



THE
INNOVATORS SERIES

KAY TAPPAN, APR PANEL PRESENTATION
SATURDAY, JUNE 10, 2017

“To achieve great things, two things are needed; a plan, and not quite enough time.”
-Leonard Bernstein



The Opportunity

The College of Journalism and Communications received funding from the Knight Foundation to bring a series of provocative speakers to campus who were studying, defining and creating the emerging cultures of news and engagement.

Dubbed “The Innovators,” the series was a central element in a larger strategy to establish the College as a thought leader in an emerging digital environment that was re-arranging the relationships between news and its sister disciplines of public relations and advertising. The College hoped to be at the forefront of a larger conversation about the future of news and engagement.





THE
INNOVATORS SERIES

Research

FORMAL

Suggestion: Surveys distributed to faculty and students

INFORMAL

Focus groups with students
Benchmarking / communications audit
Identifying speakers*
Informal interviews with faculty
Informational phone interviews with speakers



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Research

SPEAKER INTERVIEW QUESTIONS

What is the biggest challenge in your job that you are facing right now?

If you could spend six months on a problem, what would that problem be?

What topic or research area fascinates you the most?

If our roles were reversed, what would you spend your time in the classroom on?

Is there anything else you'd really like to do during your time in Gainesville?



THE INNOVATORS SERIES

Research DIVERSITY

The committee was committed to ensuring a diverse lineup of speakers.





THE INNOVATORS SERIES

Planning

GOALS

The goal was to elevate the speakers, all of who were under-sung heroes of emerging ideas, while establishing our college as a hub of creative thought leadership. Additionally, we hoped our Innovators visits would stimulate not only our faculty and students and those in the industries who engaged and viewed the archived visits, but also the Innovator him/herself to further develop their ideas.

PUBLICS

Faculty whose research and teaching interests can benefit from fresh thinking and access to new networks.
Undergraduate students whose education and network will be enriched by contact with role models who offer powerful examples of the importance of risk-taking and creating new paths.
Digital information industries
Larger University of Florida community who identifies as “innovative”

STAKEHOLDERS

The Innovators speakers
The Knight Foundation



THE INNOVATORS SERIES

Planning

OBJECTIVES

Building relationships

1. Build connections with those within the UF and Gainesville community who identify as innovators themselves.
2. Build the College's reputation as the kind of thought leader that appeals to the "almost-famous" innovators we've identified.

Burnishing our college's reputation

3. Establish an identity for the series that will help us attract even more high-profile speakers during the program's second year.
4. Engage the Innovator's professional and personal networks, in particular CJC efforts that have relevance to their work.
5. Leverage Knight support to attract more funders and credibility.

Strengthening our work

6. Place UF CJC at the center of a community of thought leaders who are exploring and establishing the new rules for engagement, particularly as they relate to news and strategic communication.
7. Enliven our curriculum with fresh thinking and new examples.
8. Co-create projects with the Innovators and students that represent the intersection of the College's significant resources, student creativity and energy and the Innovators' fresh thinking.
9. Stimulate new ideas for scholarship.



THE INNOVATORS SERIES

Planning

STRATEGY

Singularity. Ensuring that each speaker's visit represents a singular event that could happen only in this environment. You won't hear canned, polished presentations that are typical for speaking tours.

Broader Networks. Leveraging the visits to establish and nurture new relationships by attracting new attention to what's happening in our college.

New Ambassadors. Establishing lasting relationships with the Innovators by identifying their priorities and helping them achieve professional goals.

Inventions. Identifying specific experiential goals for each visit.

Thought Leadership. Bolstering the College's position as a thought leader by establishing a strong and lasting credibility among the individuals who are leading the digital evolution.



THE INNOVATORS SERIES

Planning

MESSAGING

We've invited a provocative group of people who are asking today's most interesting questions about how new technologies are changing the way we enlist people in our causes, acquire and understand news, and connect with others. These innovators and inventors have taken big risks on new ideas, and they're willing to share what they've learned along the way. We'll create with them a forward-looking series of events that will change how you think about news and engagement.

CALL TO ACTION

For UF Community: Innovation isn't passive, and neither are inventors like you. We're not inviting you to come listen to another speaker, we're asking you to work side-by-side with the people who are inventing our future.

For larger community: Join a conversation with the innovators and leaders who are defining today's media and communication.



