

Immersion Task Force minutes  
October 19, 2015

Present: Bridget Grogan, Kay Tappan, Mike Weigold, Andy Hopson, Gary Green

Meeting was called to order at 11:05 a.m.

The group discussed the idea of a portal for students to access information about all experiential and immersive opportunities. The group discussed what opportunities should be included on this list. In addition to the Agency and INC venues, could AdWorks, Alpha Productions, ChomPics, frank and Study Abroad be included? Would these be considered deep enough experiences? It was suggested that all of these would offer learning “touchpoints” for students and that some experiences would be deeper and richer than others. Is there an opportunity for any kind of partnership with the Digital Worlds Institute that could benefit CJC students?

The long-term capacity and expectations for the Agency were discussed. The Agency currently accommodates 91 students. Hopson noted that another adviser would have to be added in order to grow that number. In order to offer an experience for all ADV and PR students by 2020, Agency would need to add 10 faculty/staff members.

Could a partnership between the Agency and INC be beneficial? Could the Agency brand be strengthened by partnering with the INC and/or Media Services?

The group discussed a new definition of the College for the future. What would that look like? And what would immersion opportunities need to be based on that newly-defined mission?

As the group discussed a new definition and mission for the College, it was noted that a failure to adapt had created obstacles to recruiting students. The numbers were reported to be down from 900 to about 450 JOU's, for example.

Weigold suggested that immersion opportunities could consist of:

Existing opportunities

New opportunities that faculty and staff create

New opportunities that students create.

Grogan noted that the College needed to be nimble and fleet-of-foot in creating new opportunities and that a different kind of experience could and should be created outside of the output-heavy, product-specific, product-driven venues (INC and Agency).

Members discussed the idea of creating a new “space” that would differ from the academic and current venue spaces. This third tier of learning could involve partnerships with other colleges (STEM fields) and allow CJC students to learn communication skills for other fields. Green noted this would offer an opportunity for “creation/incubation” versus the output-heavy “content generation” venues. CJC needs a place to grow new ideas, test, pivot and change on a frequent basis.

Meeting was adjourned at 12:05.

Respectfully submitted,  
Bridget Grogan