Budget principles ranked from highest to lowest overall rating.

The college is committed to providing students with superior skills development opportunities. – 4.380

The college is dedicated to meeting its ethical, legal and social responsibilities. - 4.203

The college pursues innovation in communication education and research, aiming to prepare students for the jobs of the future. - 3.962

The college is committed to both research and professional practice that produces significant social impact on a local, state, national and global scale. 3.823

The college is committed to producing preeminent scholarship. – 3.8

The college nurtures faculty and staff welfare and accomplishment. 3.785

The college integrates theoretical and practical education and experience. 3.772

The college’s faculty and staff will reflect a diverse mix of academic and professional backgrounds. -- 3.759

The college’s work is grounded in forward-thinking scholarship, both scientific and creative. 3.753

The college is committed to maintaining and improving a diverse and inclusive environment. 3.696

The college is committed to incorporating diversity and inclusiveness in our faculty, staff, students, curriculum, research, immersion properties and culture. – 3.633

The college is committed to thought leadership in communication education and our industries. – 3.364

The college is committed to developing competence in intercultural communication and behavior for all who are part of our college, industry and society. – 3.308

The college provides interdisciplinary teaching and initiatives with specialized expertise. – 3.190

The college’s programs will have global reach and impact. 3.051

**Open-ended responses:**

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| I would have liked to have seen a statement specifically referring to graduate studies. I think graduate students should be differentiated from generic "students" (which I think most people read as undergraduates.)So something like: The college is committed to recruiting and training high-quality graduate students.  |
| While there are plans to hire even more new faculty, we have to seriously question the wisdom in such decisions.  |
| We need to re-evaluate, even in the short term, how best to prepare graduating students to enter job markets with newly imposed economic constraints. The practical, experiential programs will become more important than ever to ensure our graduates can find gainful employment.  |
| Reducing beaurocratic overhead that has ballooned in recent years through the hiring of a great number of administrative positions of personnel with little connection to College teaching, research and creative activities. Reducing none tenure track teaching lines that have greatly increased in recent years in favor of returning to hiring more tenure track faculty positions.  |
| Not principles, but I urge you to consider that the budget cuts result from a reduction in state funding. Operations that do not use state funds (media properties, PIC, online, etc...) should not be part of this conversation. In addition to "cuts," I also suggest you speak with the business office to identify (if any) funds that have been earmarked for projects (or other things like travel) that will not happen or funds that have cash not being used. Let's not cut expenses while leaving unused money in accounts. Finally, instead of "cuts," people should be asked for suggestions about areas where operations can be streamlined. Thank you for taking on this difficult task.  |
| I believe that while much of what has been asked in the survey is important, during times like this it's critical to focus on what CJC is known for and what it does best. The importance of offering a unique academic experience that provides industry-leading immersive experiences is important at the core of who we are and what makes us a great educational value. Building on and focusing our resources in areas of known strengths seems like a prudent course of action at this point. Thank you for considering my thoughts. |
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| I think one of the most important things to remember is fairness and reasonableness. I also think we need to explore alternate revenue streams that could be offered online to internal and external partners.  |
| I didn't understand half of those principles because I don't worship my own CV. And where are the principles of public service and community outreach that are the backbone of the media properties? What a disappointment that you haven't even given voice to the people on our own "front lines".  |
| Pet projects and sacred cows should be identified with a gold star because they tend to not be vetted to begin with.  |
| Commitment to quality undergraduate professional education. |
| I do feel dismayed to not see the word 'journalism' in the survey, and now see the word likewise not mentioned in CJC's mission statement. This strikes me as a fundamental flaw given the name of our college and the special role of journalism to democratic society that separates it from all other forms of communication. Particularly given the relentless attacks on journalism currently, proxy attacks on our free and informed society, I would love for us to consider our fundamental commitment to saving the principles and work of journalism as one to safeguard in budget decisions. This would be my "5." On the others listed here, it is often not necessary to prioritize one or the other, for example, if our scholarship and creative input are pre-eminent, so will be our thought leadership. I also worry that the way the survey is cast, we pit diversity/inclusion against our scholarship, when again if scholarship is not inclusive, it is not pre-eminent, and so on. Thanks for the space to add 2 cents. |
| Caring and concern for each other as colleagues. |
| I appreciate your effort in doing this survey, but we are not able to articulate our desires based on it. The above is filled with aspirational sentences and, in some instances, a mind set. Forgive me if this is out of turn, but you need to ask direct questions in order to get direct answers that are easy to understand. Vague and fluffy language like above leaves things open to interpretation. I do not know what real life expenses are associated with each question? All of these goals above can be maintained in a recession, you just have to be creative. We do not need to just raise the white flag on these aspirational goals/feelings?How about asking:1. How important is it to preserve every single job of faculty and staff:2. How important is it faculty still maintain their allotment of conferences.3. How important is it to purchase brand new top of the line equipment.4. How important is it to insert x, y, and z here. This is the only way you will see what the REAL priorities are.My priorities: save all jobs above all else. I support delaying new equipment purchases, giving up or greatly reducing conference participation and travel, re-allocating serve demands in favor of more teaching, if needed, reducing money for events and celebrations (cancelling, if needed like CJC Awards, or AEJMC social, etc). I would also pull back on $100,000 pledged to a failing newspaper that falls outside the scope of our college and has refused to re-imagine itself. Lastly, the Agency is hemorrhaging money and needs to seriously be evaluated for cuts. As a last resort, try a 5% pay cut across the board (all faculty and staff), with 3.5% cut for those making above $100,000. I have no idea if that violates collective bargaining, but hopefully collective group decisions can make cuts without sending anyone to the unemployment line. |
| Diversity, Equity and Inclusion are non-negotiable. |
| Principles are good, but rating these principles does not translate into budget decisions. Budget cuts are going to mean faculty, staff and program reductions. We need to look at cutting courses or programs, increasing class sizes, reducing number of sections. We need to ensure time to do research for faculty tasked with labor-intensive online teaching. Our principles do not change in times of belt tightening, but our priorities do. |
| I believe students' future should be put above all else. Their education should be our #1 priority. We are an institution of higher EDUCATION, even as an R1.  |
| Preeminent teaching |
| I know that I responded to everything as very highest priority. And that is because I don't think we should let our standards slip. Each one of these principles are important! There must be other ways to assess how to cut budgets. I know you put work into this so please forgive any perceived criticism. I want to be part of the solution. But these categories are broad -- perhaps diving into each principle to ask for how specifically budget cuts can be made within. Like I said, I'd like to be part of the solution and I'm here all summer so please let me know how I can be of help. Joanna  |
| Not sure how these measures figure in budget decisions. We all aspire to the principles above.  |
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| I don't know how to answer these questions, as the connection between the principle and the value proposition isn't clear. I am of the opinion that budget decisions have to be made with respect to the value proposition of our College to our constituents. For students, there are many amazing colleges and universities throughout the state of Florida that offer excellent undergraduate education. However, as the flagship research institution in the state of Florida, this is the best place to receive an undergraduate education that is grounded in cutting edge scholarship. It is also the best place in the country to receive certain types of specialized training at the Master's and Doctoral level. At a basic level, the principles that set the University of Florida apart from every other institution in our state is a commitment to offering education in an environment where world-class scholarship is being conducted. In an ideal world, this type of education can be supplemented with other, varied experience. But, the scholarship space is where we have competitive distinction. In my mind, it is impossible to be committed to excellence in research and scholarship and not promote diversity, inclusion, developing skills, intercultural communication competence, etc. Nearly everything on the list applies in my opinion.  |
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