

FLORIDA **A&M** UNIVERSITY  
Board of Trustees

Academic and Student Affairs Committee Meeting  
Wednesday, December 1, 2021  
8:30 a.m.  
Grand Ballroom

**Committee Members:** Nicole Washington, Chair  
Ann Marie Cavazos, Michael Dubose, Kristin Harper, David Lawrence,  
Craig Reed, and Carrington Whigham

**AGENDA**

- |      |  |                       |
|------|--|-----------------------|
| I.   | Call to Order                          | Trustee Washington    |
| II.  | Roll Call                              | Ms. Valeria Singleton |
| III. | Minutes for September 16, 2021 Meeting | Trustee Washington    |

**ACTION ITEMS**

- |     |   |                      |
|-----|---|----------------------|
| IV. | Tenure Upon Appointment – Dr. Jeffrey Wilkinson | Dr. Maurice Edington |
| V.  | Amended Regulation 4.101 – Grading Policies     | Dr. Edington         |

**INFORMATION ITEMS**

- |       |   |   |
|-------|---|---|
| VI.   | Student Affairs Update <ul style="list-style-type: none"><li>• Student Affairs Update</li></ul>   | Dr. William Hudson, Jr.                 |
| VII.  | Academic Affairs Update <ul style="list-style-type: none"><li>• Academic Affairs Update</li><li>• Division of Research Update</li></ul> | Dr. Edington<br>Dr. Charles Weatherford |
| VIII. | Adjournment   |   |

**Academic and Student Affairs Committee**

**Wednesday, December 1, 2021**

**Agenda Item: III**

**Subject:** Minutes for September 16, 2021 Meeting

**Proposed Board Action:** In accordance with the Florida Statutes, a governmental body shall prepare and keep minutes or make a tape recording of each open meeting of the body.

**Attachment(s):** Yes

1. Minutes for September 16, 2021

**Academic and Student Affairs Committee Minutes**  
**Trustee Nicole Washington, Chair**  
**September 16, 2021**

The meeting was called to order by Trustee Nicole Washington. Ms. Valeria Singleton called the roll and the following committee members were present: Ann Marie Cavazos, Michael Dubose, Kristin Harper, David Lawrence, Craig Reed, Nicole Washington, and Carrington Whigham. A quorum was established.

Trustee Dubose moved to approve the minutes for the meeting on June 2, 2021. The motion was seconded by Trustee Cavazos and the motion carried.

The Committee recommended approval of the following items:

**Textbook Affordability Annual Report** - Dr. Edington stated that the Florida Statutes [subsection 1004.085(8)] on Textbook Affordability requires that each state university board of trustees submit a report by September 30 of each year to the Chancellor of the State University System. The report includes the textbook and instructional materials selection process for general education courses and high-enrollment courses; specific initiatives of the institution designed to reduce the costs of textbooks and instructional materials; policies implemented related to the process; and the number of courses and course sections that were not able to meet the textbook and instructional materials posting deadline for the previous academic year.

Trustee Harper moved to approve the Textbook Affordability Annual Report. The motion was seconded by Trustee Dubose and the motion carried.

**Request for Leave Without Pay for Nandi Riley** - In accordance with BOT Policy Number 2005-21, the University will consider requests for unpaid leave of absence from regular employees who have at least one year of continuous service. The University grants leave of absence for the following reasons: parental, medical, educational, military service, and personal.

Ms. Riley has requested leave without pay to serve a one-year term as secretary/treasurer for the Florida Education Association from September 27, 2021 through September 26, 2022. In this role, she will advocate for educators throughout the state of Florida.

Trustee Cavazos moved to approve the request for leave without pay for Ms. Nandi Riley. The motion was seconded by Trustee Whigham and the motion carried.

**Implementation of the Career Center Dashboard** – In compliance with CS/HB1261, FAMU proposes a strategy to build a career center dashboard that will aid in the development of career action plans for all Undergraduate students, including degree-seeking, first-time-in-college, readmitted and transfer students.

HB 1261: Each state university board of trustees shall adopt procedures to connect undergraduate students to career planning, coaching, and related programs during the first academic year of the student’s enrollment. Such procedures must be approved by the BOG and include placing a hold on student registration before the end of the first year of each student’s enrollment. To lift the hold and register for classes, each student must:

1. Register with the university’s career center.
2. Complete a career readiness training module provided by the career center.
3. Be directed to the dashboard established in subsection.
4. Affirmatively indicate that he or she has been provided with the information required under this paragraph and is aware of the employment and wage prospects for his or her declared major.

Students will complete the career modules online and schedule a time with their assigned career specialist in the Career & Professional Development Center at FAMU. The registration hold will take effect in spring 2023, blocking registration for summer 2023 and fall 2023 courses for students who have not completed the above requirements. Approval of Career Center procedures for implementation of the dashboard that must be submitted to the BOG prior to December 2021.

Trustee Whigham moved to approve the implementation of the Career Center dashboard. The motion was seconded by Trustee Harper and the motion carried.

**Student Affairs Updates** – informational updates were provided:

- Dr. William Hudson, Jr., and his team provided updates on admissions and enrollment data, Transfer Services, an overview of the new Student Financial Aid Planning module, an update on the Kognito Mental Health training, and an update on hazing prevention. In addition, Dr. Hudson introduced new staff within the Division of Student Affairs: Dr. Bill Means, Director of the Career Center; Mr. Hugh Durham, Director of Admissions; and Ms. Sacha Wilson, Assistant Director for Student Affairs in the Office of Student Conduct and Conflict Resolution.
- Ms. Teri Little-Berry stated that transfer applications from the Florida College System (FCS) for summer 2021 have surpassed pre-COVID numbers from 2019. The FCS admits are also up 35% in comparison to summer 2020. In addition, there is an increase in the number of non-FCS/Out-of-State transfer applicants and admits. Participation in the Ignite program continues to grow and there is a total of 2,255 participants in the program that’s attending 19 FCS institutions.

**Question:** What is the ratio of male and female for this entering class?

**Response:** Dr. Hudson would provide the information to the Trustees after meeting.

- For fall 2021, there are slight increases in applications and admits. Overall, applications for fall 2021 have exceeded our pre-COVID numbers. The overall admission numbers are up 3.88%. In addition, there are three remaining SAT/ACT test dates for summer 2021.
- The Oracle Student Financial Planning (SFP) project is progressing. In November 2020, the portal was opened to allow students to submit verification documents. In February 2021, FAMU began awarding new students for fall 2021. The anticipated date for finalizing all updates and processes is fall 2021.
- There are several positive impacts of SFP that include high visibility, clear program eligibility, electronic document submission, simplified verification, and imbedded loan counseling/debt management for students. For staff, SFP substantially improves business processes that include verification of parent signature, document intake, updated student loan data, Department of Education annual updates, improved compliance, and same day awarding.
- The Kognito Mental Health training is mandated by the Florida Board of Governors. Each SUS institution is required to have a minimum of 95% participation from faculty and staff who engage students. FAMU has a 99% completion. In addition, the Kognito Mental Health training will be incorporated into the new employee onboarding process.
- The final informational update was from Mr. Bryan Smith regarding the hazing prevention initiatives.
  - Approximately 7,556 students took the Alivetek online hazing training course since its inception.
  - Since the last Board meeting, hazing prevention education was presented to the Department of Athletics in collaboration with the Title IX & Department of EEO, Student Health Services, and the Office of Student Conduct & Conflict Resolution.
  - Educational training will be provided at the summer freshmen orientations. The Alivetek online test module will be provided to incoming students.
  - There is one pending investigation into suspicion of hazing.

**Academic Affairs Updates** – The following informational updates were provided:

- Provost Edington provided brief updates.
  - A brief recap of the COVID-19 year was provided that included enhancements to our classrooms; efforts to provide students and faculty with technology to facilitate remote learning; and working to modify most course sections from the traditional format into remote learning format.
  - In fall 2020, 77.5% of the courses were taught online and 22.5% of the courses were taught in-person. In spring 2021, 56.6% of the courses were taught online, 25.1% of the courses were taught hyflex, and 18.3% of the courses were taught in-person.

