Call to Order
Dean Maria Calzada called the meeting to order at 3:30 p.m.

Attended: Mary Brazier, Maria Calzada, Frank Jordan, Armin Kargol (for Martin McHugh) Michael Kelly, Kenneth Keulman, David Moore, Connie Mui, Uriel Quesada (for Blanca Anderson) and Thom Spence

Also attended: Patrick Armstrong, Melanie McKay, John Sebastian and Bill Walkenhorst

I. Approval of Minutes
Minutes of November 4, 2013 were approved.

II. Department Websites – Melanie McKay and Patrick Armstrong
Melanie McKay and Patrick Armstrong gave a presentation on how they are working to enhance the department website program of study pages (Attachment #1). Patrick is working with the web editors on how to set up the new look so that it is consistent across the college. If anyone needs help with 'sell' copy for their page, they should contact Dr. McKay. Department web editors can also contact Crystal Forte from Marketing for Drupal training.
Dr. McKay stated that the consultants are working on their final report on marketing. It was noted that the top three reasons students come to Loyola are as follows:
1. Academic Programs
2. New Orleans
3. Financial Package

III. Online Teaching – Melanie McKay
Dr. McKay reported that there would be faculty development training in the spring for anyone interested in teaching summer school online. She will let faculty know about these trainings and wants to encourage faculty to offer more online courses. Experimental common curriculum courses can be offered in the summer.

IV. Course Scheduling – Melanie McKay, John Sebastian, Thom Spence
One of the biggest problems for students is scheduling courses. The goal should be to maximize choices for students, and to not schedule freshman in once a week classes. Thom Spence said that he would like feedback on how to solve this problem. It was suggested that there be a meeting with the chairs and Mike Rachal to come up with recommendations.

V. Financial Matters – Bill Walkenhorst
Dr. Walkenhorst spoke about his report from the University Budget Committee (Attachment #2). It was announced that Marc Manganaro and Jay Calamia would be attending the College Assembly to answer any questions on the financial situation at Loyola.

VI. Travel Section of the College Handbook Revisions
Due to time constraints, travel will be put on the next COC agenda.
Move to Adjourn:

The meeting was adjourned at 5:00 p.m.

Attachment #1:
Program of Study Pages and Template

**Program of Study Page Template**

1. **Opening Paragraph / Sell Copy:**
   a. What jobs or fields (or graduate programs) do graduates from your program tend to feed into?
   b. Does your program have a special emphasis on promoting undergraduate research, service learning, or experiential learning?
   c. Does your program have any special relationships with organizations elsewhere in the community that students will have an opportunity to get involved with?

Example: Management [http://www.business.loyo.edu/management]

2. **List of courses for your major or concentration**
   a. **DO NOT INCLUDE COMMON CURRICULUM**

   **Journalism sequence curriculum**
   Required courses:
   * CMNN A250 Journalism (formerly Beginning Reporting)
   * CMNN A265 Photography
   * CMNN A266 Videography
   * CMNN A350 Advanced Journalism (formerly Advanced Reporting)
   * CMNN A450 History of Journalism or CMNN A465 History of Photography
   * CMNN A490 Journalism Capstone

   Choose two:
   * CMNN A251 News Editing
   * CMNN A260 Intro to Layout and Design
   * CMNN A316 Public Relations
   * CMNN A335 Strategic Event Planning and Promotions
   * CMNN A351 Advanced Editing

3. **Link to Faculty/Staff page**

4. **Include faculty contact email**

5. **Link to Bulletin**
   a. Include a link to departmental course descriptions
   b. Link to current Bulletin “Curriculum Requirements”
   c. Include a link to the Bulletin Archives “Curriculum Requirements by entering year”
YOUR PROGRAM OF STUDY
WEBPAGE

For use with Admissions & the University Bulletin

WHAT IT IS

Programs of Study

In addition to instruction from our outstanding faculty, you’ll have access to state-of-the-art computer labs and the latest technology. You’ll gain real-life, practical experience by working with the Shawn N. Donnelly Center for Nonprofit Communications and the Center for Environmental Communication. In short, you’ll graduate with technical competency and the ability to provide vision and leadership in the complex field of communications.

Get your degree in mass communication

- Designed for students wanting to become intellectual, artistic, and ethical professional leaders in our world’s rapidly changing information environment.
- In addition to the core requirements, majors choose from three sequences within mass communication: Journalism and Strategic Communications.
- 120 credit hours to complete bachelor’s degree.
- A minor in mass communication is available to students pursuing other majors.

