would be good because it can be done remotely.

Discussion turned to the way feedback is provided and numeric feedback in particular. Faculty pointed out that each person is looking at peers’ most recent work (versus over multiple years in UA Vitae) to provide an evaluation. Miller asked how the numeric feedback translates and the answer is that the director puts that together. Miller says it’s best to provide substantive written feedback to the director and Susan Knight suggested we can add a comment section in addition to the number.

Miller pointed out that in English, salaries are based entirely on annual reviews. Lumsden said numbers do say what the feedback means and while Miller agreed, he said that as a faculty
member he would want his department head to know his careful assessment of people’s achievements. Celeste noted that once numbers are turned in, faculty are not privy to the numbers. Dave said the policy changed and he – along with Miller - would check with the college on sharing the numbers with each faculty member (Dave checked and UHAP and SBS policy specifically say the information is confidential, except that a person can request the director provide a “summary” of what peers said. Since peers currently in our process don’t say/write anything there is no summary to pass along).

For the additional peer feedback, Dave suggested using a Qualtrics survey that would compile all the data, including written comments. Someone from UA Vitae will meet with Dave and if it’s simple and easy we can meet with them. Those interested in being on the Faculty Affairs Committee should submit their names and faculty will vote on three people at the first faculty meeting of spring semester on Feb. 1.

Voting on APR draft – McKisson moved to approve the document. It was seconded and there was a unanimous vote in favor of the document with the updated changes. Updates included forming the Faculty Affairs Committee and deleting the reference to emailing the peer review documents to the director (both on page 4). Dave will submit the updated document to Tom Miller.

Science journalism certificates: – Postponed until first meeting in February 2017.

Vote for 2017 Zenger Awardee: Faculty voted unanimously to first offer the Zenger 2017 award to Arthur Sulzberger, publisher of the New York Times. If he doesn’t accept, then offer it to Jorge Ramos. Next would be Christiane Amanpour. The reasoning for offering it to Sulzberger was that it is possible he will retire this year, the NYT hasn’t been recognized by the school for decades, and it is highly possible that the NYT will take a lead this next year in fighting for press freedom under the incoming administration.

Meeting adjourned at 10:34. Next meeting 9 a.m., Feb. 1, 2017
Faculty meeting minutes,
Jan. 11, 2016, 9-10:30 a.m.

Attending: Linda Lumsden, Kim Newton, Carol Schwalbe, Mort Rosenblum, Rogelio Garcia, Terry Wimmer, Nancy Sharkey, Susan Swanberg, Michael McKisson, Celeste Gonzalez de Bustamante, Susan Knight, Maggy Zanger, William Schmidt, David Cuillier, Mike Chesnick

Faculty Affairs Committee

Professors Terry Wimmer, Carol Schwalbe and Celeste González de Bustamante were elected unanimously to serve on the committee, which handles reviews and other matters.

Student grievance policy

The faculty unanimously approved student grievance procedures. Basically, students are encouraged to talk to their professor if they have a beef, and if that doesn’t satisfy them they can talk to the director and go up the chain from there if needed. The procedures will be posted on the school’s website and announced in the student listserv.

Director David Cuillier said he used wording from the UA Online policy to craft the procedures. At the faculty’s urging, he tweaked wording in the second paragraph to say, “Students should first speak with the student’s faculty member concerning a grievance” instead of “Students are encouraged to first speak with the student’s faculty member concerning academic issues.” Maggy Zanger and others believe students should talk to professors first, but not force them. Faculty also thought grievances aren’t always limited to academic issues.

Per Nancy Sharkey’s request, Dave added a line that read, “If a student’s parents also want to talk to the professor or director then the student must provide written permission.”

Hiring policy

The faculty unanimously approved hiring criteria (on page 2 of the document) to make it clear that professional experience can substitute for a lack of higher degrees (master’s or JD/Ph.D.) for professors and adjuncts. This wording is consistent with the Higher Learning Commission’s guidelines, which is what the UA follows, Dave said.