THE
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Planning

TACTICS

- “Inside the Actor’s Studio” style interview: recorded and live streamed
- Classroom visits
- Curricular discussions
- Brown bag lunches
- Industry roundtables
- Social Media channels: Twitter, YouTube and Facebook
- Website
- News articles about the series/speakers in targeted media channels
- Published summaries of sessions



Implementation

LAUNCH: MAY 2014

Press release

Post on Knight Foundation blog by Dean McFarlin

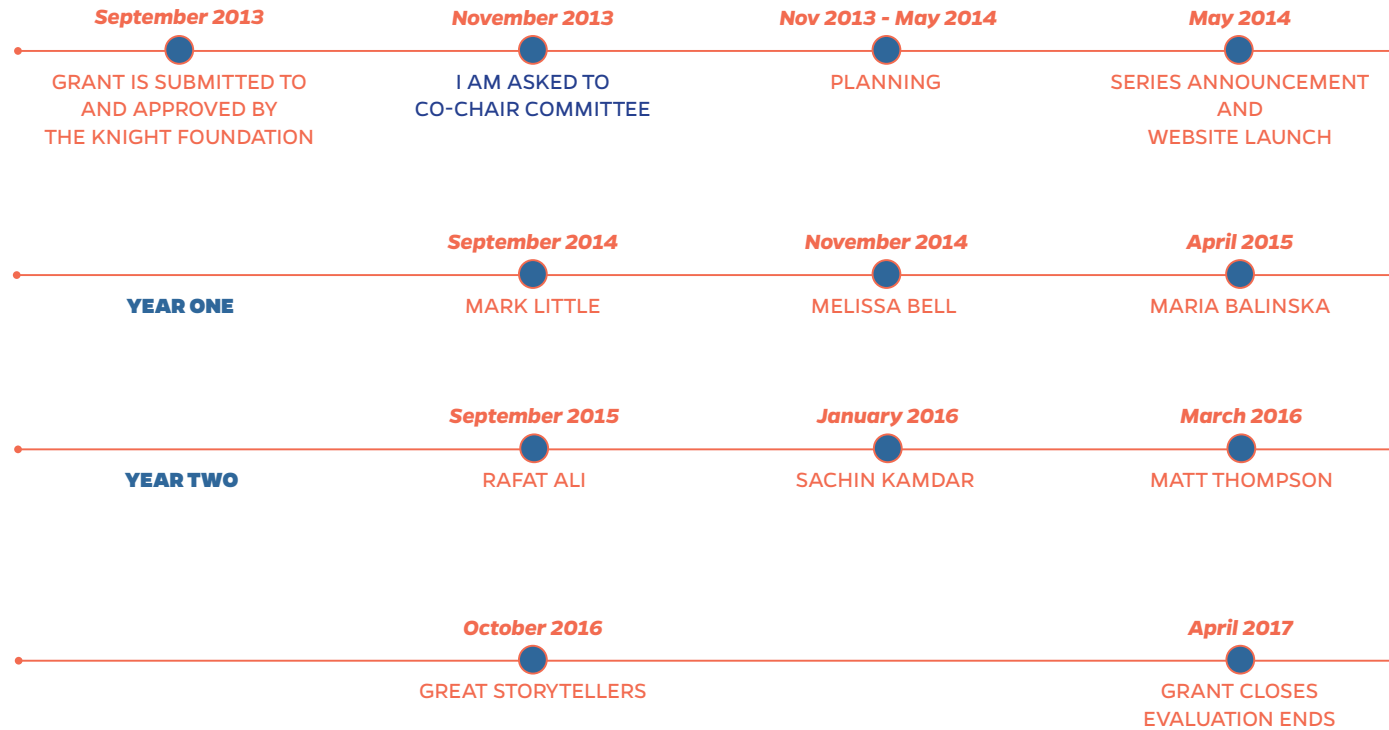
Website launch



THE INNOVATORS SERIES

Implementation

TIMELINE





THE
INNOVATORS SERIES

Implementation

BUDGET

Total grant amount: \$113, 140.00

Sample: Mark Little visit

ITEM	QUANTITY	TOTAL	VENDOR	PAYMENT
rope for auditorium		\$26.91	Michael's	Pcard
catering reception	40	\$990.00	Elegant Events	Invoice
alcohol reception	40	\$138.87	Dorn's	Invoice
hotel	2	\$258.00	Hampton Inn	Invoice
Drapes/lights/AV support		\$1265.00	Visual Logics	Invoice
Lunch: Thursday, Sept. 18	12	\$268.00	Harvest Thyme	Invoice
Snacks: Thursday, Sept. 18	15	\$50.00	Harvest Thyme	Invoice
Dinner	4		Mark's	
Lunch: Friday, Sept 19	5		Bistro	Invoice
AM snacks: Friday, Sept 19	20	\$221.00	Harvest Thyme	Invoice
Exec Limo Airport to hotel		\$150.00	Candies	Invoice
Flight: NYC > GNV		\$116.00	US Airways	Pcard
Flight: GNV > NYC		\$392.00	Delta	Pcard
Award		\$210.00	Crown Trophy	Pcard

\$4,085.78

Hi All,

I just wanted to give a recap of today's meeting with duties officially outlined. Please let me know if I've missed something or delegated inaccurately.

