Question 3: Please list up to the five most important aspiration you would like to see the College achieve – What do we care deeply about?

Answers:

8:30 – 9:45 College Leadership Team and Senior Faculty

- Become a more cohesive college that moves beyond historical divisions
- Achieve financial stability
- Recruiting more international students to online and on-campus programs
- Need infrastructure for continuing education
- Strong doctoral program COM/MASS COM/IS
- Enhance civic culture (strengthen journalism/lifelong teaching)
- Bringing college together with dedicated classroom and research space
- Community engagement/service learning
- Extramural research
- Be the college of choice for students
- National and international reputation enhancement
- Helping Journalism save democracy
- Maintaining and enhancing research excellence
- Maintaining and enhancing instructional excellence
- College that is highly sought after by employers (producing graduates in-demand)
- Collaborative and supportive units across the college
- Engaged, energetic faculty with an eye towards tomorrow's trend
- Creating a space that prepares students for tomorrow's trends and work today (technologically advanced)
- Top ranked college for CCI majors
- Building
- Advancing media literacy and critical thought
- Mutual trust, respect and collaboration
- Cultivate Alumni
- Leader in open exchange of ideas in free society
- A new building – central location for collaboration
- Translational research – locally, nationally, globally
- A stronger and better funded graduate program
• Diversity faculty, staff and student populations
• Bring the college back to being a leader in extramural funding

10:00 – 11:15 Untenured Faculty

• Best PhD program in country
• Integration with community
• Support for students and faculty to generate new ideas, “idea juggernauts” generate data insights
• We value diversity and students/faculty aware of diversity issues
• We would like to lead within our university (in teaching research, functional communication issues)
• We would like to solidify an innovation identity common
• New building, co-location
• Expanding PhD program to entire college
• Developing and furthering rigor of graduate programs
• Address gender-based inequality (salary, service, teaching evals)
• Account for better variety of research outputs
• Identification solicitation and stewardships of significant donor or donors who can support
• Construction of an academic home for college, along with endowed professorships and lectureships, and research programs
• Collaborations between college with UK HealthCare and UK Athletics to heighten measurable outcomes for students, faculty research and alumni
• We can become a destination on campus rather than a place to pass through
• Growing focus and strengths with social impact
• Integrating units to take advantage of full strengths across college
• Build on strengths in distance education
• Well-positioned to integrate new technologies into research and education

11:30 – 12:45 Student

• More clarity with regard to course planning and curriculum planning for students
• Increasing positive relationships with the commonwealth
• Embrace diversity in faculty research and put less specific emphasis on health/instructional at expense of others
• Job placement after graduation
• Improving rankings
• Network for students to connect with alumni
• Marketing to diverse populations/students as well as staff
• Funding
• More diverse study body and faculty
• A new building
• Certification prep courses/vouchers
• Connections and relations past Kentucky for jobs
• Alumni, etc. there are lots of resources if you need help finding a job in Kentucky, but not much if you want to move out of Kentucky
• A new building to house all available tools, research, labs, faculty, grads, student work spaces
• Building a stronger media/mass comm focus
• Better access to equipment/resources or check out system or loan to them if need for class
• More opportunities to build relationships with more people in our colleges

1:00 – 2:15 Staff

• Continuing education for staff/faculty
• Keep better track of Alumni (5 Years)
• Surveys/successes
• Top ranked program CCI attracting students and having employers recognize to recruit them
• Strive simply, the best – statewide and national ranking our college a students first choice upon considering UK.
• Recruiting expert faculty/attracting high caliber students
• More connected
• Centralized location to build community
• Creating a community that fosters great communication, commitment and compassion in order to better serve our constituents
• Cultivating and maintaining meaningful student engagement
• Single, unified voice in a single, unified place
• Collaboration
• Career prep (centralized unit within college)
• Less competition between departments-funding specializing collegiality
• Mutual respect, across employee positions/types/rank
• A new building
• Expanding student opportunities for academic and professional development
• Lab space (computers) for the students
2:30 – 3:45 OPEN

Faculty

- To lead the university in up and coming areas of sports, and e-sports.
- An improved space that allows collaboration
- Hub to inter-connect local talent and academics
- Building community and international partnerships
- Increase our rankings – units and college
- Create emphasis on programs that attract students (e-sports)
- Create emphasis on emerging technology/lab space
- More funding for the graduate program
- New Building

Tenured/Untenured faculty/Alumni/Staff and Community

- Diversity, people and courses
- More widespread media service work
- More involvement with community organizations
- Stronger graduate program
- New facility for everyone (media facilities for students)

Student/Staff

- Perception of college of CI among business and STEM majors
- Community-Centered Building classes, offices and study locations
- Expanding previews outside of mid-west nationally/internationally?
- More broadcast faculty

4:00 – 4:45 Students

- Build a better more connected community
- Our own designated building
- Career center – help, ideas
- Transform student consistency – better job placement
- Enlarge alumni engagement
- More opportunities for UG to have exposure to practical resources
- Everyone in one building
- Graduate student and faculty relationships
- PhD program in Dept. of Comm.
- Improve graduate programs: funding; recruitment; reassess education programs
• Strive for UK Comm program to [increase] in its national ranking, resulting in increased competitiveness and prestige/respect
• Lack of organization and college-to-student information communication - when [there is] a question, it seems no one knows an actual correct answer. Transitions are hard and that is OK, just something with lots of room for growth.:-(

SOAR Analysis Feedback for:
Tuesday, November 19, 2019

8:00 – 9:00 External Partners

• Funding for internships and other projects
• Balance between teaching and research
• Funding opportunities for undergrad and graduate students
• Awards and recognition – campus wide – National Rankings
• Getting graduates to stay post-graduation in Kentucky
• Physically unified vision of curriculum
• Find way to support journalism and its role in democracy and communication in a 21st society
• Helping communicate importance of higher education
• Restructure National Advisory Council which is reflective of new vision
• Communications career center
• New Building
• Business partnerships to keep graduates in Lexington
• Bigger presence on campus
• Highlight successful graduates in order to attract incoming students
• Crisis management

9:00 – 10:45 OPEN

Group Faculty / Faculty

• Building
• Research – increased resources
• Opportunities for advancement for faculty & staff
• Diverse Faculty
• Alumni and External relations
• Digital village and facilities to become a campus destination
• Serve the students of Kentucky better – identify what is unique about the commonwealth and react accordingly
• Equitable allocation of resources across programs reflection for and appreciation of all the college areas
• Excellence of student services and support across all programs and levels
• Space – better facilities
• Budgets (funds follow the achievements) changing the model an achievement-based model
• More facility: both research faculty and lecturers’ model in college
• Better standard (recruitment) of graduate education (rigor of the training)
• Continued transparency in the administrative decisions of the college

**Staff/Alumni**

• Enhance facilities
• Assess JOU major, ICT course availability, MAS updates
• More professional level training (new and changing fields) – they need a facelift
• Be the benchmark for varying areas across campus
• How do we supply world-ready workforce upon graduation that can adapt to a changing environment?
• Incoming scholarship – we have nothing
• More inter-department and collaboration
• Reducing student academic uncertainty
• Post-graduation employment/success rate
• Digital integration / modernization of classrooms
• Increase online course offerings
• Continue diversity and inclusivity excellence