

**2020 Task Force Meeting Notes**  
**October 13, 2015**

Meeting convened at 2 p.m.

**Present:** Linda Hon and Randy Bennett (chairs): James Babanikos, Amy Jo Coffey, Katrice Graham, Janice Krieger, Bennie Torres, Mindy McAdams, Bob Norberg, Tom Kelleher.

**Observing:** Sri Kalyanaraman, Debbie Triese, Kim Walsh-Childers, Wayne Wanta.

The chairs laid out two mock strategic plan templates (see below) organized around specific visions for the college, and created three teams that would each complete a strategic plan template around three themes. One theme is focused on a mission of social impact. The second is focused on preparing students for successful careers. The third proposed theme focused on being a leader in helping the public understand and use media to improve their lives and the community overall.

Some members of the task force expressed concern that the academic mission and reputation of the college is not represented in these proposed themes. They argued that one thing that could make the college distinctive is innovation in research approaches and connecting academic and applied research to industry needs. Academic distinction would improve and solidify our standing within UF and also lead to industry credibility.

The ensuing discussion focused on whether academic distinction and approaches should be woven into any strategic focus (i.e. a core competency) or if the college needs to invest more aggressively to establish our research preeminence. Some believed value to the industry would be a key measure of our success while others thought reputation among our peers would be a more likely measure.

The task force decided that the third team would approach the strategic template with a research excellence and innovation focus.

The teams are:

1. Social Mission: Babanikos, Christiano, Sheehan, Torres
2. Preparing for Careers: Coffey, Graham, Norberg, R. Wright
3. Preeminence in Research: Hon, Kelleher, Krieger, McAdam

The teams will discuss vision, mission, strategic priorities and associated initiatives associated with their theme. The task force will then evaluate the three plans and identify common threads and attempt to weave into recommended mission, vision and priorities.

The plans will be presented on October 27. The group will meet on October 20 to check-in and address any issues.

Below are the templates. These are mock-ups only (they don't reflect the thinking of the entire group) and are intended to provide structure and uniformity in our discussions.

## Strategic Template 1

### Vision

To be one of the world's most respected programs in communication education, practice and scholarship.

### Mission Statement

CJC is dedicated to education, skills development and scholarship in communication practice and science to affect sustainable social change and improve lives of individuals and communities around the world.

### Values Statement

To achieve excellence, CJC is dedicated to these values:

- Commitment to social justice and change
- Highest-standards of academic excellence
- Preparing students to achieve life goals
- A culture of collaboration and cooperation
- Courage, honesty and integrity

### Guiding Principles

- Interdisciplinary teaching and initiatives with specialized expertise
- Grounding in progressive scholarship—scientific and creative
- Based on integrated theoretical and practical education and experience
- Appropriate mix of faculty with academic and professional backgrounds
- Global reach and impact.

### Strategic Goals and Supporting Initiatives

- 1) **Science-based Storytelling:** Concentrate efforts on interdisciplinary and multi-platform storytelling and audience engagement, based on science, data analytics and core principles.
  - a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 2) **Hands-On Experience:** Provide unparalleled opportunities for all students to gain hands-on experience and develop essential skills embraced by employers

- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 3) **Communication to Improve Lives:** Be a leader in the science behind and communication of complex health, science and other research that can improve the lives of various communities throughout the world.
- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 4) **Communication to Affect Social Change:** Conduct research and develop undergraduate and graduate curriculum to understand effective social change communication and prepare students for careers in public interest communications.
- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 5) **Experimental Research:** excel at experimental research and practice on emerging messaging and media platforms (e.g. social, virtual reality, gaming, wearables), with an emphasis in supporting strategies 3 and 4.
- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative

## Strategic Template 2

### Vision

To be one of the world's most respected programs in communication education, practice and scholarship.

### Mission Statement

To help communication industries grow and prosper, CJC will provide deep audience insights, be a testing ground for new models and approaches and deliver well-trained and career-ready practitioners.

### Values Statement

To achieve excellence, CJC is dedicated to these values:

- Highest-standards of academic excellence
- Preparing students to achieve life goals
- A culture of collaboration and cooperation
- Courage, honesty and integrity

### Guiding Principles

- Interdisciplinary teaching and initiatives with specialized expertise
- Grounding in progressive scholarship—scientific and creative
- Based on integrated theoretical and practical education and experience
- Appropriate mix of faculty with academic and professional backgrounds
- Global reach and impact.

### Strategic Goals and Supporting Initiatives

- 6) **Hands-On Experience:** Provide unparalleled opportunities for all students to gain hands-on experience and develop essential skills embraced by employers.
  - a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 7) **Science-based Storytelling:** Concentrate efforts – in the classroom and in practice -- on interdisciplinary and multi-platform storytelling and audience engagement, based on science, data analytics and core principles.
  - a. Initiative

- b. Initiative
  - c. Initiative
  - d. Initiative
- 8) **Deep Verticals:** Marshall all disciplines and immersion platforms around specific topic categories, e.g. sports, health, millennials.
- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 9) **Industry Insights:** Focus on applied research with actionable insights across communication industries.
- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative
- 10) **Experimental Research:** excel at experimental research and practice on emerging messaging and media platforms (e.g. social, virtual reality, gaming, wearables).
- a. Initiative
  - b. Initiative
  - c. Initiative
  - d. Initiative