1. Email Mark's itinerary to faculty **Kay**
2. Arrange for announcements of Mark's interview in large classes (Foley, Selepak, Dodd, etc) **Kay**
3. Video footage turnaround time **Steve and Randy to discuss with Tim Sorel**
4. Promotion of packaged content (video and news article/press release)
 - a. ONA, WUFT, PBS Media Shift, WRUF **Matt**
 - b. Elite Daily, INMA, AEJMC, American Society of News Editors; Radio, Television, and Digital News Association; **Randy B**
 - c. Faculty Twitter **Kay**
 - d. Twitter for News **Steve**
 - e. SPJ **Randy B (touch base with Dave Carlson)**
 - f. Stanford Social Innovation **Steve to connect Randy B**
 - g. ICA **Quenta, do you mind approaching Spiro about this one?**
5. Note taker for faculty and student sessions **Kay to arrange**
6. Filming/microphoning faculty and student sessions **Quenta and Steve**
7. Cull assets for archiving/web posting **Matt and Kay**
8. Roping off Gannett **Ellen (touch base with Tim Sorel)**

Did I get all this correctly? Let me know if anything is unclear.
Thanks so much to you all for your hard work!

Best,
Kay

Kay Tappan
Lecturer, Department of Public Relations
University of Florida College of Journalism and Communications
(352) 392-0444



UF College of Journalism and Communications

WHY INNOVATORS THE INNOVATORS THE SPONSOR THE COLLEGE ENGAGE

SIX GUIDES. ONE PURPOSE.

SEE THE FUTURE
THEN OWN IT

Meet the 2015-2016 Innovators Class

Matt Thompson, The Atlantic



MARCH 2016 Matt Thompson is the Deputy Editor of The Atlantic where he helps to oversee editorial operations and shape strategic development for the publisher's media properties. Previously he was director of vertical initiatives where he directed news teams covering race, ethnicity, and culture; education; and global health and development. At NPR, he oversaw the launch of [Code Switch](#), [NPR Ed](#) and [Goats and Soda](#).

He also currently is the vice-chairman of the board at the Center for Public Integrity, a nonprofit organization for investigative journalism. In 2011 he cofounded [SparkCamp](#), a regular gathering for a diverse range of people from a cross-section of industries.

Thompson spent several years in the newspaper industry, building digital products. He was Donald W. Reynolds Fellow and a Naughton Fellow for Online Reporting and Writing.

In 2004, Thompson collaborated on Flash move called [EPIC](#), a prescient view on the future of the media and technology landscape. [MORE ON MATT'S VISIT](#)

Sachin Kamdar, Parse.ly

JANUARY 2016 Sachin Kamdar is co-founder and CEO of [Parse.ly](#), a leading content and audience analytics firm for digital publishers. Parse.ly provides data that publishers can use to make real-time content decisions to increase engagement, sharing, loyalty and the overall user experience.

Sachin has been in the content and digital media business since 2009, when Parse.ly launched as part of DreamIt Ventures' incubator program. Since then, he has evangelized the importance of data for online news and media companies. He also is a member of The New Republic's Advisory Board.

He serves as a mentor at the ER Accelerator in New York, an organization committed to growing and building New York's technology and entrepreneurial community, and also with NYC Seedstart, a 12-week summer program designed to provide seed funding to technology companies to build a product and launch their company. [MORE ON SACHIN'S VISIT](#)



A CONVERSATION WITH MARK LITTLE



ABOUT THE INNOVATOR

Mark Little is the founder of [Storyful](#), the world's first social media news agency. He leads a team of journalists and technologists who discover and verify the most compelling content on platforms like YouTube and Twitter. His company works with the biggest news organizations and social networks in the world, including YouTube, ABC News and the New York Times. The company was acquired by News Corp in December 2013, and entered an agreement with Facebook to power the FB Newswire earlier this year. Mark has more than two decades of experience in journalism. He was an award-winning foreign correspondent for the Irish national TV station RTE. He also presented the network's top-rated current affairs programme, Prime Time, and was its first Washington correspondent. Mark was educated at Trinity College Dublin and Dublin City University. He is married and has three children.

OUTCOMES

A New Ethics Course

Mark helped lead a faculty discussion on developing an ethics course for journalism and media in the social era.

