

Dr. Richard Dool

- **Leadership Communication Research Forum**
 - *Establish an entity dedicated to the specific study of leadership communication*



Context

- ◆ Can we imagine an effective leader who is **not** an effective communicator?
- ◆ Employee engagement is alarmingly low globally.
Communication is the cornerstone of an engaged workforce.
- ◆ There is a paucity of dedicated, focused research in the area of leadership communication. *No dedicated journals.*
 - Usually embedded in other Journals
- ◆ **Living Laboratory for the need**

Leader as Communicator

Managers need to be adept/effective at three modalities
and at speed:



One to One



One to Many



'e' Forms

The Forum would offer:

- ***A dedicated Research entity***
 - A Peer Reviewed Journal for Leadership Communication
 - An Annual Symposium on Leadership Communication (Academics and Practitioners)

Leaders in 2019 need to
as conditions shift



Pivoting to Plan B...



On the Shelf for now....



Pivoting to.....a new project:

**New Masters
in
Health Communication & Information**



Masters in Health Communication & Information

- ◆ A **school-wide Master of Health Communication and Information** that leverages available expertise already existing in the School of Communication and Information (SC&I).
- ◆ The interdisciplinary program will focus on how people, individually and collectively, understand and manage health and illness related issues, the role of communication, information, media, and technology in professional health care, and the communicative and informational determinants of health and wellness.

Masters in Health Communication & Information

- ◆ The proposed program will be nested within an **exceptionally rich set of environments for health professions and health scholarship** including Rutgers New Brunswick, Rutgers Biological and Health Sciences, the RWJ Barnabus health system, New Jersey's high density of health, health tech, and pharma industries.
- ◆ Potential students might also include various health practitioners (MD, NP, RN, RD, Pharma, Medical Assistants, etc.) who work in close proximity to SC&I. *As well as 'health communicators...'*

Context & Opportunity

- ◆ All indications suggest an **expanding job market** for all potential areas of health data analysis and informatics - the greater New York City region is an area of strong demand compared to the nation as a whole.
- ◆ Several universities across the nation and beyond have designated degrees in health communication and health information/informatics. *However...*
 - There are no competing programs in NJ and nearby area. There are currently no institutions in the region that had conferred a degree in health communication
 - The growth of the market for health information/informatics seems evident, however there were **no programs that are identified as both Health Information and Health Communication.**

Overview

- ◆ 36 Credit Masters
 - Online, On-campus and Hybrid options
 - Five Year Dual Degree option
- ◆ Re-purposing courseware and faculty as well as new courses
- ◆ The program is an interdisciplinary program shared by all three departments of SC&I: *Department of Communication, Department of Journalism and Media Studies, and Department of Library and Information Science.*
- ◆ Launch Fall '20
 - Cohort of 20 Year 1
 - Cohort of 50 Year 3
- ◆ **At University Level for Approval**