

ASJMC Winter Meeting

February 26, 2017

Ideas from conference participants for how schools and colleges of journalism, media and communication can advance innovation in communication education and industry:

1. Develop partnership institute for innovation in journalism (developing thought leaders to inform professional practice). (13)
2. Develop a fellowship for innovation in JMC education (to create a national network of ideas). (12)
3. Create innovation award sponsored by industry to reward faculty innovation. (8)
4. Change reward system to cultivate collaboration and entrepreneurship (especially in tenure and promotion policies).(8)
5. Share and collaborate among student media. (8)
6. Secure funding to incentivize faculty innovation. (6)
7. Share via digital platform ideas, skills, resources, people. (6)
8. Create regional coalitions to collaborate on research and professional projects (faculty and students). Examples: joint big data investigative project involving multiple communities; researchers collaborating on larger project with funding from foundation or institution - focus that is both scholar and connected to industry. (5)
9. Create virtual classes with expert professors in a region or specialty area (benefits: organic collaboration). Examples: data journalism with tailored menu approach; drone journalism; religion journalism. (4)
10. Eliminate tenure. (4)
11. Restructure ASJMC workshops to encourage more dialogue/discussion/networking among members. Networking on recruiting, retention . . . best ideas and practices. Use social media tools for engagement. (4)
12. Work with engineering schools to develop technology for journalism. (4)
13. Socialize Ph.D. students in interdisciplinary and entrepreneurship thinking. (4)

14. Consider whether having a named school/college might hold a program back because the program emphasis is tied to the name. Does naming present untapped opportunities? (3)
15. Create integrated signature programs. (3)
16. Create regional programs (with geographical interest). (3)
17. Share/collaborate multi-school foundation funding. (2)
18. Engage non-media organizations in support (every company is now a media company). (2)
19. Develop database of prominent national speakers to leverage multiple universities. (2)
20. Develop mutually beneficial partnerships with other entities on campus, e.g., athletics, computer science, STEM communications, branding/positioning (2)
21. Create database of prominent national speakers to leverage multiple universities. (2)
22. Create a big data pilot program that is a partnership between TV station(s) and multiple universities. Participating schools will create data labs that provide content to all parties involved and the public. There will also be social media analysis that provides potential news stories to explore. (2)
23. Work externally on (value of) free expression. (1)
24. Innovate and energize teaching of core values. (0)
25. Create fellowship program to partner students with journalists. (0)
26. Consider whether there is a greater need for increased multi-media integration. How does this impact visual literacy? (0)
27. Make ASJMC all-inclusive. (0)
28. Faculty development. (0)
29. Develop fellowship program to partner students with journalists. (0)