

Budget Committee Meeting
Department of Communications
October 2, 2020 @ 9am

ATTENDEES:

Provost Michael Bruno, Dean Denise Konan, Ann Auman, Brett Oppegaard, Colin Moore, Diane Chang, Gerald Kato, Hanae Kramer, Jaret Leong, Jenifer Winter, Ji Young Kim, Julien Gorbach, Kelly Bergstrom, Laura Lyons, Marc Moody, Patricia Amaral Buskirk, Rachel Neo, Ross Sutherland, Scott Schimmel, Wayne Buente, Wendy Pearson

SUMMARY OF DISCUSSION:

Budget Situation

We are facing a near- and long-term budget crisis in the state and at the university. The State Department of Budget and Finance indicates that the Governor intends to borrow \$750 million from the federal reserve in the current fiscal year 2020-2021 (FY21) to address the State's current budget shortfall; this loan must be repaid by the State within 3 years beginning July 1, 2021. Governor also intends to engage in one-time, cost-saving measures such as raiding a few reserve funds and deferring payments to other funds; these actions aim to get the state through this fiscal year. These are one-time fixes and we anticipate a significant shortfall in the State's budget beginning the next fiscal year (FY 2021-2022).

The University has taken steps to ensure that we will end FY21 in good shape. We have taken cost-cutting measures including a hiring freeze, travel freeze and restrictions on major spending exceeding \$25k. All University E/M positions will take a pay cut effective November 1, 2020; anticipated savings of this pay cut is approx. \$2 million this fiscal year and approx. \$4 million in the following year. Taken together, these measures position us to have reserves at the end of this fiscal year.

The State and unions are currently in discussions related to possible furloughs for State employees over the course of the next four years. We feel that the University cannot continue as a premiere R1 research university with four years of paycuts and freezes; we may lose some of our best faculty and it will not be good for morale.

Process

We will do everything that is necessary to ensure paycuts and freezes are as short lived as possible. To do this, we must start now to change the university to identify cost-saving efficiencies and increase revenue streams.

On the administrative end, Phase 2 of the Mānoa reorg is currently under development, creates four Vice-Provost positions and identifies for elimination approximately 12 E/M positions that will result in substantial cost savings for the Mānoa campus. Additionally, the Provost is co-chair of a Blue Ribbon Committee tasked with reviewing the Athletics program to assess the current program and identify a sustainable future.

The Mānoa Budget Committee has performed a review of academic programs and made suggestions with the intent to provoke conversations, new ideas and counter proposals. The Committee is now meeting with departments/programs and is open to new ideas and feedback.

Details of academic program reorganization, review, approval and consultation with unions and affected stakeholders will continue through Spring 2021. The aim is to be transparent and collaborative throughout the process as we continue to work to identify cost-saving efficiencies and increase enrollment revenue.

Details

Mānoa Budget Team suggestions included:

1. Reorganize the Department of Communicology (CALL) into the School of Communications (Social Sciences)

The deans, department chairs and faculty are in strong support to merge the units under a single umbrella. Discussions of a proposed reorganization between the two have been ongoing for years. A working group composed of representatives from Communicology, Communications and Library & Information Science has been meeting extensively to find the right balance of respect for the integrity and degree credentials of each program and coming together in harmony on budget, personnel actions and other key items.

Faculty are excited about the opportunities for collaboration and innovation, restructuring to make a stronger program (vs. smaller factions) which result in a positive impact to the student experience. The units appreciate the time provided to work on academics and concepts, explore partnerships in other areas, and are willing to move quickly on a reorganization.

Public Relations and Journalism while different disciplines share similar goals, to tease out the truth. The combination of media arts, practical skills, news literacy, etc. is what people want and need in the community and we want to respond to these needs and be a visionary program that UH can be proud of.

Budget constraints are anticipated in the coming years; therefore, units are encouraged to break down barriers, consider collaborating with other schools and colleges, and think broadly about how other programs and courses may help build and support programs and classes (e.g., Art, photo journalism, English, non-fiction writing course) and strengthen degrees on all sides.

The Committee believes this is an opportunity to better position the University and these disciplines to do something great that will benefit our students and the University and looks forward to hearing feedback from the subject matter experts in this area.

2. Reorganize the Master of Library & Information Science program and faculty from Information and Computer Sciences (Natural Sciences) to the School of Communications (Social Sciences).

The units are in support of this suggestion and will include this as part of a proposal to merge the units under a single umbrella.

3. House the PhD in Communication & Information Science in the School of Communications. Continue collaboration with Information & Technology Management (Shidler) and Computer Science.

Degree offerings will be assessed and included in the formal reorganization proposal.

4. Rename the School of Communications the School of Communications & Information Science

New school name is yet to be determined.

5. Stop-out admission to the BA in Journalism; and BA/MA in Communicology (merge with Communications).

There is a strong desire to preserve the BA in Journalism. Students have a passion for journalism and enrollment is up over 50% this fall; students are putting together a video to share. Alumni return as adjuncts, speak to classes, mentor students, and provide internships. Even small programs such as journalism tell stories about local culture and this is an important aspect to programs big or small. Journalists chronicle cultural history in their communities and some have expressed concern that a suggestion to stop-out a program like journalism, communicates the wrong idea to the community that this is not an important program. The Committee received extensive and well-articulated

comment/feedback from the units and from the broader journalism community regarding these concerns; the Committee clarified that the suggested stop-out of Communicology would have allowed the programs to continue as concentrations under Communications, however the committee understands better the plans and concerns in these areas. The Committee no longer recommends the stop out of admission to BA in Journalism or the BA/MA in Communicology. The Communications department has a plan to reimagine the Journalism program in ways that will likely increase enrollment.

Outcomes:

There is strong faculty and administration consensus on the following.

Reorganize the Department of Communicology (CALL) and the Library & Information Science program and faculty from Information and Computer Sciences (Natural Sciences) into the School of Communications (Social Sciences).

We do not recommend the stop out of admission to BA in Journalism. The Committee looks forward to learning more about the plans for the reimagined degree program.

We do not recommend the stop out of admission to the BA/MA in Communicology.

Additional Items for Consideration

- Faculty rank, seniority and salary are preserved when faculty move within and across departments.
- Advertising as a marketing component is often housed in business schools. At one time there was a partnership with the College of Business; this is no longer in place due to Shidler prerequisites. Alternatives considered to address advertising include delivering a public communications program that aligns with the social sciences aspect of advertising, not the business (marketing) component.