Introduction
Robert Littlefield, Ph.D.

- Dr. Littlefield joined the Nicholson School of Communication for its strong undergraduate program and its pursuit of a high-quality doctoral program. He brings expertise from having already developed a doctoral program.
- The vision for NSC’s future can be described by the equation: Scale x Excellence = Impact. This vision includes a focus on students and enhancing their learning, a focus on achieving state, national and international preeminence and a commitment to increasing diversity among faculty and staff.
- NSC is working to become a major research program. In addition to the doctoral program this includes promoting Honors in the Major and recruiting senior-level Strategic Communication faculty.
- Governance: NSC is focusing on promoting a greater level of faculty governance. A NSC Policies and Procedures document is being developed in addition to the formation of working groups. The School is also looking forward to the possibility of achieving college status.
- Geography: NSC will be one of the major units going downtown. This will be an opportunity to showcase NSC in new ways including the new doctoral program that will anchor the School.

- Role of the NSC Advisory Board:
  - This meeting is an opportunity to think about the future role and structure of the NSC Advisory Board. Different factors such as the option to serve terms on the board will be discussed.
Advisory role: The board functions to share expertise and share its vision for the School. Members provide input as to the current state of their industry and what NSC can do to remain up-to-date.

Advocacy role: The board works to promote NSC’s programs and open doors with people in their networks.

Sponsorship role: The board helps to find funding for graduate fellowships and scholarships.

COS Campaign Overview
Mr. Ray Allen

- The COS advancement team is expanding with a new alumni officer and a major gifts officer.
- UCF recently launched the Ignite Campaign:
  - This campaign involves all colleges and accepts all types of gifts.
  - The overall goal is $500 million with COS responsible for $20 million of that.
  - The public phase of the campaign will run from September 16, 2016 – June 30, 2019.
  - Campaign Themes:
    - Commitment to Student Success: $200 million
    - Academic Enterprise (Faculty support): $200 million
    - Next Frontier (Special opportunities): $100 million
  - COS has raised $11 million so far.
  - By the end of this campaign, the university aims to raise $100 million each year.
- How the NSC Advisory Board can help
  - Donate
  - Share names of people, foundations or corporations the university can engage.
  - Work with the advancement team to discuss possibilities for the campaign.
  - Encourage alumni engagement and support.

Hispanic Media Initiative
Ms. Katie Coronado & Dr. Erica Kight

- Hispanic Media Courses
  - Knightly Latino is an advanced class which produces a Spanish-language webcast each week. This class began as a practicum and has grown to become a full course this past year with the same number of students as the capstone course, Knightly News.
  - Hispanics in the Media in the US is being offered for the first time this semester and already has high enrollment numbers.
  - Contemporary Issues in Media: Diversity will be offered next semester as a fully online course.
- UCF’s student body is 22.5% Hispanic and is on track to become a Hispanic-serving institution when it reaches 25%.
• The current offerings in Hispanic Media have given students access to major Latino personalities (such as Knightly Latino’s interview with Emilio Estefan) and is gaining media recognition for the School. Students are also being mentored by Hispanic media professionals through the National Association for Hispanic Journalists chapter on campus.
• NSC is currently submitting a certificate in Hispanic/Latino Media for approval. This will be the first and only program of its kind in Florida.
• Short- and long-term goals
  ▪ Ms. Coronado and Dr. Kight are currently writing a textbook on Hispanic Media to be published in 2018.
  ▪ Expand the certificate to a minor and/or major.
  ▪ Establish a research agenda in Hispanic/Latino media and audience research.
  ▪ Offer more specialized courses, ex. Spanish-language news writing
  ▪ Recruit additional Hispanic media faculty
  ▪ Build partnerships with universities in Latin America
  ▪ Fulfill UCF’s mission of globalization and diversity
• Student presentation: Demonstration of student’s ability to work in a multicultural environment and switch easily between English and Spanish.

Guest Speaker: Ms. Maria Elena Salinas

Ms. Salinas is a Peabody Award winner and has paved the way for Hispanic journalists.

• The Hispanic population in the U.S. has grown several-fold in the last 30 years and Spanish-language media now competes English-language media even receiving higher ratings in some major markets. Hispanics are the largest and fastest growing minority in Florida and by 2060 they will comprise 30% of the U.S. population.
• The Latino population is very young with a median age of 27 years old. Two-thirds of Latinos are bilingual and US citizens.
• Journalists need to be able to report to and about this significant community. Spanish-language media is important to Hispanics not because it is in Spanish but because it has content with which they can identify.
• This is an important issue for universities as the college-age Latino population is quickly growing.
• Preview of the documentary, Latin Nation.

Topics of Interest

Downtown
Dr. Tim Brown

• UCF’s new campus is being built in collaboration with Valencia and will be the anchor for the Creative Village being built downtown.
• The downtown campus will be focused on the pillars of Access, Impact and Innovation.
• The programs going downtown in the first phase include NSC’s Human Communication, Communication & Conflict and graduate programs; the School of Visual Arts and Design and the College of Health and Public Administration.
• NSC’s Ph.D. in Strategic Communication is planned to open the same day as the downtown campus.
• The current architectural concept includes modular learning spaces and an open campus.
• Craig Ustler, the developer, plans to attract media and technology companies to fill the private buildings in Creative Village.
• Current Progress:
  ▪ UCF has announced the completion of the private fundraising phase.
  ▪ The architect and contractor have been chosen.
  ▪ Construction is planned to start in January 2017.
  ▪ The City of Orlando has committed approximately $75 million to Creative Village.
  ▪ UCF Police will be integrating with Orlando Police at the downtown campus.
• Dr. Littlefield has emphasized in discussions that the downtown facilities will need to be the jewel of UCF to attract students and programs.

