

## **CJC 2020 Task Force September 15, 2015**

Present:

**Chairs:** Hon and Bennett

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

The task force continued discussions on constituent expectations of the college in 2020. The meeting focused on industry, faculty and alumni.

### **Industry Expectations**

#### Expectations of the college:

- Consistency in skill development
- Establish a recognizable brand (what does our college stand for, what are our areas of expertise, what makes us distinct)
- Professional training and development
- World-class scholarship, best practices expertise
- Represent best of the Southeast

#### Expectations of student skills at graduation:

- Leadership and project management
- Communication (oral, written, visual)
- Conversant in production and editing
- Analytical and strategic thinking (connecting strategy to the bottom line)
- Storytelling that appeals to diverse audiences
- Professionalism (in communication, presentation and adhering to workplace norms)
- Data literacy and data analysis
- Conversant in technology, programming and coding
- Collaborative, work well in teams
- Problem solving
- Digital skills
- Understanding of audience dynamics and how to reach those audiences
- Understand media economics
- Translation of research or complex concepts into generalized knowledge/practice
- Forecasting
- Comfort with experimentation and innovation
- Willing to do things supervisor can't do or hasn't thought of and to "train up"

## **Faculty Expectations**

- Organizational structure that supports the mission
- Focus on student career development and job placement
- First-rate scholarship along research continuum (scholarly to applied)
- Clearly defined and executed research focus
- Dedicated to marrying theory with practice
- Active efforts to raise the visibility of faculty
- Aggressive strategies to recruit best students and right students
- Good mix of professors of practice that can create closer connections to industry
- A sense of community, collegiality and collaboration (across disciplines)
- Commitment to teaching the basics
- Incentive systems (including non-traditional tenure guidelines) that encourage and reward applied research and publishing outside of peer-reviewed journals
- Consistency across sections of the same course taught by different faculty
- Policy of course releases and travel funding so faculty can acquire new skills/knowledge
- More full-time (and fewer adjunct) faculty
- Staff and faculty that clearly understands the community we serve
- Opportunities to do more for college beyond traditional responsibilities

## **Alumni Expectations**

- Continued pride in college achievements
  - Student successes
  - Relevancy to the industry
  - Staying on the cutting edge
- Aggressive self-promotion to relevant audiences (peers, industry, etc.)
- Increasing value of the brand to attract industry partnerships and hiring
- Opportunities to connect with students for mentoring, careers, internships
- Opportunities for “lifelong learning”

## **Next Steps**

Now that the task force has identified ideal expectations from students, faculty, administration, industry and alumni, next steps are to:

- 1) Identify common themes across the profiles
- 2) Begin defining our distinctiveness in 2020. What differentiates us from other communication programs?

For the next meeting, task force members will individually identify three things that will differentiate the college in 2020. The task force will then assess which of the differentiators will be key.