

Murrow College Vision, Mission, Values and Over-Arching Goals

Vision: The Edward R. Murrow College of Communication will be recognized as an international leader in communication education and scholarship for its application of the values and expertise Murrow championed as a courageous, professional communicator and engaged citizen.

Key Words: Innovation, Professional Excellence, Courage and Integrity

Mission:

The Edward R. Murrow College of Communication furthers Ed Murrow's legacy by applying through education the values and expertise he championed to the evolving fields of communication and mass communication.

To accomplish this mission the College facilitates articulate, effective, and ethical communication on the part of individuals and institutions in the service of just democratic societies.

Murrow once said that *Responsibility is not something that can be assigned or delegated. And it promises its own reward: good business and good television.*

Goals:

To achieve the Murrow School's vision for furthering the Murrow legacy with:

- To provide a professionally oriented undergraduate program that emphasizes social responsibility, communication skills across evolving platforms, and experiential learning within a liberal arts tradition;

-To provide graduate emphases that place the School at the cutting edge in communication scholarship that can improve professional communication and society; and

-To perform outreach via collaborations among students, other intra-university units and external organizations that provide mutual benefit to students, the university, the communication professions and society in ways that facilitate articulate, effective, and ethical communication on the part of individuals and institutions in the service of just democratic societies.

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Values:

Freedom of Expression*:

(Quality* and) Excellence*:

Integrity*:

Courage:

Innovation*:

Diversity and Global Citizenship*:

Respect*:

Land-grant ideals*:

Accountability* and entrepreneurship:

*indicates that this appears as one of the university-level values.