- Enormous effort has been devoted to faculty training over the past year. In addition, faculty professional development will continue during the summer to help faculty improve their teaching pedagogy.
- A *Course Satisfaction by Modality* survey (Spring 2021) was completed by students. Based on the survey, the freshmen prefer some type of in-person instruction. The upper level students and graduate/professional students prefer the online, remote, or hyflex options. The students also provided some comments/concerns on specific courses.
- A survey was completed by faculty. Based on faculty perceptions of students, one of the greatest challenges to the students learning virtually was “student engagement.”
- The Office of Freshmen Studies has worked to provide incoming freshmen students with opportunities for limited in-person classroom experiences. In addition, the Office of Freshmen Studies has been active in parent engagement.
- Updates on key searches were provided. The following searches are open: Dean, FAMU-FSU College of Engineering; Dean, School of Journalism and Graphic Communication; Director, Meek-Eaton Black Archives; and Dean, School of Graduate Studies and Research. The new hire for the Associate Vice President for Strategic Planning, Analysis, and Institutional Research will begin on June 14.
- We are in the process of completing an assessment and evaluation of the university’s academic program offerings and organizational structure to increase operational efficiency and effectiveness. This initiative will be discussed further during the August retreat.
- Updates on the Licensure Pass Rate Improvement Plan were provided regarding enrollment management and faculty excellence:
  - The School of Nursing (SON) has improved admission standards and as a result, SON is seeing increases in grade point averages and students meeting the baseline knowledge requirements as assessed by the team. Program rigor is increasing and at-risk students are being identified earlier. The last two graduating cohorts have shown improvement in their performance on the NCLEX predictor exam.
  - In addition, Dean Johnson reminded the Trustees that she would be meeting with the Florida Board of Nursing later that day regarding the low scores in 2019 and 2020. If the program is placed on probation, the program would be re-evaluated again in January 2022. A statement will be provided to the Trustees at the conclusion of the meeting with the Board of Nursing.
  - The College of Pharmacy and Pharmaceutical Sciences is using a standardized test as part of the admissions process. It is not an admission metric, but the college will use it to understand if there is any predictive strength for their population of students. The comprehensive exam performance showed significant improvement in 2021.
  - Progress has been made in all key indicator areas for the physical therapy program. The first time pass rate for the CAPTE is steadily improving, which was 83% in 2020 and 88% in 2021. The GRE requirement fell by a little over one point, but it was still over the minimum requirement of 300.
  - In addition, they continue to use the evidence to improve policies and processes that have helped to identify a range of program admission benchmarks. This will provide data of applicants who are prepared for the curriculum and the NPTE.
  - For faculty excellence, there is a need to recruit, develop, and retain World Class Faculty; establish a Health Professions Recruitment and Admissions Team;

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establish a Health Professions Faculty Development Program; and provide increased support for faculty initiatives such recruitment, development, and retention.

There being no further discussion, the meeting was adjourned at 10:05 a.m.

Respectfully submitted,

Nicole Washington, Committee Chair

**Academic and Student Affairs Committee**

**Wednesday, December 1, 2021**

**Agenda Item: IV**

**Subject:** Tenure Upon Appointment – Jeffrey Wilkinson, Ph.D.

**Proposed Board Action:** In accordance with Article 15.8, Collective Bargaining Agreement (2019 – 2022), “Tenure may be granted to a faculty member by the Board at the time of initial appointment, upon recommendation of the appropriate administrator. The administrator shall consider the recommendation of the department or equivalent unit prior to making his/her final tenure recommendation.”

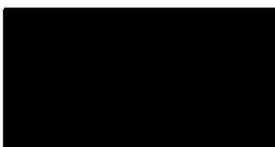
Tenure Upon Appointment is a condition of employment that is offered to a faculty member who has previously held a tenured position. Requests for Tenure Upon Appointment are approved by the Provost and President. The documentation has been reviewed by the school/college tenure and promotion committee.

**Attachments:** Yes

1. Curriculum Vita for Dr. Jeffrey Wilkinson

## *Jeffrey Stephen Wilkinson*

### Home Address:



### Work Address:

Sino-U.S. College  
No. 6 Jinfeng Road  
Zhuhai, Guangdong  
P.R. China  
Ph:(86)15220515654

### Education

- 1992      PhD, Mass Communication, University of Georgia, Athens, GA  
Dissertation title: The effects of aversive visual stimuli and locus of control:  
Blood in television news.
- 1987      MA Journalism (Radio-Television), University of Georgia, Athens, GA  
Thesis title: Listener involvement with radio news.
- 1979      BS, Broadcasting, University of Florida, Gainesville, FL

### Administrative Experience

- 2017-2019      Associate Dean, Academic Affairs, Sino-U.S. College, Beijing Institute of Technology, Zhuhai, P.R.C. Responsible for quality assurance oversight at English-language college for seven Business-degree programs including Accounting, Marketing, International Business, and Finance. Assist the Dean with AACSB-accredited partner institutions.
- 2014-17      Chair, Department of Communication, College of Communication and the Arts, University of Toledo, Toledo, Ohio, U.S.A. Responsible for \$1.7M budget (\$150K operating & capital), 13 faculty, 6 staff, TV studio, production labs, mobile broadcast facilities for athletics, serving around 350 majors.
- 2012-14      Program Coordinator, Journalism, Houston Baptist University, Houston, Texas, U.S.A. Responsible for \$75,000 annual budget for equipment, campus newspaper, adjuncts, and facilities. Implemented curriculum changes and revising administrative procedures, teaching and advising for around 50 students.
- 2008-10      Dean (Acting), Division of Humanities & Social Sciences, United International College, Zhuhai, China. Responsible for 1.3Million RMB operating & capital budget for seven degree programs, approximately 60 faculty and staff, and 1300 students.
- 2008      Associate Dean, Division of Humanities & Social Sciences, United International College, Zhuhai, China. Responsible for approximately 400,000 RMB operating & capital budget for II, PRA programs (15 faculty, 350 students).
- 2007-08      Program Coordinator, International Journalism Program, United International College, Zhuhai, China

2001-02      Option Coordinator, Digital Graphic Communication, Department of Communication Studies, Hong Kong Baptist University, Hong Kong SAR

2000-01      Option Coordinator, Applied Communication Studies, Department of Communication Studies, Hong Kong Baptist University, Hong Kong SAR

#### **Academic Positions**

2017-      Professor, Sino-U.S. College, Beijing Institute of Technology, Zhuhai, China

2014-17      Professor (w/tenure), Communication, University of Toledo, Toledo, Ohio, U.S.A.

2012-14      Professor, Journalism and Mass Communication, Houston Baptist University, Houston, Texas, U.S.A.

2007-12      Professor, International Journalism Program, United International College, Zhuhai, China

2004-07      Associate Professor, Department of Journalism, Regent University, Virginia Beach, Virginia, U.S.A.

1998-04      Senior Assistant Professor, B12-15, Department of Communication Studies, Hong Kong Baptist University, Hong Kong, China

1998-00      Associate Professor, (w/tenure), Department of Broadcasting, University of Tennessee, Knoxville, Tennessee, U.S.A.

1992-98      Assistant Professor, Department of Broadcasting, University of Tennessee, Knoxville, Tennessee, U.S.A.

1991-92      Instructor, Department of Broadcasting, University of Tennessee, Knoxville, Tennessee, U.S.A.

1986-91      Graduate Teaching Assistant (Lecturer/presenter, Radio-TV News, Audio Production, News writing), Station Advisor, WUOG-FM, University of Georgia, Athens, Georgia, U.S.A.

#### **Publications: Books**

2012      Wilkinson, J.S., Grant, A.E., and Fisher, D.J. *Principles of Convergent Journalism* (2<sup>nd</sup> edition). Oxford University Press.

2009      Wilkinson, J.S., Grant, A.E., and Fisher, D.J., *Principles of Convergent Journalism*. Oxford University Press.

2009      Grant, A.E. and Wilkinson, J.S. (editors), *Understanding Media Convergence: The State of the Field*. Oxford University Press. Sole author, lead author on 2 chapters.

