

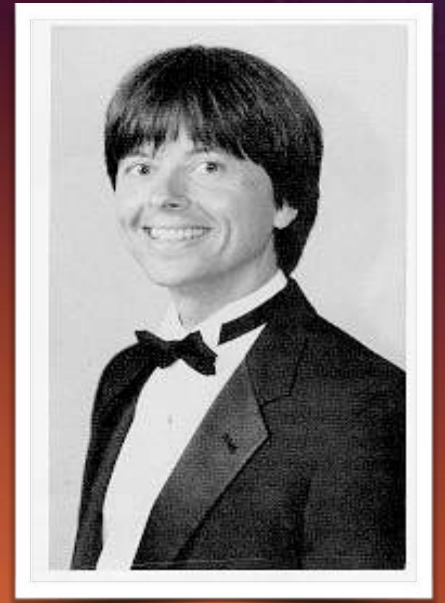
Bringing Digital into the Curriculum



[@drbillasu](https://twitter.com/drbillasu)



**“We’re all looking for ideas
large enough
to be afraid of again”
- Ken Burns**





The background of the poster is a composite of three scenes from the movie: soldiers on a beach, a soldier on a boat, and a ship at sea. A central blue-tinted box contains white text.

400,000

**MEN WERE STRANDED
IN DUNKIRK**

700 CIVILIAN

BOATS CAME FOR THEM

A FILM BY
CHRISTOPHER NOLAN

DUNKIRK



A FILM BY
CHRISTOPHER NOLAN

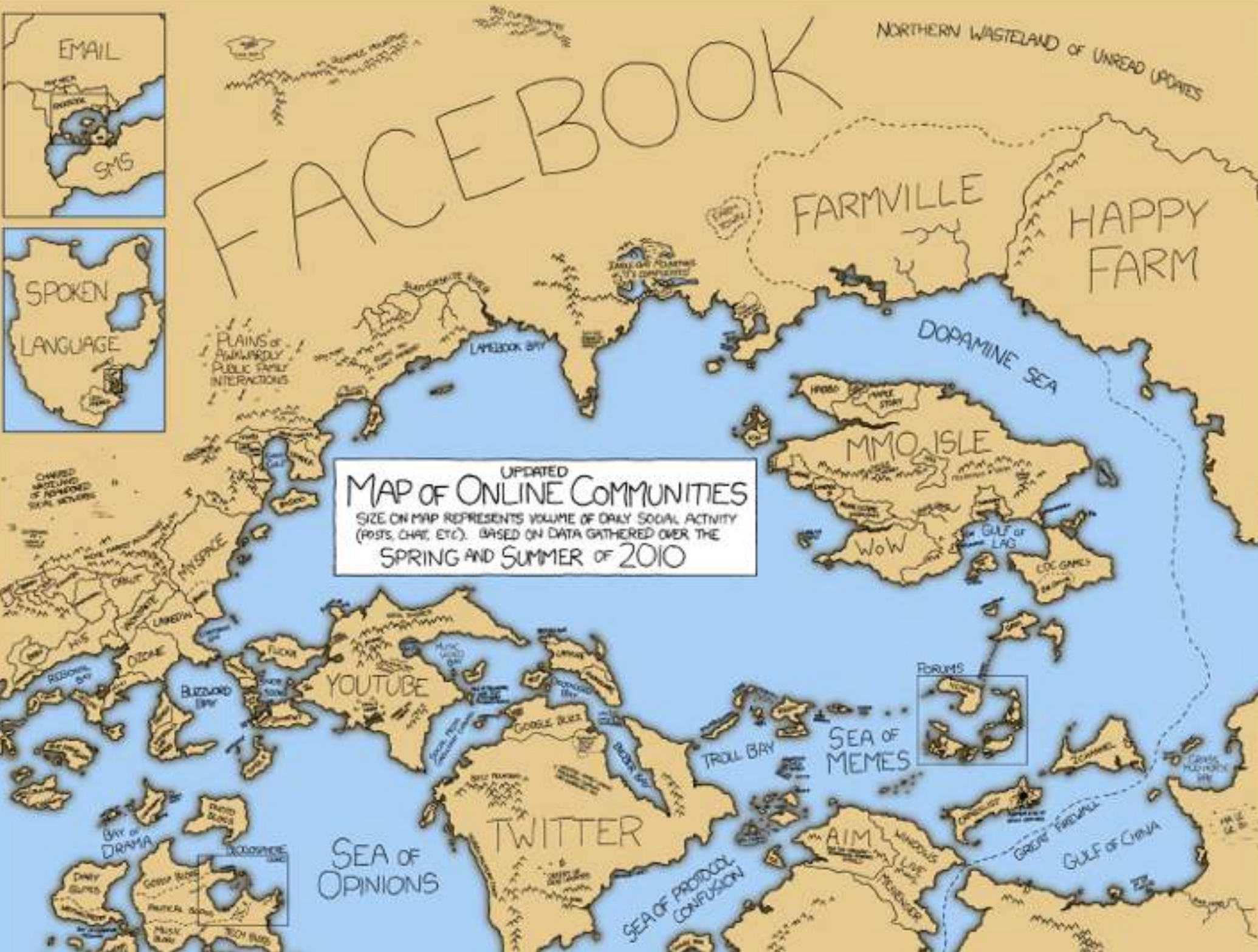
DUNKIRK

FACEBOOK

NORTHERN WASTELAND of UNREAD UPDATES



UPDATED
MAP of ONLINE COMMUNITIES
SIZE ON MAP REPRESENTS VOLUME OF DAILY SOCIAL ACTIVITY (POSTS, CHAT, ETC.). BASED ON DATA GATHERED OVER THE SPRING AND SUMMER OF 2010



CHAINED WASTELAND of FORGOTTEN SOCIAL NETWORKS

PLAINS of AWKWARDLY PUBLIC FAMILY INTERACTIONS





FACEBOOK

GOOGLE

MICROSOFT

APPLE



Key Questions Pondering Curriculum Change

Who is in the boat - who are my stakeholders? Students, Faculty, Industry & Central Administration

How do I keep everyone in the boat?
Do I want to? Do I need to?

How do I harness the winds of change?





**STATE OF
CHANGE?**

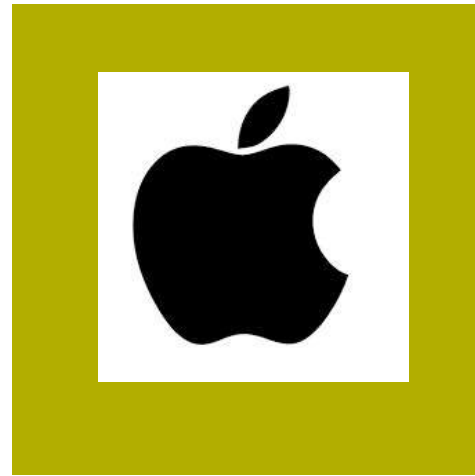
INNOVATION &
DISRUPTION

CLAY CHRISTENSEN
Harvard



Disruptive Innovation

Innovation	Disrupted Market
Automobiles	Rail roads
CDs, DVDs	Tapes
Downloadable Digital Media	CDs, DVDs
Digital Photography	Film Photography
