

SOAR Analysis Feedback Form / OPPORTUNITIES

Monday, November 18, 2019

Question 2: Please list up to the five most significant opportunities that exist for the College
– What are our stakeholders asking for?

Answers:

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

- Demand for digital media production
- Sport communication
- Information science/translation science expertise
- International recruiting
- Online learning
- Expansion of health communication at a time when reliable health information is more critical
- Attracting and retaining varied faculty (special title and extension series are distinctive)
- Multi-platform preparation of students in all forms of medical communication
- New building
- Facilitate faculty professional development in the industry and industry professionals
- Technology (up-to-date)
- Strategic recruiting (faculty and students)
- Financial resources (increasing funding opportunities and stewardship)
- Building
- A more diverse faculty and staff that reflects our student population
- Protect the First Amendment
- Develop a flexible, nimble curriculum
- Collaborative initiatives within the college and outside
- Be recognized as UK's leader in online education
- More active research collaboration among faculty members
- More active teaching collaboration among faculty members
- Digital, disruptive technologies
- Refocus new faculty on pursuing extramural funding / corporate partnerships
- Infuse a culture of rigor into undergraduate and graduate curriculum
- Capitalize on changing demographics and online learning
- Opportunities to assess who we are as a college

10:00 – 11:15 / Untenured Faculty

- Curriculum update (undergrad and graduate)
- Unified physical location and upgraded facilities/equipment
- Inclusion of PTIs in decision making-making; faculty retention
- Better promotion research and creative activities
- Retention and higher enrollment of undergrads
- Opportunity to collaborate across units
- Opportunity to engage under-graduate and graduate students in research, community, collaboration
- Opportunity for common useable work environments to foster collaboration
- Opportunity for developing critical skills in classroom and promoting our students in the professional world opportunity to develop professional online master's program
- Serving Kentucky as part of our mission as a land-grant
- Developing collaborations within and across comm and information school
- Greater investment in non-Tenure Track Faculty and staff working conditions (i.e., mentoring)
- Good opportunity to retain excellent and diverse faculty
- Strong leadership that makes decisions in a transparent manner
- Identification, solicitation and stewardship of a significant donor or donors who can support
- Construction of an academic home for college a long 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 / Students

- More student input with regard to course offerings, requirements
- Come together in a single physical location
- More collaboration with commonwealth, businesses, other colleges/disciplines, etc.
- Stronger relationships within the college and within the university
- Expanded access to, and training on, technical resources
- Quality spaces – finding appropriate classrooms
- Funding for college
- More scholarships
- More vocational opportunities to earn credit or certifications

- Improvement on the IST program – offer more classes
- Market the different majors more ISC/ICT very unknown
- Professors are very research based because we're a research institution, but some students don't want to focus on it
- People think COM is a joke/easy
- There is no unity between all the different majors under the COM umbrella
- Offer more classes after 4 pm, more professor choices
- Disconnect between what the professor knows and their research and wants the students want to learn
- Make connections between other organizations on campus
- More opportunity for scholarships funding
- (MAS) Media Arts major is not advertised or talked about/what are the job opportunities
- Disconnect between grad students and undergrads
- Lack of opportunities to understand career / grad programs
- Lack of professional development of grad and undergrad (CVs, highlight reel)

1:00 – 2:15 Staff

- Comprehensive building to learn and recruit and retain
- Up-to-date technology through-out
- Unifying being a more cohesive college group
- More opportunities to highlight student successes, research, training, internships, contests
- A feeling of support from the Provost and President's office s while we are in a less than ideal conditions
- Modernization of programs; (technology, labs, space, equipment, facilities)
- Synergy – we could do so much more if we spoke as a whole and not a bunch of individual departments/units
- Growing past university expectations to lead to more and better funding opportunities
- More cross-disciplinary/collaborative programs/research (you can't do anything in the real world without skills in our disciplines)
- Opportunity for curriculum review
- To rebrand ourselves to prospective students
- To rebrand ourselves to the community/partners
- Online education
- Graduate level programs (JOU)
- Opportunity to leverage our legacy of ongoing successes
- Possibility to develop a dynamic inter-disciplinary curriculum across units
- Potential for significant impact across the local and global community