[The SLOs](#) | [The Report](#)

Using 'Eyewitness Media'

Mark met with students from our Innovation News Center to develop a charter for how user generated content is used in our coverage. *Coming Soon...*

Mark's Schedule

Mark spent a whirlwind two days in our classes and with our faculty and students. [Download a copy of his schedule here.](#)

Tactics
WEBSITE

THE INNOVATORS SERIES

UF College of Journalism & Communications UNIVERSITY of FLORIDA

KF Knight Foundation

0:00 / 1:01

The Innovators at University of Florida
Key Teeppan • 1/5 videos

- 1 Mark Little: Now is the golden age of storytelling | UFSchool
- 2 Mark Little: The concept of breaking news is broken | UFSchool
- 3 Melissa Bell: Give yourself the freedom to be curious | UFSchool
- 4 Melissa Bell: There's so much audience out there | UFSchool
- 5 Melissa Bell: Be the leader in the patch that you own | UFSchool

Mark Little: Now is the golden age of storytelling

UF UFSchool

Subscribed 291

36 views

+ Add to Share More

Tell Your Brand Story!
Joshua King's
1,811 views

Mike Foley receives national journalism teaching award

Tactics

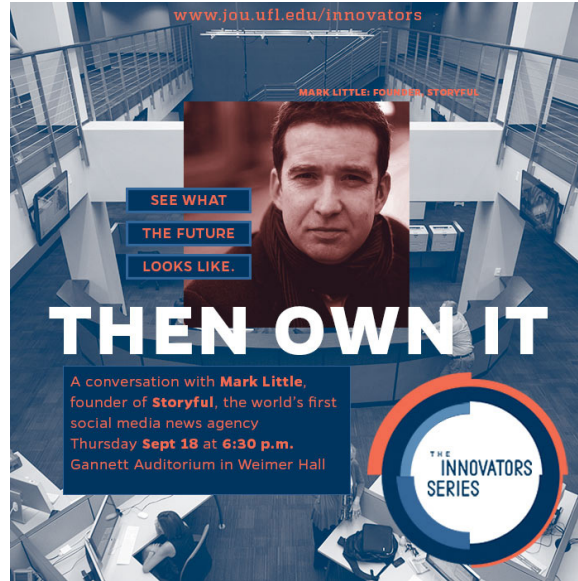
INTERVIEW: RECORDED AND LIVE STREAMED



THE INNOVATORS SERIES



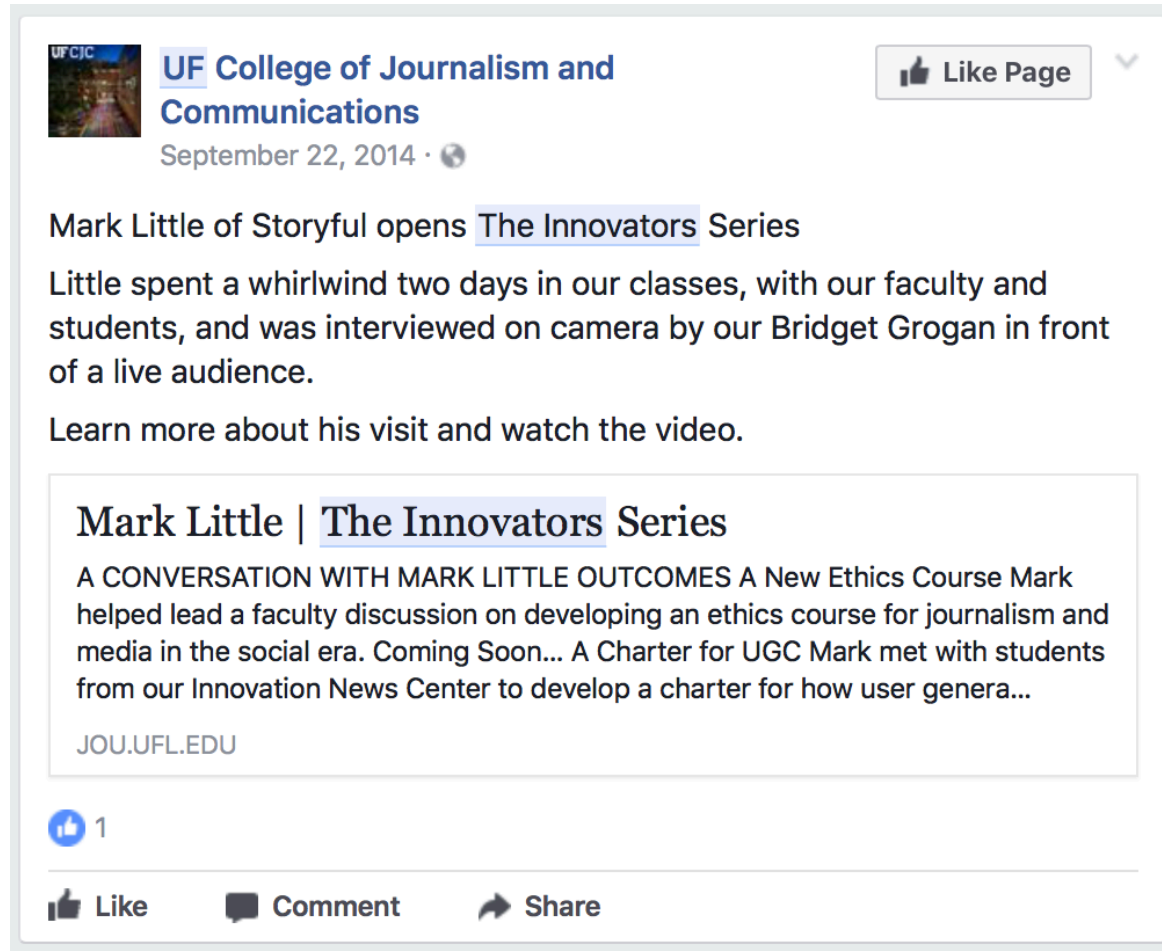
11" X 17" POSTER





SOCIAL MEDIA GRAPHIC: FACEBOOK AND TWITTER




THE
INNOVATORS SERIES






 **UF College of Journalism and Communications** Like Page
September 22, 2014 · 

Mark Little of Storyful opens **The Innovators Series**
Little spent a whirlwind two days in our classes, with our faculty and students, and was interviewed on camera by our Bridget Grogan in front of a live audience.
Learn more about his visit and watch the video.

Mark Little | The Innovators Series
A CONVERSATION WITH MARK LITTLE OUTCOMES A New Ethics Course Mark helped lead a faculty discussion on developing an ethics course for journalism and media in the social era. Coming Soon... A Charter for UGC Mark met with students from our Innovation News Center to develop a charter for how user genera...
JOU.UFL.EDU

 1

 Like  Comment  Share