QUICK LINKS

The School of Mass Communication has many resources to offer its students and alumni:

- Internships
- Study Abroad
- The Maroon Online
- Alumni Dan of Distinction
- Academic Resource Center
WHAT IT IS

- On each department website
- Specific pages for each major, concentration, or minor
- Describe, generate interest in, detail department programs

HOW YOU FIND THEM

Top Navigation

Side Navigation
Programs of Study

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<table>
<thead>
<tr>
<th>Core Requirements</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMMNA100: Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMMNA101: Communication/Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>CMMNA201: Digital Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMMNA401: Law of Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMMNA484: Seminar in Mass Communication Ethics</td>
<td>1</td>
</tr>
<tr>
<td>CMMNA491: Internship/Practicum</td>
<td>1-3*</td>
</tr>
<tr>
<td>CMMNA492: Senior Seminar in Mass Communication</td>
<td>1</td>
</tr>
</tbody>
</table>

Students must successfully complete CMMN A100 and CMMN A101 before taking any other communications course. Normally students take CMMN A100 in their first semester on campus. They take CMMN A101 after completing ENGL T122. CMMN A401 is taken in junior or senior years; CMMN A484, A491 are taken senior year; CMMN A491 can be taken throughout a college career.

A grade of C or better is required in all courses that are prerequisites to advanced courses.

* An Internship/Practicum can be repeated for a total of 3 credits maximum.
Journalism sequence curriculum

Required courses:
- CMMN A250 Journalism (formerly Beginning Reporting)
- CMMN A265 Photography
- CMMN A266 Videography
- CMMN A350 Advanced Journalism (formerly Advanced Reporting)
- CMMN A430 History of Journalism or CMMN A465 History of Photography
- CMMN A490 Journalism Capstone

Choose two:
- CMMN A251 News Editing
- CMMN A260 Intro to Layout and Design
- CMMN A316 Public Relations
- CMMN A335 Strategic Event Planning and Promotions
- CMMN A351 Advanced Editing
- CMMN A360 Advanced Layout & Design

SIMPLE LISTS

Instead of charts, a simple list is far easier to edit.

LINK TO THE BULLETIN

The Bulletin has all the boring minutiae and DPCL's and archives going back years.

We do this on the Bulletin so you don’t have to! JUST LINK!

Course Catalog

<table>
<thead>
<tr>
<th>If you entered in the...</th>
<th>Your class bulletin is...</th>
<th>Your required coursework is...</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13 Academic Year</td>
<td>2012-13 Bulletin</td>
<td>12-13 Mass Comm DPCL [FTE]</td>
</tr>
</tbody>
</table>

Physics course information

Find out more about the physics major:
- Curriculum Requirements
- Curriculum Requirements By Entering Year
- Course Descriptions
CONCENTRATIONS HAVE WEBPAGES TOO

Strategic Communications

At Loyola, we know that persuasive communications happens in both the advertising and public relations worlds and that’s why we’ve put both under the strategic communications sequence. Students in the Strategic Communications Sequence can study either advertising or public relations. Students take a mini core of courses including layout and design, research methods and the campaigns capstone.

Advertising sequence

The advertising track is perfect for students who want to channel their creative energy into dynamic and persuasive campaigns. The program offers a strong foundation in research methods and copywriting as well as giving students hands-on experience with innovative technology. Our advertising graduates are recognized by the industry for their sharp strategic minds and keen eye for design. Contact the sequence chair, Dr. Cathy Rogers, at crosers@loyo.edu for more information.

Public Relations sequence

Public relations is an excellent track for students who want to develop professional communication skills and the expertise needed to facilitate mutual understanding among groups and institutions. Loyola’s program offers a strong foundation in media, internal and external relations. Graduates excel in roles within businesses, government, hospitals, education, nonprofit and religious institutions. Contact the sequence chair, Dr. Cathy Rogers, at crosers@loyo.edu for more information.
Bachelor of Arts
Mass Communication
Strategic Communications concentration
(Advertising track):

- 3 webpages
- More detail each click
- Focus is on program

Most programs will not need this much copy!
## WHY IS THIS IMPORTANT?

