

Board Meeting
March 26, 2008

REDESIGNATE THE COLLEGE OF COMMUNICATIONS, URBANA

Action: Approve the Redesignation of the College of Communications as the College of Media, Urbana

Funding: No New Funding Required

The Chancellor at Urbana with the advice of the Urbana-Champaign Senate recommends for approval a proposal from the College of Communications to redesignate the college as the College of Media.

Many programs around the country have moved from names such as “communication” or “mass communication” in favor of “media.” The college studies and teaches “mediated communications” which includes old media, new media, emerging media, and future media. The college is in the midst of an historic shift in the traditional core missions of the college and its units to a more multi-faceted 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 21st century. The college surveyed the faculty, staff, and alumni prior to making a determination on the name change.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes, The*

General Rules Concerning University Organization and Procedure, and Board of Trustees policies and directives.

The Vice President for Academic Affairs concurs with this recommendation.

The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.