- Opportunities for continuing education
- International/global focus
- Alumni relationships
- Student relationships-undergrads and graduates

2:30 – 3:45 OPEN

Faculty

- To more effectively connect faculty across the college to facilitate better pedagogy and research.
- To expand the graduate program to provide education to working professionals.
- A graduate program that attracts students across all disciplines.
- To express a clear and visible identity.
- To create spaces for flexible interdisciplinary learning to respond to changing technology.
- International initiatives (recruiting students/faculty collaboration)
- Online programs (existing and future)
- Professional master's programs
- Better tracking of our graduates' jobs after college

Students/Staff

- More local opportunities with business
- Connections between advising staff and students beyond scheduling
- Sports/e-sports opportunities with journalism/ISC
- Diversity in staff

Staff, community

- Expanded and update curriculum
- More online initiatives and partnerships
- Stronger alumni relations (more events, outreach)
- Become an Adobe Education partner

4:00 – 4:45 Students

- More structured organization within college
- Advising could be more organized
- Offer more technical courses with real-world applicability
- Unified programs
- Need more media-based classes for ISC majors

- Graduate education needs reassessment
- Lots of comm related internships available, but not communicated to students (huge disconnect w/UK and the Lex. Community)
- Lots of required pre-major and major courses are repetitive in academic content
- Provide more on-campus classes since online fees have increased
- Building full of academic resources students can call home – to feel part of something more than a student going to a random class in random building
- Create a safe space where students feel welcome to share issues with advisors – safe is a private area where no one can see or hear what is going on behind closed doors

SOAR Analysis Feedback for:

Tuesday, November 19, 2019

8:00 – 9:00 *External Partners*

- More international content to the classroom
- More diversity, being a leader in the front
- Curriculum being more realistic and real life based
- Internships more developed
- Entrepreneurial track focus
- Opportunity to collaborate with outside businesses
- Balance between teaching and research
- Funding opportunities for undergrad and graduate students
- Awards and recognition – campus-wide, national rankings
- For a new facility-classrooms, labs, student media
- Partner with extension services to extend influence of colleges
- Attract additional outstanding faculty
- Opportunity to raise more money through awareness
- Improve good rate though four-year curriculum programs
- More partnerships with chamber, non-profits, businesses
- Increase number of classes to increase accessibility
- Consistency of internships
- Develop students with an interdisciplinary curriculum
- Involvement of Alumni, Develop culturally aware global citizens – know how to do work in a diverse and global world market

9:30 – 10:45 *OPEN*

Faculty – Group Faculty

- Building
- Graduate Program
- Student Enrollment/Incoming Freshman/1st year/Diversity
- Teaching: Experiential, small classes, online, diverse faculty
- Research
- Provide the core communication skills to succeed in any field/career
- Unifying the college in our vision/mission despite intellectual conflicts

- Reform and reframe our trends important to industries we prepare students for, especially comm tech.
- Making comm visible both for education and training
- A lot to offer from our college. In university governance (graduate congress, etc.)
- Student development of character in the academic process
- Professional development (richer programs, expand CELT, develop the educator)
- Pay TA's better (increase)
- Good citizens of the university (partnership across the university)
- Good citizenship – learning of partnership opportunities across disciplines

Staff/Alumni

- Intro level course that explores all areas
- Highlight alumni success stories
- Mentorship with alumni / career development within college
- Full-time recruiter
- Better collection of job, alumni data

Students/undergrad and graduate

- (silent) student-student/faculty-student drama
- Perception/stigma of an 'easy' major
- TA spaces separate and expectations / resources mixed
- Graduate student representation of faculty council
- Broader range of courses offered (undergrad and graduate)