

## 2020 Task Force

Meeting Minutes – 29 September 2015

Present: Babanikos, Bennett, Christiano, Coffey, Graham, Hon, Kelleher, McAdams, Norberg, Sheehan, Torres, R. Wright. Visiting: Grogan

Meeting convened at 3:03 p.m. The minutes from the previous meeting were approved.

The task force agreed that the essential question for the college, as part of this process, is: “In 2020, the UF CJC will be known for....”

The group agreed that the College will have to excel at specific core competencies and values regardless of strategic direction. After some discussion and tweaking, the revised list includes:

### Core Competencies:

- Create original scholarship on the theoretical underpinnings of communication
- Teach current and innovative research methods, theory, strategy and skills
- Teach storytelling principles and skills across all disciplines
- Provide best-in-class immersion opportunities for all students
- Excel at providing job and internship preparation and placement
- Excel at fostering leadership, innovation and social/legal responsibilities within the industries we serve.
- Provide exemplary public service to our constituencies

### Values:

- Interdisciplinary with specialized expertise
- Collaborative inside and outside the college
- Embracing highest standards of storytelling
- Culture of entrepreneurship and experimentation in academics, research and practice
- Grounding in progressive scholarship—scientific and creative
- Integrating theoretical and practical education and experience
- Faculty, staff and student diversity in career backgrounds and academic study, as well as demographic, geographic and socioeconomic mix
- Collegial and supportive environment focused on staff and faculty development
- Contributing to free and open societies with an informed and engaged citizenry
- Global reach and impact.

The task force began discussions of possible areas focus. The “straw man” list included:

- CJC will be a leader in translating complex health and science research to improve the lives of various communities throughout the world.

- CJC will concentrate efforts on interdisciplinary and multi-platform storytelling and audience engagement, based on science, data analytics and core principles.
- CJC will be a thought leader in understanding, informing and influencing young adults and diverse audiences.
- CJC will leverage its sports infrastructure, curriculum and alumni connections to provide premier sports communication education and experiences.
- CJC will focus on having a tangible impact on social issues through scholarship on social justice and social change communication, progressive public interest communication curriculum, catalyzing the professional community of influentials and movement builders and focusing immersion initiatives on community solutions.
- CJC will excel at experimental research and practice on emerging messaging and media platforms (e.g. social, virtual reality, gaming, wearables)

The task force discussed whether or not the language on the health and science research is differentiated enough from CTSI's mission. One suggestion was to stress communications rather than translation. Ann Christiano and Janice Krieger will wordsmith.

The group also discussed whether or not storytelling should be an area of focus or a core competency. Some argued that a focus on the science of storytelling would be a differentiator.

The group will meet next Monday from 1 – 4 p.m. to complete discussions on the areas of focus and map out a strategy to solicit input and feedback from various stakeholders.