Diversity and Inclusivity Plan

Maggy Zanger, who is pulling together the school’s diversity plan draft, and the faculty discussed the school’s survey on diversity and feedback from a university listening tour. Students overall have not expressed problems with diversity at the school through previous surveys, Dave said. He pointed out that students feel Nancy Sharkey makes students feel “safe” in the classroom, and he suggested we incorporate some of her strategies. Once students feel “shut out” of a discussion, they “tune us out.” Some students felt some faculty can be rigid (old school) in its approach to news, and thought some instructors were condescending. Maggy thought some students just misunderstand the faculty’s approach to teaching them about news.

Linda Lumsden said this generation of students have grown up on Fox News, and she said the “media lies” theme is more prevalent now. Mort Rosenblum said the overriding challenge we face is teaching students the basics. “Without facts, we have a problem,” he said. Maggy said she had students write a news quiz, and it was “shocking” what “garbage” they picked. Mort said NBC recently did an “investigation” on exercising, and Nancy said that to stay
afloat, news organizations are having to entertain. The faculty agreed students need to know that what we’re teaching them is important, and Dave said FUCC might be able to explore this more in its next meeting.

Maggy said some students don’t have educational background with solid writing skills, and we need to give students a chance to improve their writing skills. FUCC could look at the UA writing center, and see who the tutors are for journalism, Nancy said. Susan Knight said she refers some students to the center, but said the school has to be careful to make sure tutors are versed in journalism-specific things. Celeste Gonzalez de Bustamante said some of our grad students could help undergrads with their writing.

Updates

- **Report Card:** Dave said he will add the social media and diversity components to the school’s next Report Card, which appears on our website.
- **Accreditation:** The AEJMC site visit will be the third week in January 2018. A self-study committee report is due to AEJMC on Oct. 31 of this year. If any faculty want to be part of that, Dave said to let him know.
- **Student engagement grant.** Deadline is Sunday for the next round of engagement grants. Last year the $3,000 in donor funds helped some students go on Canada project. The donor, Al Litzow, got to meet with the students and fly drone at Celeste’s place. Outsiders rank and pick the winning project.
  - A $2 million gift from the two might be back on the table, Dave said, now that
- **Zenger Award:**
- **Annual reviews:** Faculty should get their packets to Celina by Feb. 1. The packets will be available via digital and print, but the faculty agreed that Dave will send out an electronic survey for faculty to fill out and insert comments on each colleague.

Director stepping down

To devote more time to his research and outreach on freedom of information issues – especially given the increased First Amendment activity expected during the next four years – Dave told the faculty he would like to step down as director at the start of the next fiscal year (July 1, 2017) but would continue as a tenured associate professor with the typical workload in teaching, resources and service.

Dave said it will be good for the school to have fresh ideas, as well, and he will be around for a smooth transition and to help with the re-accreditation process. He said the College of SBS will provide information on how a new director will be chosen, whether internally or externally. Michael McKisson asked if there would be an outside search, and Dave said he isn’t sure – up to the dean.
Minutes for special faculty meeting  
Jan. 25, 9-10:30 a.m.

Attending: Susan Knight, Rogelio Garcia, Carol Schwalbe, Kim Newton, Jeannine Relly, Nancy Sharkey, Susan Swanberg, Maggy Zanger, Celeste González de Bustamante, Michael McKisson, David Cuillier and Mike Chesnick (minutes), Terry Wimmer (arrived later)

Annual review criteria amendments  
The faculty unanimously approved a proposal by Director David Cuillier to amend the annual review criteria to:

• Include a new “indicator” of effective service: “Helping governments, the courts, legislatures, Congress, and other institutions make more informed decisions and create better public policy by providing expert testimony and applicable research.”
• And include a new “indicator” of effective research: “Invitations by government agencies, the courts, legislatures, Congress, and other institutions to provide informational testimony and insights based on research expertise.”

The amendments arose after the university told Dave he needed administrative approval to testify before the state Legislature’s Senate Education Committee next week, explaining that testifying before the Legislature or Congress is not part of our job, and that it is outside the scope of our work.

Dave believes that is a potential form of prior restraint on speech, and that clearly that sort of activity is part of our job as public scholars. The two amendments, he said, would make it clear that we consider those activities as valuable and part of the job (and therefore can’t be denied by administrators who might not want UA professors to testify on politically sensitive topics, such as climate change, teaching of Mexican-American studies, granting greater press rights to student journalists, etc.).