The screenshot shows the homepage of the Gainesville Business Report. At the top, there is a navigation bar with links for Home, Advertising Opportunities, Subscribe, Quick Story, Quick Email, Contact Us, and Calendar of Events. A search bar and a newsletter sign-up form are also present. Below the navigation, there are menu categories: ABOUT, NEWS, ADVICE, TECHNOLOGY, PROFILES, MARKETING, SUBSCRIBE, CALENDAR, and CONTACT. The main content area features a 'Featured Slider' with a large article titled 'UF College of Journalism announces speaker series'. To the left, there are 'Recent posts' including 'Fictional Names - Week Ending June 4, 2017' and 'Small business in Gainesville: Creating opportunities to Connect, Engage, and BUY!'. On the right, there is a search bar and a sidebar with social media links for Facebook, Twitter, and YouTube, along with a QR code.

GAINESVILLE BUSINESS REPORT

UF MyCJC for Students
College of Journalism and Communications

Search MyCJC for Students   

The screenshot shows an article page on the MyCJC for Students website. The article title is 'The Innovators Series to kick-off on Sept. 18 with Storyful founder Mark Little'. The article text discusses the launch of the Innovators Series, which will feature six speakers over two years, focusing on media innovation, news distribution, and student engagement. A circular graphic with the text 'THE INNOVATORS SERIES' is positioned to the right of the text. On the right side of the page, there is a sidebar with 'Categories' (select College), 'Tags' (Advertising Internships, Advertising Jobs, Journalism Internships, Journalism Jobs, Public Relations Internships, Public Relations Jobs, Telecommunication Internships, Telecommunication), and social media icons for Facebook, Twitter, and YouTube.



THE
INNOVATORS SERIES

Tactics

DEAN MCFARLIN PRESENTS THE INNOVATORS
SERIES TO REYNOLDS JOURNALISM INSTITUTE



Fred W. Smith Forum
Donald W. Reynolds Journalism Institute

Diane McFarlin: The Innovators Series

Reynolds Journalism Institute

Subscribe 1K

51 views

+ Add to Share More

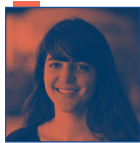
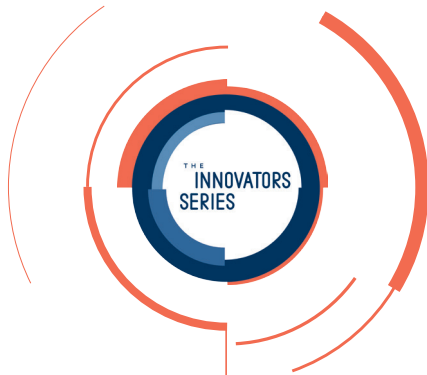