Mini Computers	Mainframe Computers
Personal Computers	Mini Computers
Flat Panel TVs	CRT TVs
Robotic Factories	Assembly Line factories
Jet Planes	Propeller Planes



Who's disrupting?

**“Innovation distinguishes
between a leader and a
follower.”**

- Steve Jobs

ACADEMIC Leader

JUNE 2014
VOLUME 30, NUMBER 6

THE NEWSLETTER FOR ACADEMIC DEANS AND DEPARTMENT CHAIRS

Moving from 'Yes, but' to 'Yes': Using Motivational Interviewing to Engage Faculty and Facilitate Change

By Richard L. Ogle, PhD

"The way you see people is the way you treat them, and the way you treat them is the way they become."

—Johann Wolfgang von Goethe

“Yes, but ...” This might be the most common phrase heard by an academic when attempting to engage an individual and motivate change. The

one-sided, the natural human response is to equalize the interaction by present-

Basic communication tools

Fortunately, there are other models of facilitating change that address the problems of ambivalence and resistance—one evidence-based approach is motivational interviewing (MI).

THE OARS FORMULA



THE OARS FORMULA



Basic communication tools

The basic tools of MI are simple and well-known communication strategies that include: **Open questions, Affirmation, Reflective listening, and Summary (OARS)**. Open questions are questions that invite narrative and conversation and allow the individual to provide his or her perspective. They differ from closed questions—questions that can be answered with a “yes” or “no.”