Many faculty members called getting approval to testify – or signing a conflict-of-interest form – “message control,” and Susan Knight wondered if this is happening across the country. The UA told Dave other universities might be doing this, he said. The approval only applies to testimony before state legislatures or Congress, so Susan would not need approval when she talks to Tucson High journalism students about Freedom of the Press, Dave said.

About six other units in SBS have similar language in their review criteria, Dave said.

Earlier, Jeannine Relly pointed out that giving invited talks were a stretch for the research category for faculty going up for tenure or seeking promotion. Dave and some other faculty members called it just an “indicator” of effective research/creative activity, and should be included. Everyone agreed that talks alone are not enough to gain tenure or promotion.

The rest of the meeting was devoted to personnel matters related to filling the senior program coordinator and director positions.
Faculty meeting minutes
Feb. 1, 2017, 9-10:30 a.m.

Attending: Susan Knight, Carol Schwalbe, Linda Lumsden, Kim Newton, Rogelio Garcia, Jeannine Relly, Susan Swanberg, Terry Wimmer, Nancy Sharkey, Celeste González de Bustamante, Michael McKisson, William Schmidt, Maggy Zanger, David Cuillier (director), Mike Chesnicket (minutes).

Updates

• Program coordinator: Faculty members recommended that David Cuillier advertise the position. The search committee tentatively could include Carol Schwalbe, William Schmidt, Celeste González de Bustamante, Dave and someone in the college from outside the school (as typical in searches).

• Visitors: Lowell Bergman, former “60 Minutes” producer, will be available first thing Monday, Feb. 13, to talk to a class. David McCraw, deputy counsel for The New York Times, will speak Feb. 13 at 12:15 at the UA College of Law on media access in the Trump era. Both will talk on Sunday, Feb. 12, after the 2 p.m. showing of “The Insider” at The Loft. … Prof. Macarena Hernandez from Baylor will be available to speak to classes Feb. 13 and Feb. 14. … Prof. Jessica Retis of Cal State Northridge will be a visiting scholar on Feb. 15-17. She will talk in a faculty open lecture on Feb. 15 from 4:30 to 6 p.m. in Marshall 341, and Feb. 16 to students at 3:15 p.m. at Marshall 341.

Executive session

Dave left the room, and Monica Casper, associate dean for Academic Affairs and Inclusion for SBS, spoke to the faculty about the process of hiring a new director.
Faculty meeting minutes
March 1, 2017, 9-10:30 a.m.

Attending: Linda Lumsden, Rogelio Garcia, Kim Newton, Mort Rosenblum, Terry Wimmer, Susan Knight, Maggy Zanger, Celeste Gonzalez de Bustamante, Susan Swanberg, Michael McKission, Nancy Sharkey, William Schmidt, Carol Schwalbe, David Cuiller (director), Mike Chesnick (minutes).

Accreditation committee
A self-study is due to ACEJMC on Oct. 31 for the school’s accreditation. Director David Cuillier asked faculty for volunteers to sit on the committee. Michael McKisson, Maggy Zanger and Susan Knight agreed to help out. There are nine standards to gather information: 1. Mission, governance and administration; 2. Curriculum and instruction; 3. Diversity and inclusiveness; 4. Full-time and part-time faculty; 5. Scholarship: research, creative and professional activity; 6. Student services; 7. Resources, facilities and equipment; 8. Professional and public service; and 9. Assessment of learning outcomes. The self-study will be reviewed by provost’s office. ACEJMC also reviews it before the site committee comes in January. Dave said to keep the report fairly tight — about 90 pages, not including appendix.

Online degree task force
Mike McKisson, Jeannine Relly and Celeste González de Bustamante agreed to serve on the task force to help us improve our online courses. The task force can suggest new classes to faculty. Teaching skills courses will be the challenge, some faculty members said. Susan Knight said our online courses should reflect the rest of our curriculum and should be consistent. Some areas to target could be social justice, science journalism, a bilingual master’s online. Mike McKisson is teaching an online course for UA Online in the fall.