THE INNOVATORS SERIES

Tactics

**SANDWICH BOARD
PRTN INVITATION**

**SEE THE FUTURE
THEN OWN IT**



MELISSA BELL, Co-founder, Vox
WEDNESDAY, NOV. 12, 2014 AT 7 P.M.
Weimer Auditorium

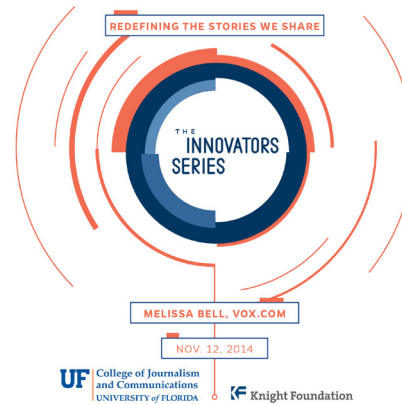
Melissa Bell co-founded Vox.com in early 2014. We'll discuss how Vox is leading a new wave of high-value digital journalism, the science of how we consume the news, and Bell's perspective on the challenges and opportunities of creating a startup news space.

THE INNOVATORS SERIES

Want to be a difference-maker? It takes more than intellect. It takes innovation. Being able to generate ideas that lead to a better way. First, you need to know what's out there. That's why we're bringing you The Innovators Series. Six guides. One purpose. Join the conversation.
#UFIInnovators

FULL EVENT INFO AT WWW.JOU.UFL.EDU/INNOVATORS

UF College of Journalism and Communications
UNIVERSITY OF FLORIDA **KF** Knight Foundation



PLEASE JOIN US FOR

**A CONVERSATION WITH MELISSA BELL
CO-FOUNDER, VOX MEDIA**

We'll discuss how Vox is leading a new wave of high-value digital journalism; the science of how we consume the news; and Bell's perspective on the challenges and opportunities of creating a startup news space.

WEDNESDAY, NOVEMBER 12, 2014

RECEPTION
WEIMER HALL
6 - 7 P.M.

INTERVIEW WITH MELISSA BELL
GANNETT AUDITORIUM, WEIMER HALL
7 P.M.

RSVP@JOU.UFL.EDU

Hosted by the University of Florida College of Journalism and Communications, The Innovators Series is designed to bring some of the brightest thinkers, tinkers and transformers working in the information industries to the Gainesville campus to interact with our faculty, students and community.

For more information: www.jou.ufl.edu/innovators

SOLUTIONS. JOURNALISM.

JOIN

THE CONVERSATION



MARIA BALINSKA, FOUNDER, THE CONVERSATION

Interested students are invited to join Maria Balinska, the managing editor of The Conversation, for a discussion on solutions journalism. The Conversation is an effort between editors and scholars to provide research-driven news analysis and commentary.

Check it out at www.theconversation.com

Thursday, April 9

10:30 - 11:30 a.m.

INC Conference Room

SPACE IS LIMITED.

RSVP

ACHRISTIANO@JOU.UFL.EDU
PROFESSOR ANN CHRISTIANO

UF College of Journalism
and Communications
UNIVERSITY of FLORIDA

THE INNOVATORS SERIES

ON WEDNESDAY, JAN 13

JOIN DIGITAL ANALYTICS

ENTREPRENEUR

SACHIN KAMDAR
CEO/CO-FOUNDER, PARSE.LY

MASTER CLASS
12:30 - 2:30 P.M.
AHA! COLAB
RSVP, SPACE IS LIMITED
RSVP@JOU.UFL.EDU
All majors are invited to this interactive session on leveraging the power of digital analytics.

INTERVIEW
6 P.M. GANNETT AUDITORIUM
NO RSVP NECESSARY

#UFINNOVATORS

FULL EVENT INFO AT: WWW.JOU.UFL.EDU/INNOVATORS

SANDWICH BOARD

THE INNOVATORS SERIES

WEDNESDAY, JAN 13

DIGITAL ANALYTICS

ENTREPRENEUR

SACHIN KAMDAR
CEO/CO-FOUNDER, PARSE.LY

ANALYTICS MASTER CLASS
12:30 - 2:30 P.M.
AHA COLAB
RSVP, SPACE IS LIMITED
RSVP@JOU.UFL.EDU
All majors are invited to this interactive session on leveraging the power of digital analytics.

INTERVIEW
6 P.M. GANNETT AUDITORIUM
WEIMER HALL 1064
NO RSVP NECESSARY

DIGITAL SIGNBOARD

WED. JAN 13, 2016

PARSE.LY CEO SACHIN KAMDAR

THE INNOVATORS SERIES

6 P.M. GANNETT AUDITORIUM

JOIN US AS DR. SYLVIA CHAN-OLMSTED AND SACHIN KAMDAR TALK DATA, JOURNALISM AND THE EVOLVING FIELD OF MASS COMMUNICATIONS.

