**COLLEGE ADVISORY COUNCIL**  
Meeting Minutes

**Date:** Friday, September 13, 2019  
**Location:** 191 ComArtSci, Deeb Conference Room  
**Chair:** Jeff Searl (CSD)  
**Secretary:** Julie Fusi

**Present:** Alhabash, Saleem (ADPR); Allen, JeanaDee (Dean’s Office); Baykaldi, Sevgi (JRN/GA Rep); Carter; Sue (JRN); Corner, Andy (ADPR); Cotten, Sheila (MI); David, Prabu (Dean’s Office); Deliyski, Dimitar (CSD); Fusi, Julie (Dean’s Office); Gude, Karl (JRN); Hoffman, Ann (Dean’s Office); Iseler, Rachel (MI); Mastin, Teresa (ADPR); New, Jennifer (Student Affairs); O’Donnell, Casey (MI); Peng, Winson (COM); Pizzo, Robin (WKAR); Randazzo, Tommaso (MI/UG Rep); Searl, Jeff (CSD); Sherry, John (COM); Stern, Mike (MI); Thorson, Esther (Dean’s Office); Turner, Monique (COM); Venker, Courtney (CSD)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Jeff Searl called the meeting to order at 9:02 am.</th>
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<tbody>
<tr>
<td>Approval of Agenda</td>
<td>Saleem Alhabash moved to approve the agenda for September 13, 2019. John Sherry seconded. No discussion. Agenda approved.</td>
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<tr>
<td>Approval of Minutes from May 10, 2019</td>
<td>John Sherry moved to approve the minutes from May 10, 2019. Saleem Alhabash seconded. No discussion. Minutes approved with one abstention.</td>
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| Dean’s Office | Dean’s Updates  
2019-2020 Priorities will include items pertaining to curriculum and climate.  

**Undergraduate Curriculum Revisions**  
Unit chairs and directors attended to share quick updates on undergraduate curriculum changes that are in process this year.  

- Media and Information is working on revising the undergraduate curriculum to create 3 separate bachelor degrees in user experience, game design, and media production. These proposals will be on the next undergraduate subcommittee meeting agenda (Oct. 4).  

- Advertising and Public Relations is proposing a PR major today with a projected launch in fall 2020. Hope to revamp current undergraduate advertising curriculum as well.  

- The Department of Communication is considering an applied undergraduate program in strategic communication. The program will be distinct from the ADPR PR major as it will focus on organizational communication, rapid response, and include courses for public information officers.  

- Communication Sciences and Disorders is beginning conversations about developing a major in collaboration with other units on campus (computation, neuroscience, other STEM areas). Hope to submit to CAC by April 2020 in order to implement by Fall 2021. Discussed possible connections for CSD MA students and other college PhD programs.  

- The School of Journalism went through a major curriculum revision over the last two years, but is considering potential for synergies with college media production faculty.  

**Graduate Programs**  
A call will go out soon for faculty to teach 1-credit courses in their specialty areas, which has been approved by doctoral directors. Strategic plans for all masters programs have been revised
and will be reviewed regarding future enrollments. The dean’s office is looking at best ways to distribute GOF funding. Hoping to increase opportunities for doctoral fellowships for all PhD programs, including a tiered system for recruitment. Suggested partnering with faculty who have grant funding.

Strategic Planning
All units will write new strategic plans and include Diversity, Equity, and Inclusion (DEI) components for 2020. As part of university efforts to do the same, President Stanley will visit our college for a meet and greet on October 15, 1:30-2:30 pm. He is open to your feedback. Email him at presmail@msu.edu.

Climate and Diversity, Equity, and Inclusion
Geri Zeldes is on sabbatical this fall. Lauren McKenzie will chair the DEI committee while Geri is out. The committee is working on a project to better connect students with faculty researchers. Read more from the most recent DEI committee meeting here.

Undergraduate Dean Updates

Student Information System (SIS) Modernization
MSU is rolling out a new Student Information System in phases. Graduate program staff, advisors, and departmental office staff will be affected by this. New students will be entered and degrees conferred in the new system as of fall 2020.

Design Specialization Discontinuance
Paperwork was filed to discontinue the design specialization. The university is no longer offering specializations at the undergraduate level.

Faculty Excellence Advocate (FEA)
Esther Thorson is acting as FEA this fall while Geri Zeldes is on sabbatical. Ester will collaborate with departmental search committees and is also working with two doctoral students on a graduate student mentoring program and speaker series focused on mentoring for fall 2019.

Undergraduate Subcommittee

Andy Corner and Teresa Mastin discussed the creation of an undergraduate PR major. The undergraduate subcommittee approved the proposal to move forward to CAC pending revisions, which are reflected in the documents shared. The major was developed to meet student and industry demand and is intentionally repetitive. Writing, social media, technology, ethics, and DEI have been built into each class. Program is intentionally flexible and can be completed in 4 semesters (courses from prior majors can be applied). Open to partnering with other units to contribute minors or concentrations. Hope to begin enrolling students in fall 2020. The only change to admission requirements is the addition of one math requirement. Limit of 500 students. The department will maintain the PR minor.

The committee discussed the revisions recommended by the undergraduate subcommittee, including a revision to the program description, inclusion of social media as a focus, and inclusion of language about empathic leadership. Revisions made educational objectives more transparent. Need to also make sure that all course form titles match what is written in the program description.

Andy Corner moved to approve the revised proposal for a new Public Relations major in Advertising and Public Relations. John Sherry seconds. Motion to approve the PR major passed unanimously with no objections or abstentions.
**Graduate Subcommittee**

Rachel Iseler discussed the creation of CAS 890, a college-wide independent study course. The creation of this college-wide independent study would address demand from the Strategic Communications online masters program. It could be optional for other programs (possibly study abroad programs) and would give every program in the college the option for an independent study.

*The graduate subcommittee recommends approval of CAS 890. CAS 890 course proposal approved unanimously with no objections or abstentions.*

Courtney Venker and Jeff Searl discussed CSD course proposals. Two of these courses have already been taught as special topics; two are new courses. The revisions make CSD PhD course catalogue language consistent with other programs in the college. Need to make sure that course forms do not limit enrollment to only CSD students.

*The graduate subcommittee recommends approval of the CSD course proposals. CSD course proposals approved unanimously with no objections or abstentions.*

**Sustained Dialogue**

Moderators from the 2018-2019 Sustained Dialogue program attended to share their experience and encourage participation in the 2019-2020 cycle. Moderators described the experience as transformative and a way to help the college grow and cultivate a more welcoming atmosphere for students, faculty, and staff alike.

This year’s program includes a graduate student group, a faculty group, and a staff group. The student group is the largest group and aims to use this as a tool to become better teachers and colleagues. Most job postings require a diversity statement so it is important to include this in our teaching for students’ successful job placement.

Discussed possible ways for better information sharing through CAC, including a more consistent and timely summary of CAC meetings for representatives to share with faculty, standing CAC reports at faculty meetings, thematic ask-me-anything style meetings for faculty and dean and leadership team.

As a result of last year’s CAC conversations, each unit has discussed and in some cases, added language about civility to their bylaws. Suggested that the college invest in training leadership and senior faculty to deal with difficult conversations and better address issues in real time.

**Roundtable**

Jeff Searl: Last year’s bylaws revisions stipulated that CAC review bylaws within the first two meetings of the year. Will send bylaws approved last spring for review and discussion at October meeting.

Shelia Cotten: Cliff Lampe giving talk at 11:00 am in CAS 145.

**Adjournment**

Meeting adjourned at 10:45 am.