

## **CJC 2020 Task Force September 8, 2015**

Present:

Chairs: Hon and Bennett

Task Force: Torres, Coffey, Krieger, Christiano, Babanikos, Sheehan, McAdams, Kelleher, Graham

Observing: Molleda

Task force members were asked to assume the perspectives of various constituents in 2020 and share their expectations for the college at that point.

### **Undergraduate**

- Education and skill development focused on employer needs in growing industry sectors
- Allows students to develop a range of skills across disciplines
- Immersion opportunities will be paired with internship opportunities, particularly in power centers (New York, Chicago, Washington, etc.), and include non-media companies
- Formal collaboration with other colleges that will allow students to develop expertise in specific areas (e.g. health, economics, the arts, etc.)
- Develop non-traditional skills and emerging interest areas e.g. event planning, video game journalism, ideation/product development process, analytics etc.
- Structured career/internship guidance (progression from student to professional):
  - Annual goal setting/re-setting
  - Help them see themselves differently
  - Marrying pragmatism with passion
  - Understand entrepreneurial opportunities

### **Masters**

- Catering to students who want to change careers, gain opportunities to professionalize or acquire job-hunting skills
- Focused on skills and insights needs in growth industries
- Ability to take advantage of immersion opportunities
- Variety of faculty, particularly those with industry experience
- Reasonable tuition and low debt burdens.
- How important will in-residence be 2020 and beyond (do the economics make sense)?

(Separate discussion about lack of effective communication and overall awareness for and clarity about our masters program)

## **PhD**

- Increased focus on providing gateways to professional (vs. academic) opportunities
- Student may not be seeking tenure-track model
- Option for a research degree that would be of value to industry
- Offers the ability to engage in experiences (i.e. PhD internships) rather than rely on one big dissertation (build experience and job marketability)
- Possibly offers a “co-op program” that requires one year of professional experience
- Has designated tracks and partnerships with other units and colleges
- Provides program that encourages or supports entrepreneurship
- Offers a greater variety of advisers
- Helps build expertise in both primary and secondary research

## **Administration**

- UF is a top 5 public institution in the US
- Focused on colleges that make the University look good
  - For academic audience: who is creating and communicating the science, who is publishing and getting grants
  - For everyone else: Who is connecting various stakeholder groups, who is communicating science to media and the public
- CJC is providing communication expertise across the university
  - We provide theory, strategy and production; leverage storytelling expertise
  - Participating in non-communication grants by providing communication component/expertise (co-PIs)
  - Established a communication process and flow
  - We are connecting the science of communication with better communication practice

## Parking Lot Items (to be discussed later)

- Affinity groups: alumni, faculty inside and outside CJC, other students
- Professional development, focused on content expertise
- Immersion component of professional development
- We need more unstructured opportunities
- Need a discussion about terrestrial programs for masters students—largely those on PhD track?

- WE don't offer a professional program in PR for masters students. Courses may have to be taught online by professionals, traditional masters program may be shrinking.

**Next Meeting: September 15, 3 p.m.**

Agenda:

1. Complete constituent group discussion (alumni, industry)
2. Strengths and weaknesses
3. What don't we know