

Resolution 2019-2020.E

Resolution for the Establishment of the School of Communication and Digital Media

Recommended by the Commission on Undergraduate Studies and Policies

First Reading:

October 28, 2019

Second Reading:

Faculty Senate:

Staff Senate:

Graduate Student Assembly:

Student Government Association:

Approved by University Council:

Approved by the President:

Effective: Fall 2020

WHEREAS, the domain of communication has grown in terms of specialization, expertise, disciplinary areas, and methodologies; and

WHEREAS, a School of Communication and Digital Media will enhance the university's ability to create, convey, and apply knowledge that expands personal growth and understanding of human communication, improves media practice, and broadens media literacy among voters and other media consumers; and

WHEREAS, a School of Communication and Digital Media will advance social and community development through ethical news and sports reporting, advertising, corporate communication, and public relations and foster economic competitiveness through industry-related majors in advertising, communication science and social inquiry, digital media production, multimedia journalism, sports media and analytics, professional communication, and public relations; and

WHEREAS, a School of Communication and Digital Media will align curriculum resources more efficiently and allow more coordinated and strategic investment of resources within the college and university in communication and digital-media instruction; and

WHEREAS, a School of Communication and Digital Media will more closely align the communication programs with national, institutional, and SCHEV peers that have colleges or schools of communication, journalism, or media; and

WHEREAS, a School of Communication and Digital Media supports the land-grant mission of Virginia Tech in the discovery and dissemination of knowledge about human and digital communication; and

WHEREAS, a School of Communication and Digital Media will enhance the stature of Virginia Tech as an internationally recognized university for teaching, training, and research scholarship in human communication, mass media, and digital production.

THEREFORE, BE IT RESOLVED that the proposal for the establishment of a School of Communication and Digital Media, hosted within the College of Liberal Arts and Human Sciences, be approved effective Fall 2020 and the proposal forwarded to the President, Board of Visitors, and State Council of Higher Education for Virginia for approval.