



STRATEGIC FRAMEWORK 2025–2030

Our Vision

The College of Media adapts to the evolving media landscape, empowering students and faculty to make significant contributions. Through innovative degrees and curricular programs, we advance student success, and our research and engagement strengthen communities and shape the future of media.

Foster Scholarship, Discovery, and Innovation

The College of Media advances the university's mission by supporting cutting-edge scholarship, encouraging interdisciplinary research collaborations, and empowering students and faculty to explore new avenues for understanding media's role in society. Our work challenges assumptions, embraces emerging technologies, and addresses real-world issues.

Illustrative activities:

- Media futures briefings for faculty, staff, and graduate students
- Undergraduate research initiative
- Campuswide research effort on media literacy (writ large)
- Internal seed grants for research on campus-identified priorities



Provide Transformative Learning Experiences

The College of Media combines the benefits of a small college with the vast resources and opportunities of a world-class research university. We are committed to expanding our innovative, interdisciplinary curricular and co-curricular programs and ensuring that the transformative benefits of a College of Media education are accessible to a broad range of undergraduate and graduate students.

Illustrative activities:

- Interdisciplinary, cross-department B.A. in Media online degree completion program and residential B.A. in Sports Media (and potential new programs)
- Program to onboard and integrate transfer students into our community
- Suite of professionalization training, experiential learning, and domestic and international immersion opportunities accessible to all students
- Teaching circles and communities of practice



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Make a Significant and Visible Societal Impact

The College of Media contributes to the university's land grant mission by advancing media literacy and fostering community engagement that promotes informed participation, helps people to navigate evolving platforms, and strengthens social connections.

Illustrative activities:

- Collaborations between academic departments and Illinois Public Media
- New relationships with other colleges and campus public engagement units around health and wellness, civic life, science, and AI and technology
- Fundraising to support international engagements in research and education
- Work with K-12 and community partners (e.g., IMEDIA, Illini Summer Academies, Provost's Dual Credit pilot, community media)

Steward and Generate Resources

The College of Media effectively stewards its resources by directing them toward high-impact priorities, fostering robust shared governance and financial literacy, and engaging in long-term planning. Through industry partnerships, competitive grants, and philanthropic support, we expand our capacity to lead in media research and education.

Illustrative activities:

- Centennial campaign to raise funds for professorships, scholarships, and unrestricted funds for departments and units
- Decentralized budgeting and multi-year planning to empower departments and units to invest in strategic priorities
- Connections with campus offices of corporate and foundation relations and in-house programming for faculty, staff, and graduate students
- Development of 5- to 10-year plan for growth

