

CJC 2020 Task Force Meeting
October 27, 2015

Attending: McAdams, Wright, Torres, Kelleher, Norberg, Babanikos, Coffey, Norberg, Sheehan, Christiano

Chairs: Hon and Bennett

Observing: Pelfrey

Bennett reminded us about the two town halls and the research meeting

Coffey: We mentioned preliminary plan in town hall invites. That seems official. Are we there? Should we call it something else?

Bennett: We wanted to have research discussion first. An option might be to send three perspectives and update our colleagues on where we are in the process.

Hon: We were charged to come up with ideas. We need to present some. Let's vet it, find out if people have better ideas. Talk to faculty senate. Can't have a free-for-all. We need to take on mistrust and address suspicions.

Bennett: We need to make sure people don't feel like this is a done deal.

Hon: We can be leaders, and if we're wrong, accept that.

Coffey: I don't disagree with final outcome.

Bennett: 15 minutes for readout.

Torres reviewed the scope of team 1's proposal, with an emphasis on research and collaboration with link to application and theory, science-driven storytelling, communication to improve lives, communication to effect social change.

Graham reviewed team 2's proposal, with an emphasis on collaboration, career-readiness at every level of student, immersion, ug research opps, science-based storytelling with an emphasis on using data for storytelling, professional development, peer relevance initiatives, new partners, value of industry and academics on faculty, recognizing immersion with certificate,

Kelleher reviewed team 3's proposal, excellence in pure and applied research, our role as the only AAU in Florida, collaboration, ethics, communication science department,

innovators for communications science, role of being international, re-branding around communication and media.

Bennett: group 1, what would be some metrics if we were successful?

Torres: our leadership, go-to resource, communications and change become inextricable.

Torres: Group 2, tell me more about immersion

Coffey: creating immersion opps for those who want to do research

McAdams: Could non-majors get certificate? May attract more students.

Graham: we have most popular minor

Overlap on science-based storytelling.

Sheehan: what is the headline on group 2? What is the larger story?

Coffey: that comes after we put everything together.

McAdams: Lots of similarities. The faculty deserve to see them when they're still not one.

Hon: There's so much opportunity to do more big science. There's very little industry funding for research. Let's leverage preeminence hires. This has to be a big part of what we're doing.

Bennett: on the communications science department—won't that create insiders and outsiders?

Kelleher: Yes, it has to be more about culture.

Sheehan: why aren't our preeminence faculty collaborating now?

Kelleher: they are now. There's a lot they're jazzed on.

What has the state given us money for?

Torres: there seems to be lack of common purpose.

McAdams: Giant grants are always collaborative and always result in greater good. People have to know you as a collaborator. We need those links.