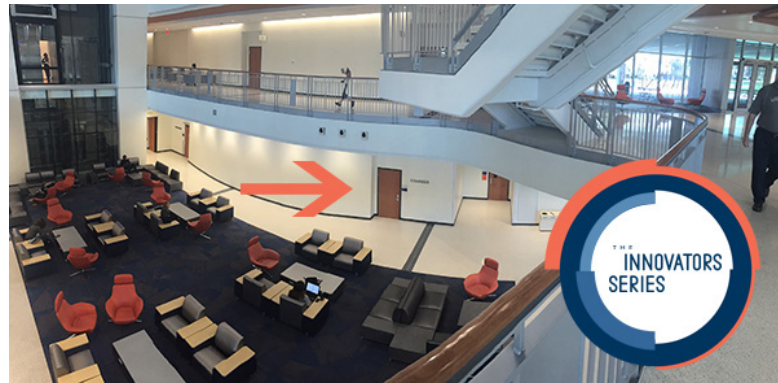
INSTAGRAM GRAPHIC

THE INNOVATORS SERIES

TWITTER AND INSTAGRAM GRAPHICS FOR NABJ



SOCIAL MEDIA GRAPHIC






THE INNOVATORS SERIES

UF College of Journalism and Communications
August 19, 2015 · 🌐

Our Innovators Series is BACK this September with Rafat Ali's visit on the 17!

Ali is the CEO/founder of Skift, the largest travel industry intelligence and marketing platform, providing news, information, data and services to all sectors of the world's largest industry. For more information visit: <http://bit.ly/1TW63Pd>.



Like Comment Share

UF College of Journalism and Communications
November 14, 2014 · 🌐

In case you missed it, the edited video of the #UFInnovators talk with Melissa Bell of Vox.com is now available:
<http://www.jou.ufl.edu/innovators/melissa-bell/>




Melissa Bell | The Innovators Series
THE CONVERSATION WITH MELISSA BELL Melissa? Schedule Check out what she's doing in early 2014 and became the first person at Vox Media to hold both a technology and editorial title as Senior Product Manager and Executive...
JOU.UFL.EDU

2 Like Comment Share

UF College of Journalism and Communications with Shardul Madan.
January 15, 2016 · 🌐

The Innovators Series welcomes Sachin Kamdar, co-founder of Parsely, who has been speaking with faculty and students about digital analytics around the J-School today.


Join us in Gannett Auditorium at 6pm tonight to hear more from our guest!



1 Share

UF College of Journalism and Communications
December 12, 2014 · 🌐

Journalism senior Erica Hernandez summarizes the Innovators Series visit by Vox.com's Melissa Bell.
<http://www.pbs.org/mediashift/?p=107635>



Advice from Vox's Melissa Bell: Follow Your Curiosity to Success | Mediashift | PBS
The best advice Melissa Bell has for young reporters: Follow your curiosity lines. During the Vox.com co-founder's recent visit to the University of Florida's...
PBS.ORG

8 Like Comment Share 1 Comment

Marty Schaffel and 109 others follow

FLORIDA @UF · 18 Sep 2014

A recording of @UFJSchool's #InnovatorsUF event with @marklittlenews is available here (starts at 11:03):



The Innovators Series: Live with Mark Little
The Livestream of the Innovators Q&A with Mark Little will begin at 6:30 this evening from Gannett Auditorium in Weimer Hall at the University of Florida. Th...
youtube.com

7 5

Natalia Tamayo Retweeted

MyCJC @MyCJC · 9 Sep 2014

Coming to the #InnovatorsUF event next week? Get all the details on our @Facebook page: [facebook.com/events/7374670...](https://www.facebook.com/events/7374670...)



SIX GUIDES. ONE PURPOSE.
SEE THE FUTURE THEN OWN IT

1 2



THE INNOVATORS SERIES

Tactics MEDIA PLACEMENT

ELITE DAILY NEWS ENTERTAINMENT DATING LIFE VIDEOS TOPICS

How Storyful CEO Mark Little Sees The Future Of Journalism As Influenced By Social Innovation

LOVE HURTS

Like 32

MEDIA SHIFT Social Media Business Global View Education Metrics DigitalEd Podcast Events Studio

Innovator Rafat Ali on Connecting the Unseen Dots in the Travel Business

by Dahlia Ghabour October 5, 2015



UF UNIVERSITY OF FLORIDA College of Journalism and Communications

About EducationShift aims to move journalism education forward with innovation in the classroom and communications schools around the globe are coping with massive technological change. The project includes weekly Twitter chats at workshops, and webinars.