Diversity and inclusion award
Jeannine suggested adding diversity award to Just Desserts, and the faculty said it was a good idea. Jeannine will work up a description for faculty, which can approve it via email. A candidate would be a student who does outreach in the community or who takes the lead in our high school workshop.

Hall of Fame venue
The faculty unanimously approved that the school’s inaugural Hall of Fame class be inducted at the Zenger Award dinner instead of Just Desserts. The dinner would be classier, and the inductees’ peers would be more apt to be at the Zenger dinner, faculty said. Dave estimated it would add about 30 minutes to the night, but the Q&A with the Zenger winner could be cut down, and a video presentation of the winners might alleviate long speeches by the inductees.

Zenger winners
The faculty unanimously agreed to name Dean Baquet, executive editor of the New York Times, as the 2017 Zenger Award winner.
Mort Rosenblum said this year’s winner needs to be a journalist who “represents what we stand for” — truth and freedom of the press — after President Trump called the media “the enemy of the American People.” The faculty agreed that Baquet and the New York Times have been at the forefront in the challenging Trump’s assertions. Other candidates mentioned included First Amendment advocates Jameel Jaffer, Bruce Brown and Jason Leopold. Jenni Monet, an investigative journalist who lives part of the year in Tucson, also was mentioned for her arrest at Standing Rock. Although Mother Jones is considered less mainstream, the magazine broke stories related to Russia hacking, private prisons and other conflict-of-interest stories. “They have fought the good fight,” Linda Lumsden said.

Hall of Fame vote

The faculty agreed unanimously to accept seven people for the inaugural School of Journalism Hall of Fame: Sherman Miller, Doug Martin, Don Carson, Jacqueline Sharkey, Mort Rosenblum, Rich Gilman and Frank Sotomayor. Those seven were recommended by the Hall of Fame committee of Bobbie Jo Buel, Susan Knight and Frank. Frank does not know he has been elected, and Dave would like to keep it a secret until the dinner if possible.

Updates

Clubs: Susan Knight encouraged professors to tell students to attend a March 8 clubs meeting in the Reading Room at 6 p.m. The SPJ club is helping put on a big event on Fake News, with David Fitzsimmons and other panelists. Dave could present his Knight Foundation study results, too.

Events: “Finding Oscar,” and the Nogales safety training events went well, the faculty said. As did News Hack Arizona on sensor journalism, in which Mike M. said about 80 people attended and 20 news organizations took home 20 raspberry pi computers. The Pac-12 training also was a hit.

South Korea: Kim Newton left for Seoul to participate in a documentary of the Korean democracy movement. He shot photos during the student uprising as a freelancer, and the producers tracked him down from a photo he took for U.S. News & World Report.

Mining project: Visiting scholar Ana Arana and Mort are teaming up on a reporting project on copper mining in Mexico and Arizona.
Faculty meeting minutes  
April 5, 2017, 9-10:30 a.m.

Attending: Linda Lumsden, Rogelio Garcia, Kim Newton, Mort Rosenblum, Terry Wimmer, Jeannine Relly, Maggy Zanger, Celeste Gonzalez de Bustamante, Susan Swanberg, Michael McKisson, Nancy Sharkey, William Schmidt, Carol Schwalbe, David Cuillier, Celina Centeno (minutes), Frank Sotomayor, Sara Hammond (Advisory Council, first 10 minutes)

Journalism Advisory Council  
Sara Hammond, vice-chair of the Journalism Advisory Council, spoke to faculty on “what do you want from us?” The JAC can offer more than fundraising; it can support faculty, Hammond said, and is available for faculty as a resource. Frank Sotomayor, council chair, would like new, younger council members to reach out and increase the support base, younger people to make donations. He spoke about his online book, “The Pulitzer Long Shot,” on a Latino series that won the public service prize in 1984. Nancy Sharkey said Sotomayor’s presentation in her 105 class is engaging, and she recommended it to other classes. The JAC said it welcomes faculty to its meetings, and also would like to invite younger alums who work at the Star to participate on the council. For more information about the council and its members, see https://journalism.arizona.edu/journalism-advisory-council-0

Hall of Fame  
David Cuillier received “not good” feedback from some people, including Hall of Fame winners, about the school’s inaugural Hall of Fame class. Concerns expressed were that the initial group is not diverse. Susan Knight had recommended to add Savannah Guthrie. Faculty questions included: Who is being nominated and why? Are the requirements an illustrious career or contributions to journalism and journalism education? What will winners do at the ceremony? Just accept award without speaking? The faculty moved to delay the Hall of Fame until 2018, with a motion by Susan Swanberg and seconded by Nancy. It passed unanimously. The ceremony will be delayed until requirements are nailed down.