### WELCOME TO LOYOLA

- [Apply to Loyola](#)
- [Visit Campus](#)
- [Programs & Majors](#)

### Programs + Majors

<table>
<thead>
<tr>
<th>Majors + Concentrations</th>
<th>Minors</th>
<th>Graduate</th>
<th>Law</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Music Education, Vocal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business with Music Industry Studies Minor</td>
<td>Music Education, Vocal with General Music</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business, General</td>
<td>Music Industry Studies, Bachelor of Music</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biological Sciences</td>
<td>Music Industry Studies, Bachelor of Science</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biochemistry</td>
<td>Music Therapy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chemistry</td>
<td>Music, Bachelor of Arts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chemistry, Forensic Science</td>
<td>Music, Composition</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Classical Studies</td>
<td>Music, Elective Studies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication, Journalism</td>
<td>Music, Guitar Performance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication, Strategic Communications</td>
<td>Music, Jazz Studies</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(Advertising/Public Relations)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computational Mathematics</td>
<td>Music, Keyboard Performance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Criminal Justice, Bachelor of Arts</td>
<td>Music, Orchestral Instrumental Performance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Could be major
Could be concentration
Could be track
What does your page look like?
www.loyno.edu
Attachment #2
Report from University Budget Committee

Bill Walkenhorst
Department of Chemistry
University Senate Representative to UBC

The UBC met on eight occasions during Fall 2013. The UBC gives budgetary recommendations to President Wildes which, if accepted, are then presented to the board for approval. Items discussed and modeled this term included the nature and extent of the recently approved retirement plan, number of freshman students used to build projected revenue, and changes to tuition and fees for the 2014-15 academic year. We also reviewed the history of budgetary elements such as tuition, discount rate, and draw from the endowment and their impact on our current budget situation.

The details of the voluntary retirement plan were recently released. In addition, Dr. Manganaro and Roberta Kaskel (admissions) met with the Senate on Nov. 14, 2013 and had an open and wide ranging discussion. You can ask your departmental Senate representatives for any details not available below.

The current 2013-14 academic year is projected to end with a 7.5 million dollar deficit due to the very small freshman class this year and to overspending financial aid. Because operating budgets have already been cut, the deficit will have to be addressed using the voluntary severance plan recently approved, followed by a reduction in force (RIF) early in Spring 2014. Details of savings due to voluntary severance will only be known in December once the list of retirees is finalized and approved and once any emergency replacements are considered. A savings of 1.5 million is anticipated through the voluntary severance offer. Note that the savings could be more or less (1-3 million?) depending on exactly who retires and who needs to be replaced. The severance package will cost ~$7-8M total from the endowment this year in addition to the normal draw and so will negatively impact endowment drawdown in the future, although savings from retirements will accrue over the next few years. A total of 10.6% of the total university salary budget will need to be cut (from voluntary severance and RIFs combined) to balance the 7.5 million dollar deficit. IF 1.5 million in savings results from the voluntary severance plan as anticipated, this leaves an additional 6 million dollars to be cut through a RIF. This would likely be a reduction of 5 million in salaries which will include an additional savings of 1 million in benefits to add up to 6 million. Some Vice-Presidents have already notified employees of this likelihood. Since the full savings will not be realized when employees retire at end of academic year or even halfway through, the university cash reserve will be used to offset this amount and then replenished once the full savings are realized.

In the budget for 2014-15 projected revenues are targeted for 650 freshman students with a retention rate of 75%. 130 transfers and 685 total law students are also included in projected revenue. All of these are deliberately conservative projections to try to limit budget surprises next year. The UBC just recommended the following to the President as well for 2014-15: 1. No increases in operating budgets. 2. No raise pool, 3. No increase in Law or Graduate tuition, 4. 2.99% increase in UG tuition, 5. 2.5% increase in room, and 6. 3% increase in board. The increase in board is tied to the contract with Sodexo to offset losses due to the small number of freshman this year. A 650 student freshman class for 2014-15 along with the other recommendations above will result in an additional ~$4M dollar deficit next year. The most likely way to offset this deficit will be to eliminate the university 8% match to retirement (TIAA-CREF) for one year yielding 4 million in savings. This is being considered so as to avoid another RIF in 2014-15.

I want to end on a hopeful note. If we get 850 freshman instead of 650, we will not have a deficit next year and may not need to do the TIAA reduction. We as faculty may be able to help in the following ways: each increase of 3% in retention or each additional 25 students recruited will increase revenue by about $500K per year.