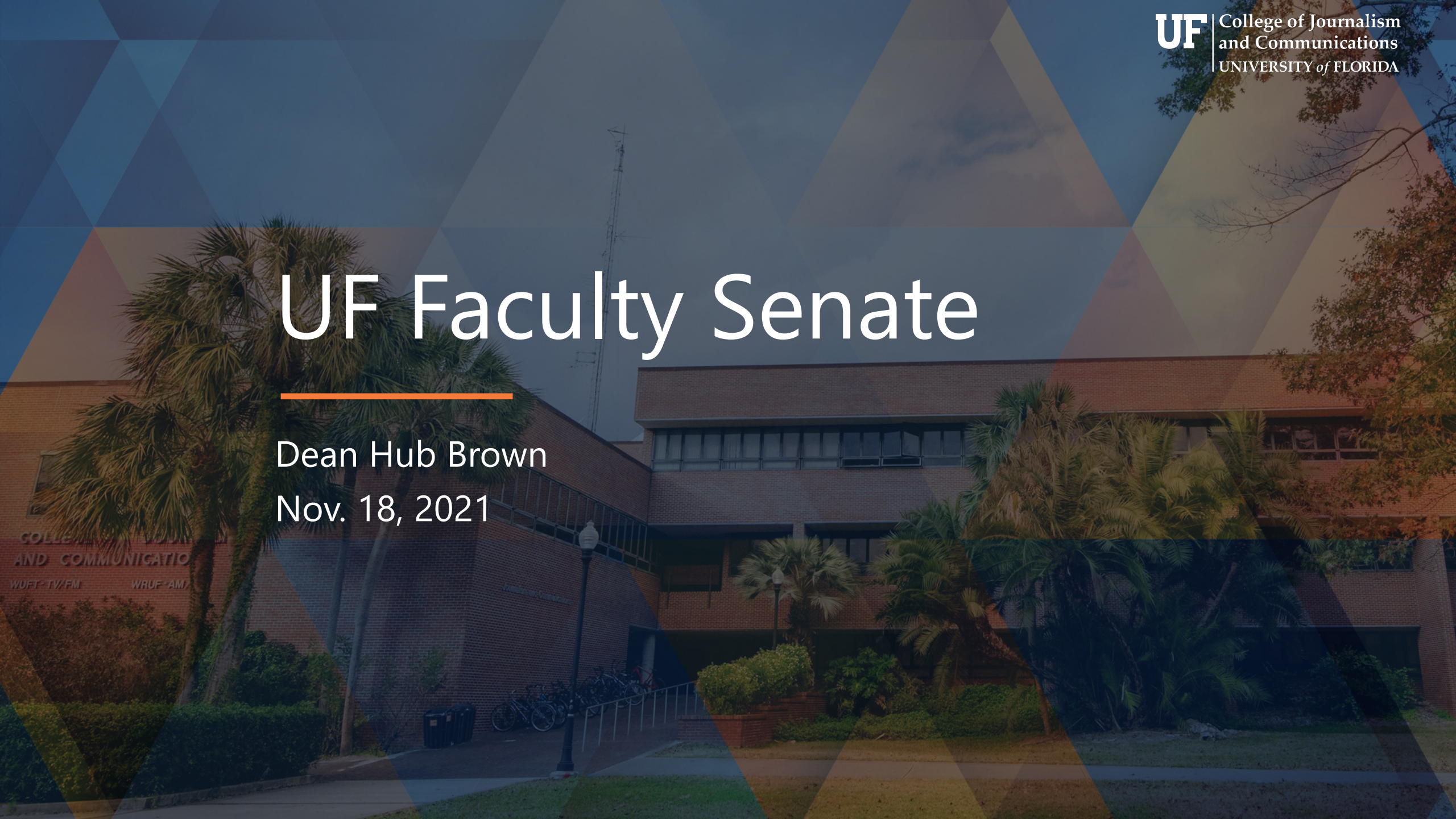


UF Faculty Senate

Dean Hub Brown

Nov. 18, 2021



About Me

- Started position at UF on July 1, 2021
- 25 Years at Newhouse School of Public Communications at Syracuse University
 - Associate Dean for Research, Creativity, International Initiatives and Diversity
 - Associate Professor, Broadcast and Digital Journalism
- 7 Years at University of Nebraska-Lincoln
 - Assistant Professor, Broadcasting
- 15 years reporting, producing and anchoring for commercial and public local television news

Why UF CJC

- One of the most admired programs in the U.S.
- Respected for both research and professional education
- Most extensive immersion opportunities in the country
- Commitment to inclusion, diversity and equity
- 34 degrees today in Syracuse

Strategic Planning: CJC 2025

Develop a roadmap that will guide CJC's priorities, fundraising, and allocation of resources over the next 3-5 years.