Diversity Award  
Faculty voted to approve the Diversity Award to honor graduate or undergraduate students who have excelled in reporting on under-represented communities, among other things. Terry Wimmer said the award might be exclusive of white students. Other instructors said many of the students doing reporting on diverse communities are white students. Linda Lumsden said diversity can “include age and religion.” Jeannine Relly, who suggested the award, said diversity can mean “economic class.” Terry responded that “all reporting is diverse.” Celeste González de Bustamante said “Ideally, all reporting is diverse,” but diverse groups are not always included. The award is meant to honor students who get to goals of diversity, faculty members said. Maggy Zanger said: “We have sports award—not everyone does sports reporting.” Michael McKisson said all reporting should aim to be diverse, ideally, but in practice it is not happening.
The faculty discussed whether the award criteria should go “beyond just reporting.” William Schmidt said, “Focus on diverse reporting, not outside activities.” Celeste said it’s a broad award for a thesis or project; it goes beyond race. Maggy moved to approve the award and Bill seconded it. A motion to delete “inclusion” from the name of the award by Linda was seconded by Maggy. The award passed, with all raising their arms except Terry.

**Diversity Plan update**
The faculty discussed making changes to the inclusion wording, and to include the Tombstone Epitaph, which covers political, social issues in southeastern Arizona. Typos and minor changes to the plan should be emailed to Maggy (zanger@email.arizona.edu). The purpose of the plan is “not just to toot own horn,” faculty agreed. A Diversity Plan team of Susan Swanberg, Jeannine and Linda agreed to help Maggy work up a new version, including a one-page action plan, to get to Dave, who will then forward it to the faculty before the next meeting May 3 for final discussion/approval.
Faculty meeting minutes
May 3, 2017, 9-10:30 a.m.

Attending: Susan Knight, Linda Lumsden, Kim Newton, Carol Schwalbe, Rogelio Garcia, Terry Wimmer, Jeannine Relly, Susan Swanberg, Maggy Zanger, Celeste González de Bustamante, Michael McKisson, Nancy Sharkey, David Cuillier, Mike Chesnick (minutes).

Diversity plan approval
The faculty unanimously approved an updated Diversity and Inclusivity plan, after Nancy Sharkey’s motion and Linda Lumsden’s second. Dave thanked Maggy Zanger, who compiled the new document and included an “action plan” on the last page. On page 3, the faculty suggested an additional sentence under the clubs’ bullet: “and also has student chapters of the National Association of Black Journalists, Asian American Journalists Association, and Journalism and Women Symposium (or JAWS).” Celeste González de Bustamante implored the faculty to stick to the document, and Maggy said the action plan can be tweaked after a year. David Cuillier called it an “improved product,” one that “we can change or update at any time.”

Diversity Committee
Linda, Lumsden, Jeannine Relly, Susan Swanberg and Maggy Zanger said they could be part of the renewed Diversity Committee. Susan Swanberg would like to focus on a “First Gen” program for the school.

The Diversity Workshop for High School Students is looking for funding, because Dow Jones reduced funding from $6,500 to $3,000. Dave said he worked with former Director Don Carson to have Concerned Media Professionals chip in nearly $3,000 more. The school also chipped in $3,000. The money allows basically for 10 students to be housed, fed and trained.

Faculty expressed concern over recruiting from high schools. Dave said ASU has a full-time person. Maggy wondered if we could pay grad students to go out into the schools. (Student Brittan Bates spent time this semester volunteering at Pueblo High and mentoring journalism students). Carol Schwalbe, who is helping her son, Ethan, with the high school workshop, said they had an effective talk at Sahuarao High. Faculty liked Susan Knight’s idea of having a high school adviser training session. The faculty agreed to put high school recruiting on the retreat budget for August. Susan Knight said she would help lead the discussion.

