CJC 2020 Task Force Meeting
Dec. 1, 2015, 3:00—4:00 p.m.
Weimer 3202

Members in Attendance: Ann Christiano, Mindy McAdams, Bob Norberg, Tom Kelleher, Randy Wright, Amy Jo Coffey, James Babanikos, Matt Sheehan, Benny Torres, Katrice Graham

Guest in Attendance: Deanna Pelfrey
Co-Chairs: Randy Bennett, Linda Hon

Minutes

1. The meeting was called to order at 3:05 p.m.
2. Minutes from the November 24 meeting were approved.
3. Discussion of meeting with college staff
    Feedback from the meeting with College staff was shared. Bennett presented an overview of what the Task Force has been doing and showed the blog with the straw man and goals. Hon attended and R. Wright led discussion. Bennett asked the group to provide feedback and input and mentioned there is also a Google doc that can be edited. Some questions were raised about the role of DMP in the 2020 document, i.e., Where do they fit in? What about their stakeholders such as audience members, advertisers?
4. Discussion of blog
    The consensus was the blog should not be anonymous but rather transparent. There are others ways to provide anonymous feedback if people choose to do so.
5. Discussion of next steps
    Bennett mentioned the list of specific initiatives that came from the three vision filters. The group has prepared the framework for a vision. Should other groups be tasked with coming up with strategy and tactics? How much do we want to drill down? Coffey asked if the document is sufficient to meet the Task Force's original charge. Kiousis had mentioned in the previous meeting that the pieces were there for an overall strategic plan.
6. Discussion of distinctiveness of CJC
    Bennett asked about the unique story of CJC. Does the document tell a coherent story? Kelleher suggested that if we pick the right priorities, wouldn't 90 percent of the document be covered?
7. Discussion of top themes
    Task Force members suggested themes such as collaboration, diversity, immersion, storytelling, data/science, funding. Concern was expressed about going back to laundry lists. Aren't there really three main areas—academic excellence, career preparation, contribution to society? Torres noted that we have 35 ideas when we really need examples of two or three areas of focus. Discussion then was around storytelling (data, science, research) and its link to influence; industry and its link to innovation and influence, and improving society and its link to impact. Bennett suggested that at the next meeting, task force members come with a two-sentence statement about what we want the College to be in 2020.
8. Meeting was adjourned at 4:20.