Agenda
Introductions (if need be)

Action items/goals for the year

Mapping out action items for the semester

Notes
The major has been partially… approved by MHEC (Yay!!!) - needs to go to the Board of Regents November 12th
- We are on a slightly accelerated timeline
- We will get on the Fall 2022 application (we are in process of trying)
- Can explore getting some majors for Spring 2022 (for people who want to switch in)
- Base funds: unclear when this starts
- Because we're not limited enrollment, we don't review applications - so anyone admitted to the university who wants to do our UG majors can do so and the main office doesn't look to see range of majors

Need to get a major code next before students can register - probably by end of the month (Nov. 1st early decision deadline for freshman, but we can allow transfer students to apply)
- So we can't get the major code until after Nov. 12th
- But we should have one before the end of the semester

Goals for Academic Year 2021-2022

Immediate Practical Goals

Rolling out new courses:
- New courses for the major (at various levels of development)
    - INST 104 Design Across Campus (Katie)
    - INST 204 Designing Fair Systems (Dan) - TLC check with Kate
    - INST 367 Prototyping and Developing Technology Studio (Caro)
    - INST 406 Cross-disciplinary Communication Lab (Jason)
    - INST 454 Modeling & Simulating Systemic Problems (Vedat?)
    - INST 491 Integrated Capstone for Tech and InfoDesign

Crafting the Story of InfoDesign:
We will work with the media team and current students to develop a set of advertising messages about what InfoDesign is that will be relatable to prospective students and other stakeholders. We also need to have the messaging situated within the larger story of all three of our undergraduate programs, so that people understand (1) how we fit within the iSchool's suite of programs and (2) what differentiates the InfoDesign major from the others (as well as other related programs on campus).

Developing a recruitment plan:
We will develop a plan for recruiting prospective students that includes (1) identifying pools of perspective students on campus and beyond and (2) reaching those students with our advertising and (3) engaging

those students in ways that help them get to know us (e.g., Ron's workshop/panels with Freshman Connection).

Long-term Visioning
We will identify ways to incorporate experiential learning via **industry and community partnerships** as a core component of our program

We will identify ways to incorporate **professional development** into our program - i.e., helping our student develop skills and techniques beyond content understanding that will help them excel in the work environments they are placed in upon graduation

I would also really like for us to think about ways to make sure we have a **strong community** within our cohorts of students (though I don't know how to write a specific goal along those lines and maybe this comes a little later - like next year?)

Semester by Semester

Fall 2021

Rolling out courses
- Develop INST 406 Cross-disciplinary Communication Lab - Jason
- Make plans for PLCY 388D (Innovation and Social Change: Do Good Now) - Beth will check on this
    - Wayne had some notes about this - who to collaborate with and how to go about
- Make plans for INST 491 (Capstone)
    - How would it support student services to make sure we have different pipeline for students
    - Soonest we'll need is Spring 2023 because there are a decent number of other courses students can already take plus courses we are rolling out
    - Would we allow the first batch of students to take the capstone without the required prerequisites?
- If students start taking courses in the spring - what are **course waivers** we'd be willing to accept so that students can graduate sooner, versus the ones we need to really keep in place
- What's the role of 362? It's not a core course, but a progression to 367 - do they need to take 362 first (and therefore it's a defacto core course) OR did that just get left out: Tammy checks with Caro
- **Transfer credits** for students who transfer from community colleges
- Get **sexy write ups** of courses we are launching for the spring to get students
- Talk to Alex about intro programming for InfoDesign major course

Crafting the story of InfoDesign

- UX research (with INST 710 students) to craft the story (We will work with the HCIM program (Wayne's class) to do user research with students and other stakeholders that will help us craft this message)
- We will work with the media team to develop these messages into advertising materials (e.g., crafting the statement about our program that could be read at graduation)

Recruitment plan
- Develop plans for reaching out to prospective students
- Community Colleges: PGCC, MCC
- Pre-transfer advising office - UMD advisors embedded at community colleges - can schedule a time to get them in one Zoom place so we can talk to them about the major
    - AERJ article about problematic process of transfer especially for students of color
    - A lot of the 100 level courses in our major don't exist in community colleges, but opens opportunities for community colleges to start courses like that
        - There are some courses in CC that they can replace 126 with

Long term vision (industry and community partnerships, professional development, strong community)
- Supporting students - student game nights (Caro and Kathy): Could be a good context to find out from students what type of community support

Spring 2022

Rolling out courses
- Launch:
    - INST 104 (Design Across Campus)
    - INST 204 (Designing Fair Systems)
    - INST 367 (Prototyping and Developing Technology Studio)

Crafting the story of InfoDesign
- Working with the media team to develop these messages into advertising materials (e.g., crafting the statement about our program that could be read at graduation)

Recruitment plan
- An external person that prospective students would want to come hear speak for a launch presence (could pay for someone to come) - think big!
- Presence at Maryland Day (e.g., a booth, computer stuff, lecture hall and do a presentation, Caro's game lab, scavenger hunt, Kidsteam stuff, BodyVis)
- Info session for Freshman Connection (Ron) - launch event (formal or informal)
- Working with university-wide recruiters to identify strategies and implementation plans.
- Other recruitment efforts

Long term vision (industry and community partnerships, professional development, strong community)