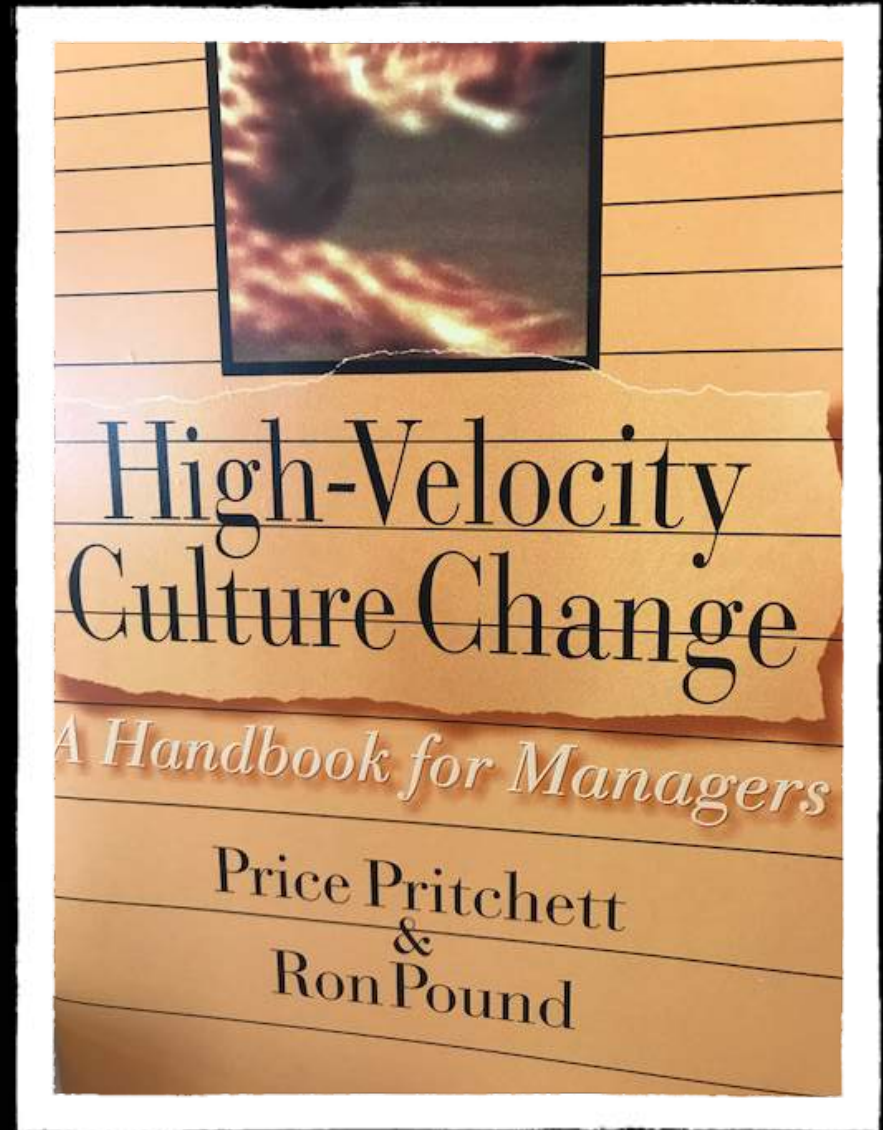
Affirmation is the skill of accentuating the positive. It means engaging in a manner that demonstrates that you are actively understanding, acknowledging, and affirming another person’s perspective and contributions.

Reflection, also called active listening, is the process of repeating what you hear in a response. It is a hypothesis (a

Open questions
Affirmation
Reflective Listening
Summary



How do I speed up change?



Don't Let the Existing Culture Dictate Your Approach.

“... you'll have trouble creating a *new* culture if you insist on doing it in ways that are consistent with the *old* one.”



High-Velocity Culture Change

A Handbook for Managers

Price Pritchett
&
Ron Pound



Disarm the Old Culture.

