

Fall College Meeting  
Meeting Minutes

Date:	10/6/2017
Location:	CAS 145
Dean:	Prabu David
Secretary:	Julie Fusi

Minutes

Call to Order	<u>Dean Prabu David called the meeting to order at 3:36 p.m.</u>
Approval of Agenda	<u>Steve Lacy moved to approve the agenda for October 6, 2017. Lucinda Davenport seconded. Agenda approved.</u>
Approval of minutes from April 14, 2017	<u>Lucinda Davenport moved to approve the minutes from April 14, 2017. Teresia Hagelberger seconded. Minutes approved.</u>
Service Milestone Recognition	In addition to welcoming new faculty and staff to the college, six staff members were recognized for their years of service to MSU: Nancy Ashley, 35 years; Marge Barkman, 40 years; Gary Blievernicht, 25 years; Kim Geiger, 15 years; Rachel Iseler, 20 years; Kim Winkel, 20 years.
Dean's Office Updates	Dean's Office staffing updates include changes to fiscal officers and HR coordinators. Eric Hunter will assist with responsibilities during John Sherry's absence, in addition to special projects such as computational communication, neurocognitive communications, and Trifecta.
2016-2017 Highlights	<p><u>Strategic Communications</u> 60 students currently enrolled in the online Strategic Communications Masters' program.</p> <p><u>WKAR Grants and Partnerships</u> WKAR received \$250,000 grant from MSUFCU to fund work in children's media research and content creation.</p> <p><u>Inclusiveness Committee</u> Inclusiveness Committee convened to address climate issues in the college. Geri Zeldes, college Faculty Excellence Advocate, chairs this committee.</p>
2017-2018 Priorities	<p><u>Graduate Programs</u> Identify improvements and synergies among graduate programs in the college.</p> <p><u>Master's Programs</u> Focus on recruiting top graduate students.</p> <p><u>Thematic Areas of Scholarship</u> ComArtSci has six identified thematic areas of scholarship that include much of faculty work, though not all. The current six areas are Science, Health, Environment, Risk Communication; Global Communication; Communication Technology and Society; Computational Communication; Neurocognitive Communication; Innovation, Creativity and Entrepreneurship. 2017-2018 will focus heavily on our work in computational communication and neurocognitive communication. Please share any proposed new areas or revisions to existing areas with Prabu.</p> <p><u>Reputation and Rankings</u> New digital presence will help share our story and improve our reputation and rankings. Faculty can assist with determining specific ways to enhance reputation in particular areas.</p> <p><u>Collaborative Culture</u></p>

ComArtSci's Research Catalyst Talks (also known as Pro-seminar and Speaker Series) were created as a way to foster a collaborative research culture. In addition to attending these talks, faculty and staff need to make a commitment to social media. Follow Prabu and he will follow you. It is important to retweet stories and accomplishments to expand our social media presence.

Revenues

The college has created four revenue streams: Strategic Communications Masters' program, University-wide Sandbox courses, partnerships with institutions in India and China, and an Executive Education program.

Telling Our Story

The new website is live. Analytics show that students are reaching their destinations. Department landing pages are in the top 12 visited pages. Department Content Editors now have access and are being trained in how to use the site. The Communications office is building a digital communications network to deal with ongoing issues in content editing.

The Communications team is developing brand content, analyzing how and to whom the content is distributed, and what action we desire from the audience. A branding advisory committee made up of faculty experts in the college is providing guidance in the brand revitalization.

IT Updates

Upgrades to CAS 148, 154, 191, as well as the labs on the second floor. Spartan 365 suite allows for more collaboration through mail, calendaring, and SharePoint. Spartan OneDrive offers all faculty and staff five terabytes of HIPAA and FERPA compliant storage space.

All workstations will be switched to CampusAD for authentication. Virtual machines will be available on premise and through Amazon Web Services. Colocation services will be available both in MSU's new data center and at ComArtSci. Tech policies will be updated accordingly and can be viewed online.

Climate

In a world of division, who will champion inclusion? Faculty and staff must practice mindful communication.

Adjournment

The meeting adjourned at 4:47 p.m.