Fall retreat
Faculty agreed that a fall retreat is still useful, but Michael McKisson wondered if a different venue closer to campus would work out, such as 44 Broadway downtown — the college’s space for entertaining and holding meetings. The school could furnish pastries and coffee for breakfast and have the lunch catered by Street Taco or another eatery. (Update: Dave sent out an email saying that 44 Broadway had been secured for Thursday, Aug. 17).

Faculty agreed that a preliminary agenda will include diversity ideas, fundraising, assessment, online/degrees, curriculum, accreditation and assessment. Dave said the school could create its own online programs, regardless of what the college or university is doing. Maggy said an online master’s degree for global journalism would be a good fit. Nancy Sharkey pointed out that engineering has a similar program to our AMP, with students doing online classes in their
home country (Mexico, China, India) and then coming here to finish up. Celeste said that she’s received inquiries with a half-dozen institutions wanting to partner with us on programs.

**Fundraising**

Celeste said the faculty could help the director with strategies. The UA Foundation has amped up its fundraising, and SBS now has four staffers to attract donors, adding Jeff Powell (Dave gave Jeff a tour of the school on May 8). The school can no longer rely on Luda Soldwedel’s annual gift of $50,000 since she passed away. Fundraising over the past six years has helped mitigate that loss: About $20,000 a year is generated from the bolstered operations endowments, along with an additional $10,000 in summer revenue and the end to the annual $15,000 UITS bill. That still leaves us a little short. Moving forward, we have to look at every penny and continue fundraising. Dave said he would email out the fundraising plan to provide some background on what has been in the works.

**Hall of Fame**

The inaugural Hall of Fame induction ceremony has been delayed — likely February or March of 2018 — to add more deserving members, make it more diverse and give the attention to the inductees that they deserve, Dave said. Holding it during the Zenger Dinner might detract from the Zenger honoree, especially if Savannah Guthrie is named to the inaugural HOF class. The faculty is on board with the new plan, and agreed with Dave that the criteria for induction is too restrictive. Jacqueline Sharkey told Dave that past donors like Hugh and Jan Harelson and the Soldwedels should be considered. Dave said we also could do away with the 20-year experience requirement and lower it to 10 years. The faculty said we could just do away with any year requirement, and Dave said that would help in case the next Mark Zuckerberg is a recent UA grad. The faculty could vote on the new inductees at the August retreat or earlier. A call on social media will go out soon for more nominations.

**Marshall Room 343 reconfiguration**

SBS is moving out of the space, which could accommodate offices” for adjuncts or staff or act as a “Hacker” space where students could tinker with multimedia projects under supervision of Mike McKissoon. Terry Wimmer wondered if it could be used as a sound-proof place for students to do their audio, but there would be too much noise from adjoining Harelson Lab. Rogelio Garcia and Dave said there will be new sound-proof space at SBS’ new digs on Mountain and Speedway, but Terry said that’s probably too far for students to go. Nancy said students could get Cat Card access to our existing sound-proof room. Terry also said the chairs in 322 are old and not working well.

Susan Swanberg will move to Shahira Fahmy’s old office, and Mike Christy of the Star will use Kim Newton’s office when he is on leave next semester. Dave asked if any faculty member would be willing to give up his or her office if primarily working from home. He got no takers.

**Updates**

- Thom Martin with SBS Tech told the faculty to change their UA Net IDs because of the new email system and suggested they click on “Create New Keychain” to avoid prompt issues in the labs. If you have questions, faculty can do a ticket dog or talk to Gerald Skelton (geraldskelton@email.arizona.edu) or Thom (tem@email.arizona.edu).
• Spring break will be one week earlier in March. It’s unclear how that might affect the Book Fair.
• Dave is working with Kim on putting up more photos in Marshall classrooms.
• Dave said a partner hire for the school could happen soon (Note: the university approved the appointment on May 8, and Geoff Ellwand is scheduled to start in August as a full-time associate professor of practice. He could help with media law and expanded broadcast courses).