**Publications: Journals (Communication-related)**

- Guerrazzi, D., Grant, A.E., and Wilkinson, J.S. (2016). Format Appears to Matter Less than Story Salience. *Newspaper Research Journal*, 37(2), pp. 167-179.
- Milbourne, C.C. and Wilkinson, J.S. (2015). Chasing Infinity: The fear of disconnecting. *American Communication Journal*, (17)2, 1-14.
- Milbourne, C. C. and Wilkinson, J. S. (2014). Internet Addiction among Chinese Undergraduates: Awareness and attitude toward treatment. *Review of Social Studies, Law and Psychology*, 8(4), 132-141.
- Kolodzy, J., Grant, A.E., DeMars, T., and Wilkinson, J.S. (2014). The convergence years. *Journalism and Mass Communication Educator*, 1077695814531718.
- Wilkinson, J.S., and Grant, A.E. (2009). Comparing Chinese and American media systems: Journalism, technology, and change. *International Journal of Cross-Cultural Studies*, 1(1), 1-15.
- Wilkinson, J.S. (2002). [Review of the book *Global News: Perspectives on the Information Age*]. *Journal of Media Economics*, 15(1), 57-58.
- Wilkinson, J.S. (2001). Teaching with technology: Using Internet video to teach students in a second language environment. *Polyglossia*, 4, 49-55.
- Wilkinson, J.S., and Chen Lu (2001). Putonghua-language radio programming in Hong Kong: RTHK and the Putonghua audience. *Canadian Journal of Communication*, 26, 143-154.
- Wilkinson, J.S., Bates, B.J., Chambers, T.L., and McClung, S.R. (2000). What makes a good radio remote: Factors leading to perceived cost-effective and well received on-site radio promotional sales events. *Journal of Broadcasting and Electronic Media*, 44(4), 716-730.
- Wilkinson, J.S. (1997). [Review of the book *The New Television in Europe*]. *Journal of Media Economics*, 10(1), 57-58.
- Wilkinson, J.S., and Fletcher, J.E. (1995). Bloody news and vulnerable populations: An ethical question. *Journal of Mass Media Ethics*, 10(3), 167-177.
- Bennett, E., Swenson, J., and Wilkinson, J.S. (1992). Is the medium the message? An experimental test with morbid news. *Journalism Quarterly*, 69(4), 921-928.

**Publications: Journals (Non-Communication related)**

- Qiao, S., Tsang, E.Y.H., Wilkinson, J.S., Lipeleke, F., & Li, X. (2019): "In Zimbabwe there is nothing for us": sex work and vulnerability of HIV infection among male sex workers in Zimbabwe, *AIDS Care*, DOI: 10.1080/09540121.2019.1574334.
- Tsang, E.Y.H.; Qiao S., Wilkinson, J.S, & Lipeleke, F. (2018). Multilayered stigma and vulnerabilities for HIV infection and transmission: A qualitative study on male sex workers in Zimbabwe. *American Journal of Mens Health*. [SSCI-listed –Public, Environmental & Occupational Health– Impact factor 2017: 2.3, Q1 (39/157)].

Tsang, Y.H., Lowe, J., Wilkinson, J.S., and Scambler, G. (2018). Peasant sex workers in metropolitan China and the pivotal concept of money. *Asian Journal of Social Science*, 46, 359-380.

### **Publications: Book Chapters, Proceedings, Invited Work**

Grant, A.E., and Wilkinson, J.S. (2018). Convergence. The International Encyclopedia of Journalism Studies. Published at <https://mc.manuscriptcentral.com/iejs>.

Wilkinson, J.S. The Internet of Things. (2018). In A. Grant and J. Meadows (Eds), *Communication Technology Update and Fundamentals, 16<sup>th</sup> edition* (pp. 159-168). Burlington MA: Focal Press/Elsevier.

Grant, A.E. and Wilkinson, J.S. Radio economics (2018). In Hendricks, J. A. & Mims, B. *The radio station: Broadcasting, podcasting, and streaming*. New York: Routledge.

Wilkinson, J.S., and Grant, A.E. (2018). Four visions of radio's future. In Hendricks, J.A. & Mims, B. *The radio station: Broadcasting, podcasting, and streaming*. New York: Routledge.

Blossom, H.D., Wilkinson, J.S., Gorelik, A., and Perry, S. (2018). Salvation by algorithm: When Big Data Meets God. In Grant, A.E. (Ed), *Religion Online: How digital technology is changing the way we worship and pray* (pp.67-83). Santa Barbara CA: ABC-CLIO: Praeger / Greenwood.

Wilkinson, J.S., and Pletcher, L.D. (2016). The Internet of Things. In A. Grant and J. Meadows (Eds), *Communication Technology Update and Fundamentals, 15<sup>th</sup> edition* (pp. 157-167). Burlington MA: Focal Press/Elsevier.

Wilkinson, J.S. (2014). IPTV: Streaming media. In A. Grant and J. Meadows (Eds), *Communication Technology Update and Fundamentals, 14th edition* (pp. 93-104). Burlington MA: Focal Press/Elsevier.

Wilkinson, J.S. (2013). Better journalism programs start with decisions made in the trenches. *The Convergence Newsletter* from Newsplex at the University of South Carolina, Vol. X No. 2 (March 2013). Archived at <http://sc.edu/cmccis/news/convergence/v10no2.html>.

Milbourne, C.C., and Wilkinson, J.S. (2013). When Consumption Becomes All Consuming: "Stickiness" from the Business and Social Health Perspectives in China. *International Journal of Information Systems and Management (IJISAM) Special Issue on Business Communications in the Changing IT Environment*. Guest Editors: Dr. Dong H. Lee, Manhattan College, USA Dr. Kyungsub S. Choi, Rhode Island College, USA.

Wilkinson, J.S., and Kolodzy, J. (2012). Digital Signage. In A. Grant and J. Meadows (Eds), *Communication Technology Update and Fundamentals, 13<sup>th</sup> edition* (pp. 133-144). Burlington MA: Focal Press/Elsevier.

Wilkinson, J.S. (2012). IPTV: Streaming media. In A. Grant and J. Meadows (Eds), *Communication Technology Update and Fundamentals, 13<sup>th</sup> edition* (pp. 97-110). Burlington MA: Focal Press/Elsevier.

Milbourne, C.C. and Wilkinson, J.S. (2012). *Too Close for Discomfort: An exploratory analysis of Connectedness and Internet Addiction among Chinese students*. Published proceedings of Academy of Business Disciplines.

- Wilkinson, J.S.** (2010). IPTV: Streaming media. In A. Grant and J. Meadows (Eds), *Communication Technology Update and Fundamentals, 12<sup>th</sup> edition*, (pp. 117-133). Burlington MA: Focal Press/Elsevier.
- Wilkinson, J.S.** (2008). IPTV: Streaming media. In A. Grant and J. Meadows (Eds), *Communication Technology Update, 11<sup>th</sup> edition*, (pp. 113-126). Burlington MA: Focal Press/Elsevier.
- Wilkinson, J.S.** (2008). Media convergence and the implications for audiences, institutions, and Journalism education. *Media Digest*, 4, 2008, pp.10-
- Wilkinson, J.S.** (2007, December). Lessons learned from a decade of teaching on the bleeding edge. *The convergence newsletter*, 5(6).
- Wilkinson, J.S., and Wang, A.L.** (2007). Crossing Borders: How cross-cultural videoconferencing can satisfy course goals in dissimilar subjects. In Tsang, P., Kwan, R., and Fox, R. (Eds). *Enhancing learning through technology*. Pp. 109-123. London: World Scientific Publishing Company.
- Wilkinson, J.S. and McClung, S.R.** (2006). Diverging media convergence: Perceptual differences across cultures, genders and habits. In K. Chan, J. Walls, and D. Hayward (Eds). *East-West identities: Globalization, localization, hybridisation*. 373-388. Leiden: Brill Academic Publishers.
- Wilkinson, J.S.** (2006). Streaming Media. In A. Grant and J. Meadows (Eds), *Communication Technology Update, 10<sup>th</sup> edition*, pp. 126-138. Focal Press.
- Wilkinson, J.S.** (2006). Confusion and Convergence. *The Convergence Newsletter From Newsplex, the University of South Carolina*, Vol. III, No. 12 (June 1, 2006). Archived at <http://www.jour.sc.edu/news/convergence/index.html>.
- Wilkinson, J.S.** (2004). Old Dog ponders meaning of new trick: The promise of mobile weblogs. *The Convergence Newsletter From Newsplex, the University of South Carolina*, Vol. II No. 5 (Nov. 4, 2004). Archived at <http://www.jour.sc.edu/news/convergence/index.html>
- Wilkinson, J.S.** (2004). Streaming Media. In A. Grant and J. Meadows (Eds) *Communication Technology Update, 9<sup>th</sup> edition*, pp. 125-137. Focal Press.
- Wilkinson, J.S.** (2003). What is media convergence? Different ideas about technology and media. *Media Digest*. Archived at <http://www.rthk.org.hk/mediadigest/200304.html>
- Wilkinson, J.S.** (2002). Streaming Media. In A. Grant and J. Meadows (Eds) *Communication Technology Update, 8<sup>th</sup> edition*, pp.122-131. Focal Press.
- Wilkinson, J.S.** (2000). Streaming Media. In A. Grant and J. Meadows (Eds) *Communication Technology Update, 7<sup>th</sup> edition*, pp. 89-99. Focal Press.
- Wilkinson, J.S.** (1998). Managing anarchy: A prescription for guiding college radio. *Feedback*, 39(1), pp.14-20.
- Wilkinson, J.S.** (1997). Microphones, mixers, processors. In A. Grant and P. Seel (Eds) *Broadcast Technology Update*. pp.49-62. Focal Press.
- Jackson, S., and **Wilkinson, J.S.** (1997). Non-tape recording formats. In A. Grant and P. Seel (Eds) *Broadcast Technology Update*. pp.93-104, Focal Press.