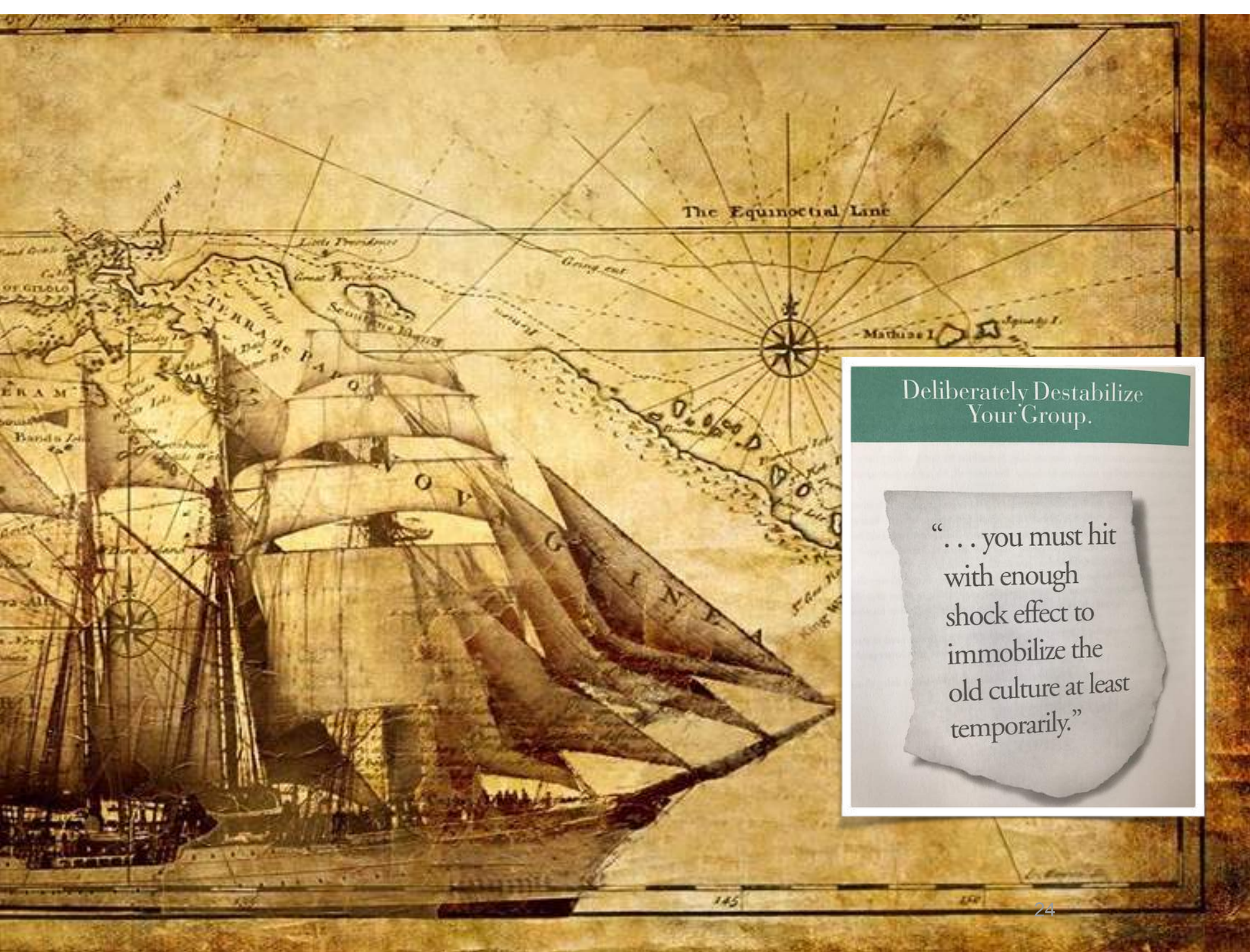
“You must seize control of the energy—turn it to your advantage—so it can’t be used to fortify and perpetuate the old culture.”





Demonstrate Unwavering Commitment.

“People have to believe you’re dead serious about this endeavor and determined to see it through.”



Deliberately Destabilize
Your Group.

“... you must hit
with enough
shock effect to
immobilize the
old culture at least
temporarily.”

Involve Everyone.

“Your job is to give everyone in your group personal accountability for transforming the culture.”



Go Flat Out.

“Start out fast
and keep
trying to pick
up speed.
Leave skid marks.”



Voluntary digital certification being explored

Discussions are underway for an ACEJMC digital certification that would recognize accredited programs responsive to emerging technologies, platforms and distribution models.

