2020 Task Force Minutes
October 5, 2015

Meeting convened at 1 p.m.

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

Dean McFarlin addressed the Task Force's work to date. Her recommendations included:

1) Continue to think boldly about what is possible.
2) Provide an overarching theme ("master frame") about who we are and the impact we could have.
3) Add another layer of specificity to the current set of competencies, values and areas of focus. For example:
    a. What is the best mix best of research vs. practice, professionals vs. scholars
    b. Address how to cast research within the context of industry needs
    c. As a Land-grant College, explore possible extension opportunities
    d. What partnerships within the University make sense
    e. What are the possible intersections between disciplines

The dean emphasized that research is critical to what we do. But as a professional college, we will be evaluated by our impact on the industries we serve. For example, the Business and Dentistry schools provide skilled practitioners to their industries, but also conduct research to help move those industries forward. Ultimately we will be judged within UF based on whether or not we are a top-10 college in our field.

The outcome of the 2020 process should provide guidance to the College on where we should invest our resources. For example, the Business school decided to invest more in current faculty rather than hire new faculty members.

Executive Associate Dean Kiousis provided this litmus test: if everyone agrees with our proposal, we have not been bold enough. If no one agrees, we have gone too far.

The task force addressed a variety of possible central themes, including:

1) Using communications to affect institutional and societal change and put society on a sustainable path
    a. Accelerate good through media, strategy and research
    b. Help students and faculty by creating partnerships with those who seek to do good
    c. Provide answers rooted in scholarship and research for how movements are built and sustainable change is achieved.
    d. Provide expertise to other UF colleges

2) Leveraging the intersection between curriculum, immersion, research and experimentation to have an impact on industry and the greater good
    a. Closer collaboration and alignment between immersion, research and experimentation
    b. Connecting theory/knowledge to practices to affect real-world solutions
    c. Advancing students who will be embraced by industry because of deep immersion experiences
    d. Research that feeds immersion experiences
    e. Experimenting, taking risks and investing in research where industries can't or won't
3) Providing core skills, curriculum and research that are aligned with constantly changing industry needs
    a. Help students to be a better you, find your place, live a purpose-driven life
    b. Training generalists and developing a college of special forces
    c. Providing agility, responsiveness, collaboration and currency in vertical applications
    d. Treating disciplines as pieces of larger whole
4) Understanding media eco-system and making pervasive information more effective for influence and persuasion
    a. Acknowledging media is pervasive in everyone's lives
    b. Facilitating a broader picture of media/communications in everything we do
    c. Addressing gluttony of readily-accessible information and how to use for impact
    d. Studying consumption and production of media across platforms and it how affects our lives

Other comments:
- Be Purpose-driven
- Be stewards of good citizenry
- Ensure we are providing current and relevant skills and research
- Affect change for sustainable, global good
- Make good things happen faster
- Influence and manipulate
- Leverage UF infrastructure and expertise
- Prepare current and future leaders
- Invest in STEM/non-profit communication interest areas.
- Focus on media management, media economics and analytics.
- Be experts in use of data in storytelling.
- Enhance masters and PhD programs.
- Professionally grooming our students in the marketplace and preparing themselves for professional behavior.
- Re-invest in classroom technology.
- Metrics of success: rankings, internationalism, research and preeminence
- Are we the communications college of the future?