- Wilkinson, J.S., and Eastman, S.T. (1997). Syndicated and network radio programming. In S. Tyler Eastman & D.A. Ferguson (Eds) *Broadcast/Cable Programming: Strategies and Practices (5<sup>th</sup> Ed.)*(pp.337-350). Wadsworth.
- McClung, S.R., and Wilkinson, J.S. (1997). Record companies and college radio: Investing and learning. *Feedback*, 38(4), pp.5-9.
- Grant, A.E., and Wilkinson, J.S. (1996). Big coat-tails: The Rush Limbaugh Show affects Radio Ratings. *The Financial manager*, pp.13-18.
- Haley, E., and Wilkinson, J.S. (1994). *And now a word from our sponsor: An exploratory concept test of PSAs versus advocacy ads*. Published Proceedings of American Advertising Association Conference.
- Wilkinson, J.S. (1994). College radio: Farm team factory or free form funhouse? *Feedback*.35(1), pp.4-7.

### Professional Media Positions

2005	Assistant Producer, WTKR-TV 3, Norfolk, Virginia (via RTNDF)
1983-1985	Reporter, County Commission, General Crime, WDVH Radio, Gainesville, Florida
1983	General Assignment Reporter, WMOD-TV 43, Melbourne, Florida
1982	News Director, Announcer, WGGG-AM 1230, Gainesville, Florida
1982	News & Public Affairs Director, WMFM-101, Gainesville, Florida
1981-82	News Director, Anchor, Reporter, WKGR-AM 1390, Gainesville, Florida
1979	News Announcer, WGGG-AM 1230, Gainesville, Florida
1978-79	Reporter, WUFT-TV 8, Gainesville, Florida
1977	Overnight Announcer, WTAI-AM & FM, Melbourne, Florida

### Research and Teaching Grants

2014	[with E. Tsang]. City University of Hong Kong Research Grant Proposal (GRF), "A Malformed Cosmopolitanism among Overseas Chinese: Shoppers without Politics." HK\$199,990 (US\$25,800).
2013	[with E. Tsang, P. Lee] City University of Hong Kong Research Grant Proposal (GRF), "Spending our Way to Silence: China's Middle-Class Identity, Governmentality, and Conspicuous Consumption." HK\$718,200 (US\$92,670).
2002	[with J. Clarke, L. Chen] Hong Kong Baptist University Faculty Research Grant (FRG/01-02/II-32), "Paranormal beliefs and Hong Kong society: Cultural or media effect?" HK\$51,000 (US\$6500).
2002	[with T.Sin] Hong Kong Baptist University Teaching Development Grant (TDG/0102/I/14), "Exploring Real-Time Classroom Interactions with other Universities through Internet Videoconferencing: Enhanced Learning through Cross-cultural Student-to-student Collaboration." HK\$25,000 (US\$3200).

- 2002 [with T.Sin] Hong Kong Baptist University Teaching Development Grant (TDG/0102/I/15), "Upgrading the Conventional "Blackboard" with state-of-the-art Synchronous Interactive Technology "iBoard" for Pilot Design Projects at HKBU, in preparation for its final application in BU Virtual University's Distance Learning Program." HK\$45,000 (US\$5800).
- 1999 [with V. Sheer] Hong Kong Baptist University Faculty Research Grant (FRG I), "Predictors of URL use: Advertising, mental heuristics, and knowledge." HK\$25,750 (US\$3300).
- 1999 Hong Kong Baptist University Teaching Development Grant (TDG/9900/II/04), "Incorporating multimedia/streaming technologies to enhance teaching effectiveness." HK\$79,000 (US\$10,100).
- 1997 University of Tennessee Scholarly Activities Research Incentive Fund (SARIF). "Local musicians and college radio programmers: As one or at odds?" US\$4,372
- 1996 University of Tennessee Educational Technology grant from Innovative Technologies Center (ITC). "Real-Audio: A low-cost high-access communications tool to enhance student learning." US\$5,000
- 1996 [with Ben Bates] National Association of Broadcasters research grant "Investigating factors for identifying effective radio on-site sales promotion events." US\$5,000

#### Research Papers and Presentations

- 2019 Panel presenter, When Big Data Meets God. Broadcast Education Association, April 6-9, Las Vegas, Nevada, U.S.A.
- 2018 Panel presenter, *CTU 2018: Internet of Things*. Broadcast Education Association On Location, October 18-20, University of Houston, Houston, Texas, U.S.A.
- 2018 Panel presenter, *Let there be...Big Data!* Session: Religion and God. Broadcast Education Association, April 7-11, Las Vegas, Nevada, U.S.A.
- 2016 Panel presenter and Organizer, Plenary Session: The Internet of Things: No privacy, no security, *Entering the age of FrankenMedia: Where Communication Technology has gone hideously wrong!* Broadcast Education Association Super-regional conference, October 13-15, University of South Carolina, Columbia, SC, U.S.A.
- 2016 Grant, A.E., Yicheng, Z., Wilkinson, J.S., Guerrazzi, D. *Studying Global News: Methodological Issues*. Paper presented October, 2016, Broadcast Education Association Super-regional conference, October 13-15, University of South Carolina, Columbia, SC, U.S.A.
- 2016 Grant, A.E., Wilkinson, J.S., Guerrazzi, D., and Yicheng, Z. *Defining News: A ten nation perspective*. Paper presented July 7-9, 2016, World Journalism Education Congress, Auckland, New Zealand.

- 2016 Moderator and Organizer, *Multi-platform storytelling*, Broadcast Education Association, April 22-24, Las Vegas, Nevada, U.S.A.
- 2015 Panel presenter, *International teaching and research opportunities*, Broadcast Education Association, April 12-15, Las Vegas, Nevada, U.S.A.
- 2013 [with Constance C. Milbourne]. *The pursuit of connectedness: Chinese students' fear of missing out*. Paper presented at the Academy of Business Disciplines Conference, November 7-9, Fort Myers, Florida, U.S.A.
- 2013 Panel presenter, Twitter: The devil's playground. Conference titled Beyond Convergence: Mobile, social, and virtual media. Co-sponsored by University of Nevada-Las Vegas and University of South Carolina, October 24-26, Las Vegas, NV, U.S.A.
- 2013 [with Constance C. Milbourne]. *Chasing infinity: The fear of disconnecting*. Paper presented at conference titled Beyond Convergence: Mobile, social, and virtual media. Co-sponsored by University of Nevada-Las Vegas and University of South Carolina, October 24-26, Las Vegas, NV, U.S.A.
- 2013 [with Diane Guerrazzi, August E. Grant]. *Engaging the Online Audience: Web News Appearance, Nature and Value*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 7-11, Washington DC, U.S.A.
- 2013 [with August E. Grant, Diane Guerrazzi]. *Impact of Format on Evaluations of Online News*. Paper presented to World Journalism Education Conference, July 2-5, 2013, Mechelen, Belgium.
- 2013 [with August E. Grant]. *Radio 2030*. Presented at the "What is Radio?" conference sponsored by University of Oregon, April 25-27, 2013, Portland, Oregon, U.S.A.
- 2013 [with August E. Grant]. *Exploring the Online Revolution in the Voice-Over Industry. Top Paper*, Radio and Audio Media Division, Broadcast Education Association paper competition, April 7-10, 2013, Las Vegas, Nevada, U.S.A.
- 2013 [with August E. Grant]. *Media convergence: Implications for religious broadcasting community*. Invited speaker to National Religious Broadcasters Association (NRBA), March 1-2, Nashville, Tennessee, U.S.A.
- 2012 [with Constance C. Milbourne] *Fear of missing out: Connectedness through cyber communication*. Presented at the International Conference on Convergence and Business Journalism. September 27-28, University of South Carolina, Columbia, South Carolina, U.S.A.
- 2012 Building a Journalism program in Zhuhai from the ground up: A first-hand perspective. Panel presentation to International Division, Association for Education in Journalism and Mass Communication, August 8-12, Chicago, Illinois, U.S.A.
- 2012 Chinese perspectives and tipping points for an English-centric Web. Panel presentation to Multicultural Studies Division, Broadcast Education Association, April 15-18, Las Vegas,

Nevada, U.S.A.