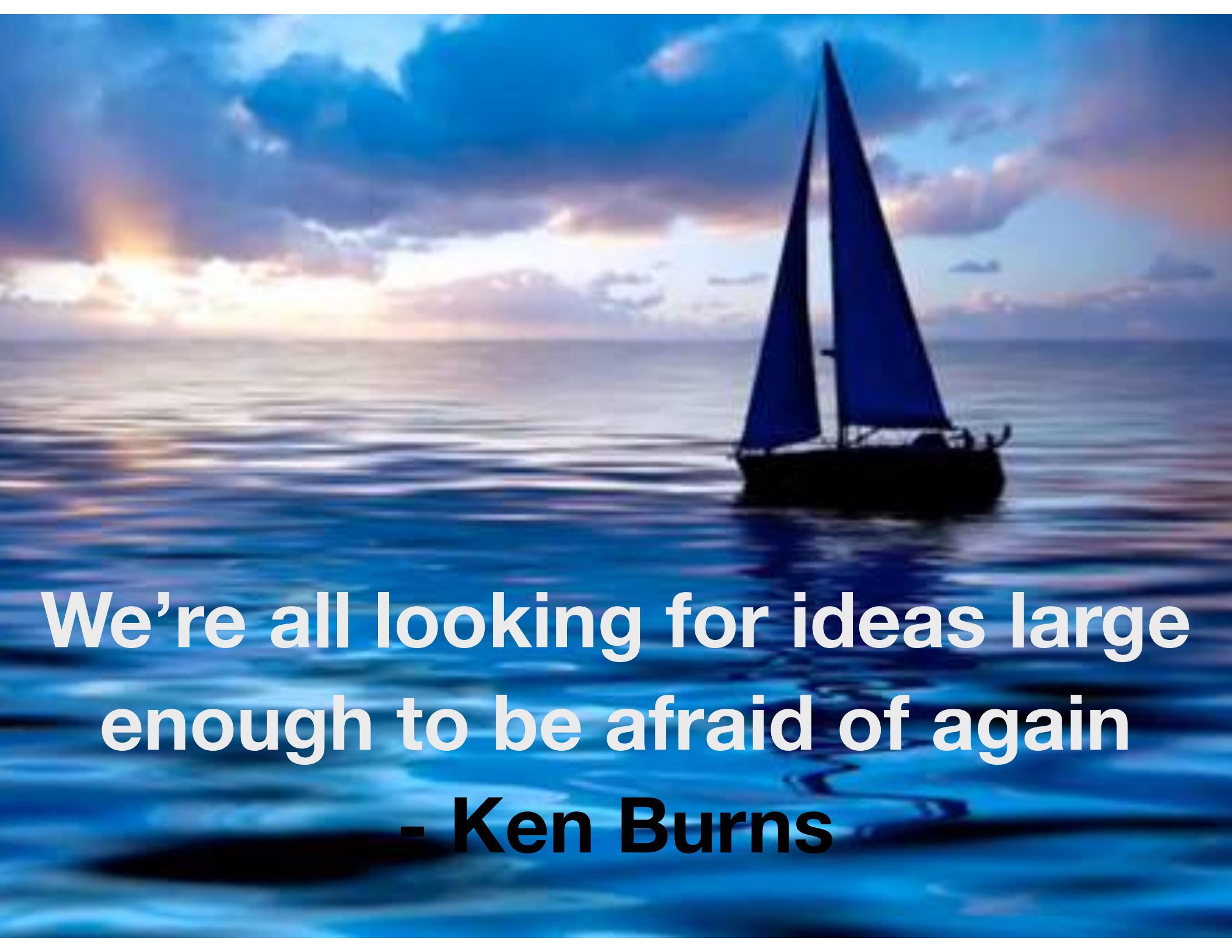
This secondary certification would be voluntary and offer an additional set of norms and standards that reflect the rapid pace of technological change in media and communications.

To earn the certification, schools would meet and/or exceed designated criteria for applied research,

technology use, external collaborations, course offerings and faculty development. Schools would provide reporting for evaluation by an ACEJMC committee. Certification would be renewed every two years.

The proposal for digital certification was presented at the April 29 Council meeting by Amy Webb, a public Council member and founder of the Future Today Institute. An ad-hoc committee has been established to further explore the certificate proposal and report to the Council at the Aug. 25 meeting.

**It is here..get on or get
off the boat**



**We're all looking for ideas large
enough to be afraid of again**

- Ken Burns

Thank you! Comments to bsilcock@asu.edu
[@DrBillASU](#)

CREDITS:

Slideshare presentations by

Diana Elbasha “How Do The media Cover Social Justice?” http://www.slideshare.net/dianaelbasha/media-social-justice?qid=1c3b0b8b-1dab-4f92-b101-64b3daa96ee7&v=default&b=&from_search=8

Ed Cabellon “Social Media, Social Justice, Social Beings:Shifting Paradigms in 2013” http://www.slideshare.net/edmundc75/mcpa-2012-keynote-social-media-social-justice-social-beings?qid=d3a4ebd9-1a47-47b7-a323-00d7a8a26a0a&v=qf1&b=&from_search=1



SAILING THE SEVEN SEAS OF
LEADERSHIP

KINSHIP
RELATIONSHIPS (FRIENDSHIP)
OWNERSHIP
WORKMANSHIP
HARDSHIP
STEWARDSHIP
WORSHIP



***Fulbright Hubert H. Humphrey Fellowship
at the Cronkite School***

80 journalists and PR professionals

55 nations



Walter Cronkite
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION