

EP.08.21  
(Revised)

## PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY

### TITLE OF THE PROPOSAL:

Proposal to rename the College of Communications to the **College of Media**.

### SPONSOR:

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### BRIEF DESCRIPTION:

The College of Communications is proposing to change its name to the **College of Media**. This new name more accurately reflects the evolving mission of the College, its faculty and students as well as the major shifts occurring in the world of the media. The new name is a more precise expression of the College's research, teaching and service mission and more correctly defines what we do. The new name not only will positively impact our recruitment of students and faculty, but will better enable us to obtain outside funding.

### JUSTIFICATION:

The College of Communications was created in 1927 by an act of the Illinois Legislature. At that time it was known as the School of Journalism. Since its initial founding the College has changed its name three times: 1950: School of Journalism and Communications; 1957: College of Journalism and Communications; and in 1968: College of Communications. This will be its fourth name change. Each name change, including the one currently being proposed, was done to coincide with the College's mission.

In considering a new name for the College, we polled all faculty and staff as well as 2,500 alumni. The **College of Media** was one of the top three choices of both faculty and staff and the more than 900 alumni who responded to a survey.

The initial impetus for the name change came from the campus administration, which is allowing the Department of Speech Communications to change its name to the Department of Communication (no "s"). With the exception of one or two programs all Speech Communications programs in the United States have dropped the "Speech" portion of their name.

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While the name change in Speech Communications may have been the original rationale for changing the name of the College of Communications, as we began thinking about what we do we began to see another *raison d'être* for changing our name. Many programs around the country are jettisoning the names: "Communications" or "Mass Communications" in favor of "Media." What we really do in our college is study and teach "mediated communications." That includes old media, new media, emerging media, future media. In short, the College of Communications is about "Media"—whether it be in the **Department of Journalism**, the **Department of Advertising**, the **Media Studies Program** that will soon become a new **Department of Media and Cinema Studies**, the **Institute of Communications Research** or the **Division of Broadcasting (WILL-AM-FM-TV-Internet)**.

The sea change that has produced anytime-anywhere information and entertainment has forced people to constantly adapt. As a result, they are becoming savvier and more discerning about how they spend their money and time, get their news and respond to the media. These changes in delivery methods and how people think about new media, have driven changes in the scope of communications as a discipline. We are seeing an historic shift in the traditional core missions of the College and its units to a more multifaceted mission to enrich people's lives through programs and services that educate, entertain, inspire and empower while enhancing the values of a democratic society by creating media-literate students, scholars, professionals and citizens better equipped to understand and work in the rapidly evolving media environment of the 21<sup>st</sup> century.


The three core College units, the departments of Advertising and Journalism and the Institute of Communications Research, are not changing their names or the courses and degree programs they offer — only the umbrella name of the College will change. At this time we see no additional requirements in the form of prerequisite courses nor any impact on any other department or college.

#### **BUDGETARY AND STAFF IMPLICATIONS:**

The new name of the College will not create any new staffing requirements. In fall 2007 the College moved from a 2-year to a 3-year college and will be a 4-year college as of fall 2008. In moving to a 4-year program the college has already created a new Student Services Center and staff with four professional advisors, two placement directors and a data and records administrator.

We anticipate about a cost of about \$2,500 in reallocated College funds to recreate publications including departmental academic forms, letterhead, envelopes, business cards, brochures, displays, maps, recruitment and promotional materials, letterheads, and cards, etc. Those funds also will be used to create new logos and/or references to the College for its Web site, the campus Web site and all College print material; to propagate a new domain name; inform various entities of domain name and link changes; to ensure that the new name is reflected in search engines; and to create a modest public relations campaign to inform faculty, staff, students, potential students, alumni, donors, WILL viewers and listeners, and scholarly and professional colleagues of the College's new name.

**CLEARANCES:**

  
College of Communications

12-11-07

Date

**EFFECTIVE DATE:** Upon Approval