- 2012 The diminishing role of radio in the 21<sup>st</sup> Century Broadcast curricula. Panel presentation to the Radio and Audio Division, Broadcast Education Association, April 15-18, Las Vegas, Nevada, U.S.A.
- 2011 [with Constance C. Milbourne] Too Close for Discomfort: An exploratory analysis of Connectedness and Internet Addiction among Chinese students. Presented at the Academy of Business Disciplines Conference, November 8-10, Fort Myers, Florida, U.S.A.
- 2011 [with Mark James and Constance C. Milbourne] Media Regeneration: Content Ownership Attitudes in the Emerging Global Media Market of China. Presented at the International Conference on Convergence and Society: Sustainability, Journalism, & Media Regeneration. October 27-28, University of South Carolina, Columbia, South Carolina.
- 2011 [with Constance C. Milbourne] When Consumption Becomes All-Consuming: Comparing "Stickiness" from the Business and Social Health Perspectives in China. Presented at the Association for Education in Journalism and Mass Communication conference, August 10-13, St. Louis, Missouri, U.S.A.
- 2011 Multiple voices, multiple languages: Challenges to an English-centric Web. Presented to Multicultural Studies Division, Broadcast Education Association, April 9-13, 2011, Las Vegas, Nevada, U.S.A.
- 2011 [with August E. Grant] The effectiveness of search terms in web advertising: A field experiment. Presented to Research in Progress session of the Broadcast Education Association, April 9-13, 2011, Las Vegas, Nevada, U.S.A.
- 2010 [with Constance C. Milbourne] Framing Internet Addiction: Comparing Chinese and American approaches to defining and recommending treatments. Presented at the International Conference on Convergence and Society: Science, Health, and New Dimensions of Communication. October 10-12, University of South Carolina, Columbia, South Carolina, U.S.A.
- 2010 Theory and Research in Convergent Journalism: Dead ends and Fresh starts. Paper presented in the session entitled "Theory and methods for research on the electronic media: Why? Where? How?" Research & News divisions, Broadcast Education Association, April 14-17, Las Vegas, Nevada, U.S.A.
- 2009 Content ownership in a convergent age. International Conference on Convergence and Society: The Changing Media Landscape. November 4-6, University of Nevada, Reno, Nevada, U.S.A.
- 2009 Crowd-sourcing: Cheap content for a media-maniac age. Panel presentation. Production Aesthetics & Criticism, Management, Marketing & Programming divisions, Broadcast Education Association. April 22-25, Las Vegas, Nevada, U.S.A.
- 2008 Building a convergent college newsroom in China. Presented at the conference titled

- Convergence and Society: The Participatory Web (3.0). University of South Carolina, October 9-11, Columbia, South Carolina, U.S.A.
- 2008 Convergence in Asia. Panel presentation, "Global media convergence: Web 3.0." Communication Technology & International divisions, Broadcast Education Association, April 16-19, Las Vegas, Nevada, U.S.A.
- 2007 May I have a bandage please? A decade on the bleeding edge of teaching convergence. Presented at the conference entitled Convergence and Society: Media Ownership, Control & Consolidation, University of South Carolina, October 11-13, Columbia, South Carolina, U.S.A.
- 2007 Tenure and promotion in non-traditional university environments. Panel presentation, "The future of tenure in broadcast programs," Courses, Curricula & Administration & Research divisions, Broadcast Education Association, April 18-21, Las Vegas, Nevada.
- 2007 Issues of quality news coverage in a graduate student news Web site. Panel presentation, "Journalism values in a multimedia world," Communication Technology & Multicultural Studies divisions, Broadcast Education Association, April 18-21, Las Vegas, Nevada, U.S.A.
- 2007 [with August E. Grant]. Lessons for Communication Technologies from Web Advertising. Presented to the Mid-Winter Conference of the Association of Educators in Journalism and Mass Communications, February, 2007, Reno, Nevada, U.S.A.
- 2006 [with Ai-Ling Wang]. Celebrating Our Differences, Learning Through Practice: Combining Chinese TESOL and American journalism students using Internet Videoconferencing. Conference in Digital Communication and Social Transformation: Chinese Societies and Beyond, December 15-17, 2006, Sponsored by Centre for Media and Communication Research (CMCR), Hong Kong Baptist University, Hong Kong, and Computer-Mediated Communication Research Centre (CMCRC), Nanjing University, Nanjing, China.
- 2006 [with Jack Keeler]. iPods and God: Uses of mobile media to enhance Faith. Conference entitled "Convergence and Society: Ethics, Religion, and New Media" sponsored by University of South Carolina, October 19-21, Columbia, South Carolina, U.S.A.
- 2006 [with Ai-Ling Wang] Crossing Borders: How cross-cultural videoconferencing can satisfy course goals in dissimilar subjects. International Conference on ICT in Teaching and Learning, "Enhancing Learning Through Technology." Sponsored by Open University of Hong Kong, Hong Kong Web Symposium Consortium, July 10-11, Hong Kong, China.
- 2006 [with Augie Grant & Hui Liu] Repeat Viewing of Theatrical Movies: A Pilot Study. National Cable Television Association Academic Seminar, April 8-9, Atlanta, Georgia, U.S.A.
- 2005 Converging curricula, colliding cultures: Shifting boundaries and the meaning of "our field." Conference entitled "Media convergence: Cooperation, Collisions, Change." Sponsored by University of South Carolina and Brigham Young University, October 13-15, Provo, Utah, U.S.A.

- 2005 [with Augie Grant]. Finding sources of data & secondary data analysis: Industry analysis. Research division, Broadcast Education Association, April 21-23, Las Vegas, Nevada, U.S.A.
- 2005 [with James Maurer]. Videoconferencing and Intercultural Communication. Presented at Regent University's "Teaching and Innovation" seminar, April 19, Virginia Beach, Virginia, U.S.A.
- 2005 Videoconferencing, Intercultural Communication and Language Learning. Presented at the Teachers of English to Speakers of Other Languages Conference (TESOL) conference; April 1, 2005, San Antonio, Texas, U.S.A.
- 2004 [with Ai-Ling Wang]. Bringing the world to their fingertips: The benefits of university-guided, student-to-student videoconferencing. Presented at the sixth global video conference entitled Let's Talk: Global Communications, Innovation, and Participatory Videoconferencing; December 9, 2004, organized through Ohio State University, Internet2, and OARnet, and archived at <http://www.megaconference.org/abstracts.html>
- 2004 The 21<sup>st</sup> century journalist: Opportunities and challenges in converging media. National College Media Convention, November 3-6, Nashville, Tennessee, U.S.A.
- 2004 The race to establish digital broadband TV services in Hong Kong: Winners, losers, and how they played the game. Conference entitled "The digital revolution: The impact of digital media and information technologies." University of South Carolina, October 14-16, Columbia, South Carolina, U.S.A.
- 2004 [with K.Chan, C.Fei]. Parental guidance of children's Internet use in Hong Kong: An explanative model. Mass Communication & Society Division, Association of Educators in Journalism & Mass Communication, August, 2-7, Toronto, Canada.
- 2004 [Invited Speaker]. Models for using Internet videoconferencing to enhance language learning. Tamkang University Conference: "ELT and E-Learning in an Electronic Age: Issues and Alternatives." May 28-29, Tamshui, Taipei County, Taiwan, R.O.C.
- 2004 The incredible shrinking classroom: Practices, benefits and consequences of Internet videoconferencing. Courses, curricula and administration division, Broadcast Education Association, April 16-18, Las Vegas, Nevada, U.S.A.
- 2004 [with S.McClung]. Diverging media convergence: Perceptual differences across cultures, genders and habits. Paper presented at the International Conference on East-West Identities: Globalisation, Localisation & Hybridisation, David C.Lam Institute for East-West Studies (LEWI), Hong Kong Baptist University, Feb 26-27, Hong Kong, HKSAR.
- 2003 [with S.McClung]. Reconceptualizing Interactivity: Sender-Receivers, New Media Use, and the implications for the Converged Audience. Conference on Expanding Convergence: Media Use in a changing information environment, November 6-8, University of South Carolina, Columbia, South Carolina, U.S.A.
- 2003 Webcasting royalty issues in Asia: Not just made in the U.S.A. Student Media Advisors