  Research  
  Dr. Timothy Sellnow

• The focus for NSC in research will be on collaborating in order to be competitive. Faculty will not be able to obtain for major national grants without working together.
• Risk and crisis communication faculty at NSC will only work with those who are committed to not manipulating people.
• NSC’s research should produce models which are easily recognizable and replicated.
• A focus on cultural dimensions will also be key in research as crisis messages can succeed or fail based on their cultural relevance to their audience.
• Research is not just about building up faculty portfolios, it is about solving world problems.
• NSC is looking to develop facilities for message testing where crisis communication, branding and public relations can be taught. These facilities could also provide income for the School if rented out to companies looking for message testing with the diverse audiences available to the UCF downtown campus.

  Curriculum  
  Ms. Rebecca Morales

• NSC now has five undergraduate programs with the new Communication & Conflict which launched in the 2015-16 year.
• Advertising-Public Relations
  ▪ New courses include Preparing for PR Certification and Power Branding
  ▪ Multicultural Advertising Internship Program
    o 2015 – 13 students
    o 2016 – 8 students
  ▪ Adding Visual Communication to core requirements.
Communication and Conflict
- Started enrolling students in summer 2015.
- NSC’s only fully online program
- Fall 2016 headcount: 120
- First graduate in summer 2016
- Forecasted to double numbers by next year

Human Communication
- New course: Exploring Human Communication
- Faculty are considering a capstone course

Journalism
- The Broadcast Journalism track was moved from R-TV to Journalism
- New tracks: Print/Digital News, Electronic News
- Knightly News was named the Best College TV Newscast in Florida
- NSM.today the website for Nicholson Student Media was launched this year as the program’s capstone news outlet. Plan to add more media to the current news content.

Radio-Television
- The Broadcast Generalist track has been renamed Media Management and Operations.
- Alumnus and Advisory Board member Clay Newbill won his third Emmy for Shark Tank. He brought on four fully funded interns in 2016 and hired former intern Kelly Nader as his assistant.

Study Abroad
- NSC currently has six study abroad partners in Germany, the United Kingdom, Sweden, Spain, Australia and Austria.
- NSC has sent 110 students abroad since 2011 with approximately 30 students going each year. There have been 68 incoming exchange students since 2011.
- Student speaker: Studied abroad in Sweden which is a great accomplishment for a transfer student who would not normally think of study abroad as a feasible option. The most difficult part was finding funding and had to take out loans to fund this opportunity. This is an experience not many people in her community have had.

Mentorship
- IABC Mentorship Program: This program was launched by former BOV member Shelby Curry. The program supported seven students and mentors in spring 2016.
- UCF alumni Association Mentor Program: This program launched in fall 2016. There are 50 students in need of mentorship and more mentors are needed. Mentors do not have to be UCF alumni.

Graduate Studies/Ph.D. Program
Dr. Deanna Sellnow

Global Initiative: NSC is pursuing opportunities to bring in visiting faculty from abroad. Dr. Bengt Johansson will be visiting from Gothenburg, Sweden in fall 2017. A formal application process for visiting faculty is currently being developed.
• Ph.D. in Strategic Communication: This program is unique because it will focus on applied communication rather than the theoretical communication studied in most programs. Faculty and students will work with outside partners to see how real world problems can be solved through instructional and persuasive communication.
• NSC will be promoting both its M.A. and Ph.D. programs at the National Communication Association Conference in November. The focus will be on recruiting students into the M.A. program now to feed into the Ph.D. once it is open.

Working Groups

Reporting Back

• Letters of Support
  ▪ Dr. Littlefield talks about the letters of support for the Ph.D. program, asks Board to help collect more letters.
• Research
  ▪ We need to integrate research into every level
  ▪ How can we involve the advisory board in integrating research in all programs?
  ▪ Currently, students can choose to either write a thesis or take an exam. We should add a third option for students such as being able to conduct research, create programs, shape curriculum, and do creative work within their fields.
    ○ Suggestions – How can the Board be involved in this?
      − Companies can provide topics for students to research, ask for feedback, and have students to evaluate feedback.
      − Non-Profit – Students can help non-profits who do not have the funds or resources for campaigns.
      − Dr. Littlefield suggests that advisors could produce topics of interest based on the real world field that students can conduct research on.
      − We need to motivate students to aspire to earn honors in the major
      − Completing research in their field would greatly enhance a student’s degree.
      − Perhaps allow students to begin Master’s classes as an undergraduate.
• Honors
  ▪ Current Enrollment: 2
  ▪ Goal: 600
• Fellowships
  ▪ How would providing fellowships and scholarships be beneficial to the corporation?
    ○ Philanthropy, connecting a name
    ○ Featuring the organization
    ○ Receptions
    ○ Recognition
  ▪ How can NSC make the advisors feel that their involvement is valued?
o Reach out to members personally via email or calls so that NSC can benefit from their input rather than bulk meeting.

o More frequent opportunities to contribute input and then receive feedback and results from that input.

Student Presentations

Forensics
Mr. Jonathan Conway

An update on the Nicholson School of Communication forensics program with a sample extemporaneous speech from a student.

NSM Today
Dr. Steve Collins

A review of NSM Today, the news website for Nicholson Student Media.

Summary and Closing

If no objections are raised, these minutes will be considered approved.

Respectfully submitted,
Kelly Bronson