Priorities

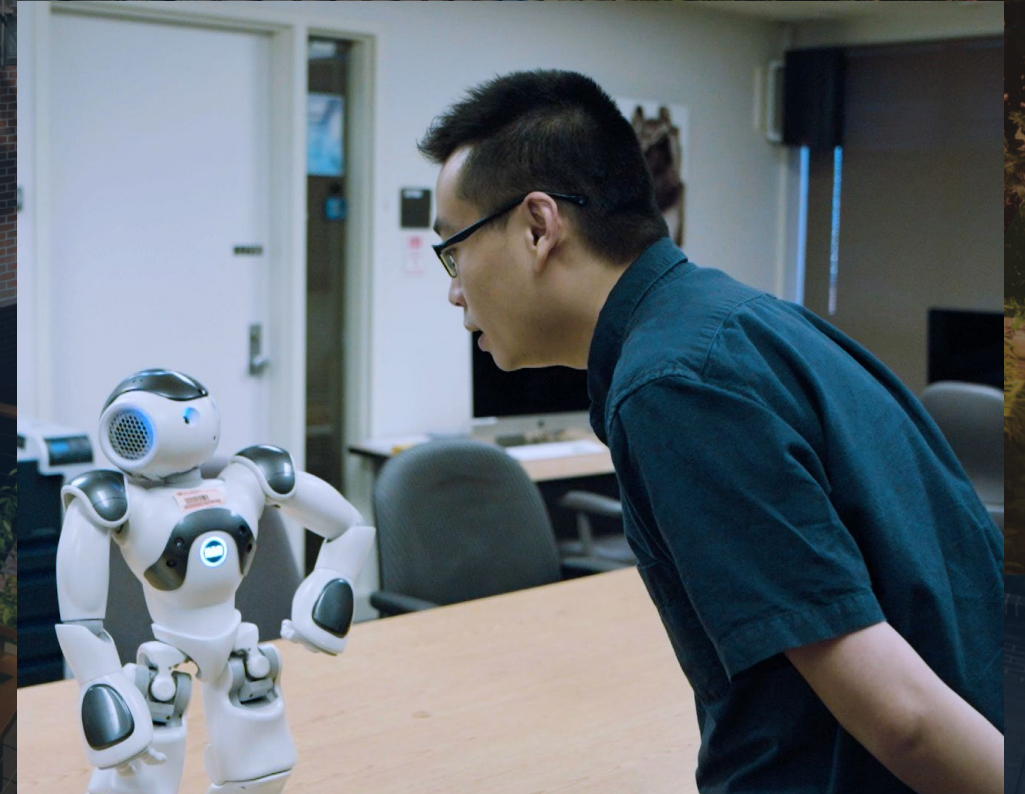
- Build on academic excellence to advance competitive advantages
- Enhance recruitment, retention and placement of diverse faculty, staff, students
- Strengthen culture of inclusion, collaboration, collegiality
- Elevate student career preparation and placement
- Expand and improve facilities and infrastructure

“Moonshot”: Trust in Media and Technology

- Consortium on Trust in Media and Technology
- Focus on building trust, countering disinformation and advancing civic dialogue.
- Collaboration: 18 scholars across UF studying trust from a range of perspectives
- Hiring two AI scholars to work on trust issues
- Fellowship position shared with Levin College of Law to focus on disinformation and democracy
- Building national advisory board

Embracing Artificial Intelligence

- Introduced first new mass comm course dedicated to AI
- Hiring two faculty members to focus on AI
- Faculty and doctoral student research examples:
 - Algorithm impact on spread of disinformation
 - Combatting algorithmic bias
 - Developing culturally sensitive AI systems
 - Communication with social robots
 - The impact of virtual influencers on social media
 - Using virtual assistants to promote colorectal cancer screening



New Projects: CJCxNYC

- **Establish the College's footprint in New York**, one of the most important media and communications hubs in the nation.
- **Provide students with professional and cultural immersion experiences** that prepare them to be leaders in a changing world.
- **Build sustainable recruitment pipelines** by positioning the College as a top place for NYC-based employers to attract, recruit and hire student talent for internships and jobs



Public Relations Lecturer Natalie Asorey is now based in New York