- Division, Broadcast Education Association, April 4-7, Las Vegas, Nevada, U.S.A.
- 2002 [with S.McClung]. A cross-cultural comparison of the dynamics of convergent media. Conference on the Dynamics of Convergent Media, November 14-16, University of South Carolina, Columbia, South Carolina, U.S.A.
- 2002 Station and Web Site Promotion in Hong Kong: An Overview. Management and Sales Division, Broadcast Education Association, April 5-8, Las Vegas, Nevada, U.S.A.
- 2001 Hard-wired for pop culture: A neurophysiological view of commodification through mass media. Fourth International Symposium on Intercultural Communication, October 14-17, Xi'an Foreign Languages University, Shaanxi, P.R.C.
- 2001 [with V. Sheer]. Heuristics in guessing and remembering URLs: Implications for effective URL design. Communication Technology & Policy Division, Association for Education in Journalism and Mass Communication (AEJMC), August 8-11, Washington DC, USA.
- 2001 [with V. Sheer]. URL use and predictors: A preliminary study. 8<sup>th</sup> International Conference on Cross Cultural Communication, July 24-26, Hong Kong, China.
- 2001 Media coverage of advertising topics in Hong Kong: Examining content and considering effects. American Academy of Advertising (AAA) Asia Pacific Conference, May 29-June 1, Tokyo, Japan.
- 2000 [with Chen Lu] Putonghua language radio programming in Hong Kong: RTHK and the Putonghua audience. Public Service Broadcasting Conference, June 6-8, Banff, Alberta, Canada.
- 2000 Using streaming technology to teach Communication research methods: Practical applications for intercultural communication. First place paper, Open category, Courses, Curricula, and Administration Division, Broadcast Education Association, April, Las Vegas, Nevada, U.S.A.
- 2000 [with Marie Curkan-Flanagan] Reviewing the TV news function in America: Practitioners vs. Critics. Broadcast Education Association, April, Las Vegas, Nevada, U.S.A.
- 1999 Removing language barriers through streaming media: Practical applications for intercultural communication. Third Annual International Symposium on Intercultural Communication, Shenzhen University, Shenzhen, P.R.C.
- 1999 Streaming media: the pitfalls, the politics, the promises. Broadcast Education Association, April, Las Vegas, Nevada, U.S.A.
- 1997 [with Steve McClung] Opinions of unsigned musicians toward college radio: As one or at odds? Midwest Association for Public Opinion Research, Chicago, Illinois, U.S.A.
- 1997 The critics versus the practitioners: Understanding the dominant frames of local TV news. Framing Conference for the Center for Mass Communication Research, Columbia, South Carolina, U.S.A.
- 1997 [with Ben Bates, Todd Chambers, Steve McClung] The efficacy of radio remotes: An

- exploratory study. National Association of Broadcasters, Las Vegas, Nevada, U.S.A.
- 1997 A tiger by the tail: Benefits and costs in the Distance Education Environment. AEJMC Regional Conference, Boulder, Colorado, U.S.A.
- 1996 Managing anarchy: A prescription for guiding college radio. First Place paper, Student Media Advisors Division, Broadcast Education Association, Las Vegas, Nevada, U.S.A.
- 1995 [with Augie Grant] Seasonality and talk radio audiences. AEJMC, Washington, DC, U.S.A.
- 1995 [with Augie Grant] The coat-tail effect and radio ratings. First place paper, Sales and Management Division, Broadcast Education Association, Las Vegas, Nevada, U.S.A.
- 1995 Farm team or funny farm: management of your station. National Association of College Broadcasters Regional Conference, Athens, Georgia, U.S.A.
- 1995 News and the college audience: How to do it right. National Association of College Broadcasters Regional Conference, Athens, Georgia, U.S.A.
- 1994 Death and the media. Conference on Death and Dying, Milledgeville, Georgia, U.S.A.
- 1993 What is news? A hierarchy of viewing perceptions. Western Social Science Association, Corpus Christi, Texas, U.S.A.
- 1992 How much is too much? Aversive visual stimuli and locus of control on attitudes toward and recall of television news. University of Tennessee College of Communications Annual Research Symposium, Knoxville, Tennessee, U.S.A.
- 1991 [with Ellen Bennett and Jill Swenson] Is the medium the message? An experimental test with morbid news. AEJMC Southeast Colloquium, Orlando, Florida, U.S.A.
- 1989 Recall and involvement: A tenuous relationship. SCA Doctoral Honors Seminar, Athens, Georgia, U.S.A.
- 1988 Listener involvement with radio news. AEJMC Theory & Methodology Regional Meeting, Knoxville, Tennessee, U.S.A.

### Sponsored, Invited, Creative Works

- 2002-2003 Freelance actor, Educational Television, Hong Kong. Selected works include:
- 2003 Principal Actor, "My Toys Can Talk." Educational Television, Hong Kong (RTHK). First aired November, 2003 Archived at <https://www.hkedcity.net/etv/resource/1277871268>
- 2003 Principal Actor, "Aunt Peggy's Soup." Educational Television, Hong Kong (RTHK). First aired April, 2003. Archive link not current; former link at [http://www.etvonline.tv/etv/front/archive.jsp?PROGRAM\\_REF NBR=????](http://www.etvonline.tv/etv/front/archive.jsp?PROGRAM_REF NBR=????)
- 2002 Principal Actor, "Rain or Sunshine." Educational Television, Hong Kong (RTHK). First aired October 7, 2002. Archived: <https://www.hkedcity.net/etv/resource/700722357>
- 2002 Principal Actor, "Thank You, Hat Monster." Educational Television, Hong Kong. First aired April, 2002. Archived at <https://www.hkedcity.net/etv/resource/1199187803>
- 2002 Voice Talent, Fork & Spoon, "Party On the Moon." Educational Television, Hong Kong. Aired March, 2002. Archived at <https://www.hkedcity.net/etv/resource/363250407>
- 2000 Executive Producer, Writer, Talent, for Streamed Video Lecture Series on Research Methods. Course Comm 2320 & 4020. Archived at <http://www.hkbu.edu.hk/~wilkinso>
- 1999 Voice Talent, Golden Handcuffs. Radio Play written by Dr. Peter Stambler and performed for RTHK radio, Hong Kong.
- 1998 Instructor/Coordinator, Multimedia Website, WUTK-FM. URL: <http://sunsite.utk.edu/newrock>
- 1997-98 Coordinator/Producer, Multimedia Website/Virtual Museum, Knoxville Museum of Art & University of Tennessee. URL: <http://sunsite.utk.edu/bessie>

- 1996 Voice Talent, Voices For Union. Instructional videotape produced by the Tennessee Presidents Trust, public service organization of University of Tennessee.
- 1994 Voice Talent, Middle Tennessee Experiment Stations, University of Tennessee Agricultural Extension Office.

### Subjects Taught/Course Titles

#### **Undergraduate (large lecture classes)**

Introduction to Mass Communication (HBU, UIC, SUSC)  
 Mass Communication & Society (UTol, UTenn)  
 New Media Technology (HBU, UIC)  
 Communication Theory (HKBU)  
 Group Communication (HKBU)  
 International Communication (HKBU)  
 Media Management (UIC, HKBU)  
 Persuasion and psychology of Communication (HKBU)  
 Media Law and Ethics (UTol, HBU)

#### **Undergraduate (production/skills classes)**

Convergent Journalism (HBU, UIC)  
 News Writing & Reporting (HBU, UIC, UTenn)  
 TV News (UTenn, UIC)  
 Video Field Production, ENG, EFP (UTol, UTenn, HKBU, UIC)  
 Social Media (UTol)  
 Computer Mediated Communication (HKBU)  
 Communication Research Methods (UIC, HKBU)  
 Audio Production (UTenn, HBU).

