

Budget and Long-Range Planning Committee

Meeting Minutes September 29, 2023

Members present: Christiano, Freeman, Fernandes

Call to order 3:05pm ET

Discussion topics

- Juliana informed committee members about the committee's charge for this year: "What are the big issues/challenges/opportunities in mass communications in the next five years?" This charge was proposed by Spiro during a meeting with Juliana on September 14, 2023.
- Committee members brainstormed ideas to approach this charge and developed a timeline for completion. Specifically,
 - o Conduct formative research by:
 - Identifying the domains we want to focus on
 - Ann suggested: specific implications of AI for mass communications, self-driving technology and the implications for media consumption and interactions
 - John suggested: rise of grassroots and independent publications such as "Gainesville Word of Mouth" and "Alachua Chronicle"
 - Identifying key people that we can conduct interviews with
 - Ann secured an interview/conversation with Drew Harwell from the Washington Post on October 2, 2023.
 - Reaching out to the department's Advisory Councils. Ask to have this topic as an item on the agenda when they visit the college.
 - Bringing this topic to the departments for discussion
 - Researching trade publications in our respective fields (e.g., AdAge, AdWeek, PR Week News, Poynter, etc.).
 - Interviewing Nathan Carpenter, Director of the Atlas Social Media Lab to understand future trends in social media monitoring.
- Ann suggested that the result of this work be put into a publication format (i.e., The Conversation) and a deliverable for the end-of-year college retreat/meetings.
- The Committee agreed to have most of the formative research by the end of Fall 2023.

Meeting adjourned 3:32pm ET