

## **2020 Task Force Minutes – 22 September 2015**

**Present:** Babanikos, Bennett, Christiano, Coffey, Graham, Hon, Kelleher, Krieger, McAdams, Norbert, Sheehan, Wright, Torres. Visiting: Molleda

The meeting was called to order at 3:05 p.m. The minutes from the previous meeting were approved.

### **Discussion of opening process to public**

The task force discussed opening up the planning process to the public to:

- 1) Provide a model of transparency for other colleges taking on this process
- 2) Solicit ongoing feedback and fresh ideas from both internal constituents (faculty, staff, alumni, students, etc.) and the public at large.
  - a. Part of the process would include online “office hours” where task force members would respond to questions
  - b. One member suggested using the various Advisory Councils as “focus groups”
  - c. The task force discussed which online channel or channels would be appropriate.

While the task force generally agreed with the proposal, no formal action was taken on moving the proposal forward.

### **What Makes Us Distinct**

The task force began the process of reviewing a list of attributes/topics/values submitted by task force members that would make the College distinct in 2020. (See list below.)

Some members expressed concern that the list, and previous discussions, did not adequately address the needs and importance of the College’s PhD program and research mission. As a unit of a research university, it was suggested that our success would be measured by our research output. In addition, most of the College’s faculty have a research mission and are evaluated by their research, teaching and service. There was concern about potential push back on proposed differentiators if these issues weren’t addressed.

Other members suggested that it was too early in the process to worry about negative reactions and that we should not be constrained by current reality. Our charge was to be bold and our initial “straw man” should reflect that, and then be modified based on reactions from various stakeholders. It was also suggested that we should approach

this from “outside in” and reflect the marketplace needs first, before internal needs of stakeholders.

The group also discussed whether or not we can be truly distinctive with many of the proposed differentiators. The distinctiveness may be in the amount of emphasis, rather than the uniqueness of the task or program. Should we focus on leveraging current programs (e.g. sports, STEM, public interest) or explore other opportunities to distinguish the college?

In reviewing the list, the task force discussed grouping similar items into “synergistic balls,” e.g. job readiness and progressive scholarship, and finding areas of critical mass.

### **Next Steps**

It was suggested that the task force create a straw man (“non-precious prototype”) that task force members and other stakeholders could react to. Linda Hon agreed to draft that narrative.

At the next meeting, the task force will discuss the possibility of an off-site meeting to hash through remaining issues and emerge with a proposal that could be shared with internal and external shareholders.

The meeting adjourned 4:18 p.m.

List of differentiators:

- Diverse on-campus immersion experiences
- Excellence in managing and teaching data and analysis
- Innovative organizational structure
- High quality internship opportunities
- Cutting edge curriculum.
- Phenomenal student job preparation and placement rates for grads and undergrads
- Leading academic research faculty and scientists
- Culture of risk and experimentation
- Best-in-Class relevance to industry and alumni
- Teaching translational research skills
- Integration of theoretical and applied education
- Students grounded in the business of media
- Integration of applied research and immersive experiences
- Feedback and direction from advisory councils
- Faculty with professional experience

- Communications conduit for leading University
- Leading incubator of Southeastern U.S. communication talent
- Florida location, and focus on Florida features such as tourism and nature, environment.
- Public interest communications program
- Offer experience along the spectrum of storytelling.
- Leader in experimental research and practice on new messaging platforms
- Focus on using curriculum and immersion to affect social/community change
- Providing customizable education (academic and practice) across disciplines