#### **Graduate (On campus)**

New Media Technologies (HKBU)  
 Communications Theory (UTenn)  
 Research Methods (UT, HKBU)  
 Seminar in Communications Management (UTenn)  
 Media Law & Ethics (RU)

#### **Graduate (Online/Distance Education)**

New Media Technologies (RU)  
 Global Media & Cultural Change (RU)  
 Research Methods (RU)  
 Media Law & Ethics (RU)

### Post-graduate Work Directed-Doctoral

- 2007 Jeff Lyons, *Political Talk Radio: Relationship with Values and Uses and Gratifications*. April, 2007.
- 2006 Bob Carey, *The working relationship of photojournalists and reporters: A co-orientation study*. August, 2006.

### Post-graduate Work Directed-Masters

- 2006 Terry Rendon, *Can't Turn Their Eyes Away: The Relationship Between Stress and Cable News' Continuous Coverage in Times of National Crisis*. Regent University Masters Thesis, August, 2006.
- 2005 Jessica Dorian, *A public relations media advocacy campaign to offset the negative effects of direct-to-consumer advertising on women's health*. Regent University Masters Project, July, 2005.
- 2004 Tania Lam, *Encounter with God in cyberspace: The choice of computer mediated communication in Christianity context*. Hong Kong Baptist University Masters Project, July, 2004.
- 2001 Velinda Cheng, *A model for an effective technological-mediated MBA program in HK*. Hong Kong Baptist University Masters Project, June, 2001
- 2001 Benjamin Cheng, *Clarifying attitude functions: An Empirical test using an object-based approach*. Hong Kong Baptist University M.Phil thesis, February, 2001.
- 2000 Catherine Lai, *A Case study on the crisis-response strategies employed by Cathay-Pacific Airways in the labor dispute of May 1999*. Hong Kong Baptist University Masters Project, June, 2000.
- 1999 Lu Chen, *RTHK: Putonghua audience and Putonghua channel*. Hong Kong Baptist University Masters Project, August, 1999.
- 1999 Helen Kwok, *Local media use and perception of media functions as predictors of local political participation*. Hong Kong Baptist University Masters Project, August, 1999.
- 1998 Jill Cohen-Walker. *Diffusion of Innovations Theory Applied: The adoption of digital on-demand technology by book publishers and printers*. University of Tennessee Masters Thesis, April 1998.
- 1998 Rick Wessels. *The achievements and experience of Access Point Interactive, Inc.* University of Tennessee Masters Project, June, 1998.
- 1998 Brian Copeland. *An audio guided tour of the University of Tennessee-Knoxville campus*. University of Tennessee Masters Project, June, 1998.
- 1997 Pam Williams. *College radio—Common ground for college radio programmers*. University of Tennessee Masters Thesis, April, 1997.
- 1997 Tessa Beach. *Nature's Medicine Chest*. University of Tennessee Masters Project, December, 1997.
- 1995 Mark Nagi. *The WUTK-FM Charter*. University of Tennessee Masters Project,

May,1995.

1993 Kim Wall. Talk radio: How talk stations use the format today. University of Tennessee Masters Thesis, December, 1993.

#### Professional Association Membership (current)

1987- Broadcast Education Association (BEA)  
1991- Association of Educators in Journalism & Mass Communication (AEJMC)  
2011- Society of Professional Journalists (SPJ)

#### Professional Association Leadership

1998-00 Associate Editor. Journal of Broadcasting & Electronic Media  
1998-00 Chair, Research Division, BEA  
1996-97 Vice-Chair, Research Division, BEA  
1994 Program Chair, Organizer, National Association of College Broadcasters regional conference

#### Professional Service

2016 Chair, BEA Ad-hoc Graduate Student Committee (BEA)  
2014 Research paper coordinator & chair, Broadcast Education Association (BEA) Region 5 conference, September 26-27, Oklahoma City, Oklahoma, U.S.A.  
2013 Research paper coordinator & chair, Broadcast Education Association (BEA) Region 5 conference, November 22-23, Austin, Texas, U.S.A.  
2013 Presenter, BEA research boot camp. Basic Experimental Designs for Media Researchers. Broadcast Education Association, April, Las Vegas, Nevada.  
2012 Presenter, BEA research boot camp. Sampling Do's and Don'ts. Broadcast Education Association, April, Las Vegas, Nevada  
2012 Co-organizer and competition chair, Intercollegiate Broadcasting Society (IBS) Regional Conference. November 1-4, Dallas, Texas.  
2004-12 Paper Judge, Annual Convergence and Society conferences  
1992-2007 Journal Manuscript Reviewer, various journals including *Journal of Media & Religion*, *Mass Communication & Society*, *Journal of Broadcasting & Electronic Media*, *Broadcast Education Association (BEA)*, *Journal of Media Economics*, *Association for Education in Journalism and Mass Communication (AEJMC)*, *Journalism Educator*

#### Professional Development

2017 Scripps-Howard Academic Leadership Academy (SHALA), Louisiana State University, Manship School of Mass Communication, Baton Rouge, Louisiana, June 11-14.  
2016 International Radio & Television Society (IRTS), Faculty Seminar participant, IRTS and Consumer Electronic Show, Las Vegas, Nevada, January 5-7.  
2015 Leadership & Team Building Conference, *Skillpath*, Toledo, Ohio, August 31  
2014 Participant, Curriculum Assessment and Program Planning, Chicago, Illinois, Nov 7  
2009 Participant, Quality Assurance Seminar, Hong Kong Baptist University, Hong Kong

- 2007 Participant, Multi-platform storytelling Training seminar, Newsplex/University South Carolina, Columbia, South Carolina, October 11.
- 2006 Participant, Flash Animation Training seminar, Newsplex/University of South Carolina, Columbia, South Carolina, October 19.
- 2005 Participant, Podcasting Training seminar, Brigham Young University, Provo, Utah, October 13.
- 2005 Fellow, Radio Television News Directors Foundation (RTNDF), Educator In the Newsroom (EIN) program. Four-week assignment working as an Assistant Producer at WTKR-TV 3, Norfolk, Virginia, May 23-June 22.
- 2004 Participant/Presenter, Sixth Annual Video Megaconference, organized by Ohio State University and Internet-2, global simultaneous videoconference attended by 363 schools, Dec 9.
- 2004 Participant, Moblog Training seminar, Newsplex/University of South Carolina, Columbia, South Carolina, October 14.
- 2002 Participant and co-organizer/consultant to ITSC-JUCC international video- conference, March 25.
- 2001 Participant, Third Annual Video Megaconference, organized by Ohio State University and Internet-2, global simultaneous videoconference attended by 150+ universities; sole participant from Hong Kong, October 3.
- 2001 Internet-2 sponsored seminar "managing digital video," Atlanta, Georgia, August 15-16.
- 2001 WebCT workshop, Hong Kong Baptist University
- 2000-01 Certificate, Level I and II Cantonese, Language Centre, HKBU
- 1999,2000 SEEQ exercise, Center for Educational Development, Hong Kong Baptist University
- 1997 Innovative Technologies Center HTML workshop, University of Tennessee
- 1990-94 Broadcast News Workshop, sponsored by University of Georgia

### Honors and Awards

- 2013-14 Piper Teaching Award Nominee, School of Fine Arts, Houston Baptist University
- 2013 Top Paper, Radio and Audio Media Division, Broadcast Education Association
- 2010 Prominent Teacher of Zhuhai, Zhuhai city government, Guangdong Province, China
- 2006 (May 28-June 2), Invited Lecture Series Speaker, Dept. of English, Tamkang University, Damsui, Taiwan.
- 2000 First Place Paper, Courses, Curricula and Administration Division, Broadcast Education Association
- 1996 First Place Paper, Student Media Advisor Division, Broadcast Education Association
- 1995 First Place Paper, Management & Sales Division, Broadcast Education Association.
- 1984 Letter of Commendation, Alachua County Sheriffs Department for role in capture of a murder suspect
- 1983 Associated Press (AP) award for Spot News coverage and eyewitness account of death row inmate execution

### Institutional Service

2017 -2019

Associate Dean, Academic Affairs, Sino-U.S. College, Beijing Institute of Technology, Zhuhai, China.