MediaShift received a grant from the Knight Foundation to revamp its EducationShift section to focus on journalism education.

Get the J-Education Roundup!


email address

Subscribe

MEDIA SHIFT Social Media Business Global View Education Metrics DigitalEd Podcast Events Studio

Advice from Vox's Melissa Bell: Follow Your Curiosity to Success

by Erica A. Hernandez December 12, 2014



About EducationShift aims to move journalism education forward with innovation in the classroom and communications schools around the globe are coping with massive technological change. The project includes weekly Twitter chats at workshops, and webinars.

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email address

Subscribe

MEDIA SHIFT Social Media Business Global View Education Metrics DigitalEd Podcast Events Studio

Storyful's Mark Little on the Future of Journalism and Education

by Erica A. Hernandez November 6, 2014



About EducationShift aims to move journalism education forward with innovation in the classroom and communications schools around the globe are coping with massive technological change. The project includes weekly Twitter chats at workshops, and webinars.

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Get the J-Education Roundup!

email address

Subscribe

Captivate Us [Sign in / Sign up](#)

UF J-School [Follow](#)
News and notes from the College of Journalism and Communications at the University of Florida (@UJ-School)
Oct 1, 2014 · 5 min read



Social Journalism: A Movement Whose Time Has Come

There's no longer any doubt in my mind that the business of journalism is at a tipping point. I've absolutely no hard stats to back this up, but my hunch is that

the number of established media brands making big, bold bets on social, mobile and video just recently exceeded those who are not. And what drives this rather manic wave of innovation is a desire to find new ways and places to engage with an audience that seems to have deserted us.

Captivate Us [Sign in / Sign up](#)

UF J-School [Follow](#)
News and notes from the College of Journalism and Communications at the University of Florida (@UJ-School)
Oct 7, 2014 · 5 min read



The Disconnect Between Analytics and Engagement: How Publishers Can Bridge the Gap

It's uncommon to hear of any news or content organization without an analytics system of some sort, or many sorts, in place. In fact, investment in analytics is predicted to go up, but the goals of the investments are sometimes unclear. What do companies really want out of having analytics?

Never miss a story from **Captivate Us**, when you sign up for Medium. [Learn more](#) [GET UPDATES](#)



THE INNOVATORS SERIES

Evaluation

OBJECTIVES

Building relationships

1. Build connections with those within the UF and Gainesville community who identify as innovators themselves.
2. Build the College's reputation as the kind of thought leader that appeals to the "almost-famous" innovators we've identified.

Evaluation

1. Connecting with the Gainesville community was a weakness within the programming. We did connect with members of the UF community, as measured by increased UF author contribution to The Conversation, a publication run by Innovator Maria Balinska, as well as successful roundtable sessions with players from across campus.
2. Successful media placement in PBS EducationShift / MediaShift and Elite Daily



THE INNOVATORS SERIES

Evaluation

OBJECTIVES

Burnishing our college's reputation

3. Establish an identity for the series that will help us attract even more high-profile speakers during the program's second year.
4. Engage the Innovator's professional and personal networks, in particular CJC efforts that have relevance to their work.
5. Leverage Knight support to attract more funders and credibility.

Evaluation

3.A strong second-year lineup

4. Continued partnerships with some of The Innovators, namely The Conversation (Maria Balinska) and Parse.ly (Sachin Kamdar). Mark Little spoke at our annual frank gathering in 2015.
5. Mark Little and Maria Balinska continue to work to connect the frank gathering with potential funding sources. According to the Dean, in informal conversations with Knight, she felt the success of the series earned our College more credibility.

The logo features a stylized orange arc on the left side, resembling a partial circle or a bracket. To its right, the text "THE INNOVATORS SERIES" is displayed in a blue, sans-serif font. "THE" is in a smaller size and positioned above "INNOVATORS".

THE INNOVATORS SERIES

Evaluation

OBJECTIVES

Strengthening our work

6. Place UF CJC at the center of a community of thought leaders who are exploring and establishing the new rules for engagement, particularly as they relate to news and strategic communication.
7. Enliven our curriculum with fresh thinking and new examples.
8. Co-create projects with the Innovators and students that represent the intersection of the College's significant resources, student creativity and energy and the Innovators' fresh thinking.
9. Stimulate new ideas for scholarship.

Evaluation

6. Successful media placement in PBS EducationShift / MediaShift and Elite Daily. Presentations given by the Dean (Reynolds Journalism Institute) and committee members (Knight Foundation Media Learning Seminar).
7. Deliverables from sessions. This should also be evaluated by a post-event survey distributed to faculty.
8. Student-authored articles published in Elite Daily and PBS MediaShift.
9. Again, this should be evaluated by a post-event survey distributed to faculty.