- Responsible for quality assurance oversight for nine degree programs and assist the dean on international development with partner institutions in the United States.

- Oversee the college registrar's office to handle scheduling and workload for over 80 faculty and staff serving 900 students.
- Oversee implementation of initiatives such as teaching evaluations, English language training and instruction, faculty development, program handbook creation, and course catalog creation and updates.

2014-2017

Chair, Dept of Communication, University of Toledo.

- Responsible for daily operations, scheduling, hiring, of large academic department (around 350 student majors).
- Formal and informal advisor to various student media organizations including PRSSA, WXUT-FM, and the *Independent Collegian* student newspaper.
- Ex-officio member of all department committees and responsible for budget, workload, community and international outreach.
- Coordinate and collaborate with other units within the College of Communication and the Arts (2014-16) and College of Arts and Letters (2016-).

2012-14

Program Coordinator, Journalism program, Houston Baptist University;

- Responsible for planning, negotiating, and building computer facilities for audio and video capture and production.
- Advisor, student newspaper *The Collegian*, Houston Baptist University. Responsible for oversight and publication of content for student print newspaper and website.
- Charged with integrating student newspaper with journalism courses as well as maintaining budget and upgrading facilities for roughly 50 undergraduate students from a variety of majors.

2008-2010

Acting dean, Division of Humanities & Social Sciences, UTC.

- Served on several top-level committees with President, Vice Presidents, and Deans including planning, budgeting, personnel, and Quality Assurance (accreditation).
- Responsible for budgeting, space, facilities for each.
- Primary representative and liaison to visitors, applicants, peer institutions, and significant college events.

2007-08

Program Coordinator, International Journalism, United International College;

- Responsible to oversee all elements of program implementation;
- Hiring & scheduling staff, organizing and scheduling classes, responsible for facilities development, alumni relations, coordinate industry liaison, and other duties assigned as needed

2005-07

Associate Professor, Dept. of Journalism, School of Communication & The Arts, Regent University

- Member, Doctoral Program Oversight Committee,
- Advisor to department online video news program, *iVoice News*, advisor to print newspaper *The Standard Report*, (formerly archived at <http://www.thestandardreport.com>)

2000-04

Assistant Professor, School of Communication, Hong Kong Baptist University

- Department Representative, Committee Chair, Communication Studies Department, Computer & Technology Committee, University IT committee, faculty advisor to student communication group,
- Chair, Research Committee. Dept. Communication Studies (2001-02), HKBU;

- Option Coordinator (Asst. Dept. Head), Digital Graphic Communication (2001-02), Option Coordinator (Asst. Dept. Head), Organizational Communication (2000-2001);
- Course Management Committee

1991-1998

Assistant Professor

Department of Broadcasting University of Tennessee, Knoxville.

- Masters Committee, Chair (1997-98);
- Task Force on Courses and the Web

### Recent Community Service

2017	Media Advisory Board, Owens Community College, Toledo, Ohio
2014-15	Bass, acoustic guitar, praise team, First Presbyterian Church, Maumee, Ohio
2007-11	Bass Player, praise team, Evangelical Church of China, Kowloon, Hong Kong

**Academic and Student Affairs Committee**

**Wednesday, December 1, 2021**

**Agenda Item: V**

**Subject:** Amendment to BOT Regulation 4.101 – Grading Policies

**Proposed Board Action:** This Regulation is being revised to clarify the guidelines for the changes of grades.

The University is requesting that the Board of Trustees approve the amendment to Regulation 4.101 for notice and adoption in accordance with the Florida Board of Governors' Regulation Development Procedure.

**Attachment:** Yes

1. Regulation 4.101 – Grading Policies

**FLORIDA A&M UNIVERSITY BOARD OF TRUSTEES**



**NOTICE OF PROPOSED AMENDED REGULATION**

**DATE:** December 1, 2021

**REGULATION CHAPTER NO.:** Chapter 4

**REGULATION CHAPTER TITLE:** Academic Affairs

**REGULATION TITLE AND NUMBER:** Grading Policies (4.101)

**SUMMARY OF REGULATION:** This amended regulation will provide guidance regarding the change to the incomplete grade process.

**AUTHORITY FOR REGULATION:** Section 7, Article IX, Florida Constitution and Board of Governors Regulations 1.001.

**RESPONSIBLE VICE PRESIDENT/UNIVERSITY OFFICIAL INITIATING THIS REGULATION:** Dr. Maurice Edington, Vice President for Academic Affairs.

**PROCEDURE FOR COMMENTS:** Written comments concerning this proposed regulation shall be submitted within 14 days of the date of this notice to the person identified below. The comments must specifically identify the regulation you are commenting on.

**THE PERSON TO BE CONTACTED REGARDING THE PROPOSED REGULATION IS:**

Dr. Genyne H. Boston, Associate Provost for Faculty and Academic Affairs, Tallahassee, Florida 32307-3100, (850) 599-3276 (Telephone), (850) 561-2551 (Fax), [academic.affairs@famu.edu](mailto:academic.affairs@famu.edu).

**FULL TEXT OF THE PROPOSED REGULATION:** The full text of this amended regulation follows:

## Florida A&M University Regulation



### 4.101 Grading Policies.

The University supports its grading system which is based upon the integrity of a grade earned in a course. The University Registrar is the official custodian of student grades and is responsible for recording approved grade change requests.

#### (A) Assignment of Grades

1. Grades are assigned at the end of the term in which the student was registered for the course.
2. Due to extenuating circumstances beyond the control of the student, a grade of "I" may only be assigned if the student is passing the course, but has not completed all of the required work by the end of the term. Grades of "I" may not be assigned in any course that a student withdraws from, has excessive absences in, or fails to attend.
3. A grade of "PN" will be assigned when a student is passing a course, but is not proficient. The use of the "PN" grade is only approved for courses in the Physical Therapy Graduate Program.
4. A student receiving an "I" or "PN" grade should not re-enroll in the course until after the "I" or "PN" grade has been permanently changed to a letter grade.

#### (B) Change of Grade

Changes of grades may only be accomplished under special circumstances and are governed by the following guidelines:

1. Effective fall 2021 grade changes pertaining to a grade of "I" (Incomplete) or "PN" (Not Proficient) must be submitted by the end of the next term in which the student is enrolled. Any Incomplete or Not Proficient grade that is not changed by the specified

time will revert to the grade earned by the student at the time the grade was assigned inclusive of missing assignment(s).

-For students who have not returned after the second semester; any incomplete grade that is not changed within one year of the last day of class in which the course was attempted, will revert to the grade earned inclusive of missing assignment(s) at the time the incomplete was assigned. Prior to fall 2021 the incomplete grade must lapse to 'N' (No grade reported).

~~Grade changes pertaining to a grade of "I" or "PN" must be submitted by the end of the next term in which the student is enrolled. An "I" grade that is not changed by the specified time will revert to an "F." A "PN" grade that is not changed by the specified time will revert to the grade earned by the student at the time the "PN" was assigned.~~

2. All grade changes resulting from a grade appeal must be submitted within one semester of the issuance of the grade.
3. Any other grade changes must be made within one semester of when the grade was initially assigned.

**(C) Procedure Governing the Process of Changing Recorded Grades**

Grade changes can only be made for the following reasons:

1. When it is determined that a grade was recorded in error;
2. When removing "I" or "PN" grades; or
3. As a result of a student's successful appeal of a grade.

Academic units wishing to request grade changes must submit a "Grade Change and Academic Record Update Form" to the Registrar's Office for processing. The form must contain the signature of the respective academic Dean in order to be processed.

*Specific Authority: Article IX, Section 7(c), Florida Constitution, BOG Regulation 1.001.  
History: New— 12-07-06; Amended 11-12-21; 1-xx-22.*



**Board of Trustees  
INFORMATION ITEM**

**Academic and Student Affairs Committee**

**Wednesday, December 1, 2021**

**Agenda Item: VI**

**Subject:** Student Affairs Update

**Background Information and Summary:** An update on the Division of Student Affairs.



**Board of Trustees  
INFORMATION ITEM**

**Academic and Student Affairs Committee**

**Wednesday, December 1, 2021**

**Agenda Item: VII**

**Subject:** Academic Affairs Update

**Background Information and Summary:** An update on the Division of Academic Affairs.