

*Defining our
purpose, values,
hopes and dreams*



IN OUR GRIT, OUR GLORY™

Thematic Analysis of Open-ended Questions

- Analysis was conducted by the dean, who did not complete the survey but has a vested interest in understanding the college.
- Each set of themes was drawn from individual questions (e.g. only responses to the question, “what is the purpose of our college” are included in the section on purpose).
- Theme descriptions emerged from the data.
- All responses to each question were pulled as one text without identification tags to the participant classification.
- All responses were analyzed and categorized. The more comments an individual provided, the more that person’s perspective is reflected in the summary.



Thematic Analysis of Open-ended Questions

- If a response fit more than one theme, it was divided (e.g. “quite good at the undergrad level, impoverished at the graduate level” was split with each phrase classified into a different theme).
- Some comments were paraphrased, or words were removed for brevity (e.g. “I’d like to see us become a problem solver for...” was shortened to “become a problem solver for...”)
- Typos were fixed for clarity
- After initial categorization, themes and comments were repeatedly reviewed and revised to ensure representation, fit, and inclusion of all comments.



Our Purpose



IN OUR GRIT, OUR GLORY™

What is the purpose of our college?

Textbook answer - verbatim

- “Our mission is to graduate highly competent professionals who have acquired communication and critical thinking skills appropriate to journalism and to advertising and public relations. We hold true to the core principles of journalism and mass communication education and as leaders of the digital communications environment. Our mission is grounded in the First Amendment of the Constitution, which gives us a unique responsibility to serve the needs of a diverse society. Through excellence in teaching and research, we educate ethical, socially responsible, well-rounded and fair-minded graduates who will carry those traits into the real world.”



What is the purpose of our college?

Textbook answer

- teach, research, service to the profession/ university/ community
- integration of teaching, research and service regarding J&MC.
- provide world-class Big-10 caliber media education, research and service.
- to provide quality education to a broad range of students, produce meaningful research and creative activity, and serve our community.
- more focused on innovation in curriculum, research, and creative activity, and more aligned with the University's priorities.



What is the purpose of our college?

Prepare the next generation of professionals

- We are here to educate, shape and support student learning so students can be successful in their future careers.
- to give students opportunities that will prepare them for success in life in support of the mass media professions, present and future
- to provide a world-class media educational experience for our students and prepare them for a career in the media and communications field
- to teach and train future journalists and communications professionals to compete in Nebraska, the country and globally
- train the next generation of media professionals
- to educate tomorrow's aspiring communicators



What is the purpose of our college?

Prepare the next generation of professionals

- to educate and empower the next generation of journalists. Our country needs them now more than ever.
- to help the next generation achieve their educational and career goals.
- to prepare the next generation of journalism and mass communication professionals
- to prepare the next generation to be top notch
- If we currently have a shared purpose, I think it has been to serve students pursuing careers in our fields.
- equipping the next generation of professionals in advertising, journalism, and public relations with the most cutting edge of skills



What is the purpose of our college?

Prepare the next generation of professionals

- educate the next generation of industry leaders, creatives, strategists, storytellers, etc. by providing multiple opportunities for students, both undergraduate and graduate
- professional preparation
- to provide the most meaningful journalistic education to emerging young journalists by preparing each with the tools to practice journalism during its revolutionary change
- We are a professional program that prepares students for careers in communications industries.



What is the purpose of our college?



Provide quality education

- to provide a quality education to the students
- educate students on journalism and mass communications
- to educate students to take meaningful roles in the industries we serve: journalism (including broadcasting), advertising and public relations
- to educate students so they are successful in providing honest information to media consumers.
- Students are the focus of our college and our university.
- to educate students in the fields of advertising, broadcasting, journalism and sports, preferably with a cutting-edge curriculum

What is the purpose of our college?

Provide quality education

- to educate undergraduate and graduate students in the skills and values necessary for them to thrive in careers in the fields we serve: journalism (including broadcasting), advertising and public relations
- On the graduate level, moreover, we aim to develop their skills more broadly, as well as to give them an appreciation for the values of more intense research.
- provide knowledge, skills, experience and improve abilities of students seeking journalism, media and advertising/marketing experience



What is the purpose of our college?

Develop innovative, critical thinkers and future leaders

- to expose students to new viewpoints and give them experiences that force them to examine their views and perspectives
- to prepare our graduates to solve problems through the process of investigation, analysis, synthesis, creation and publication and to observe the world and respond with purposeful action, delivered with innovative technologies and thoughtful strategies
- We teach students how to make things and support them while they change the world.
- to help our students develop into great contributory citizens who promote journalistic integrity
- to teach students how to think ethically, and responsibly, outside the box



What is the purpose of our college?

Develop innovative, critical thinkers and future leaders

- inspire the next generation of communications leaders
- to provide an outstanding academic environment in which students can identify their unique place in the world
- to prepare students to be innovators and industry leaders
- to educate the next generation of thoughtful thinkers to be innovative and creative
- to teach students to seek truth and understand the world; to make society stronger and more just through storytelling, strategy, creativity, data and innovation.
- The fundamental purpose of higher education is to prepare students for a life, in the fullest sense of that word. If we lose sight of that, we will destroy the meaning and value of higher education.



What is the purpose of our college?

Provide cutting-edge and experiential learning

- to provide students with experiential learning opportunities to prepare them for their careers
- offering hands-on learning opportunities and professional expertise
- We ought not teach from books, but students should be practicing journalism in the field using as many tools and emerging platforms as possible.
- to help students achieve the dreams that once seemed impossible to them through both internal and experiential learning
- to give students chances to learn about emerging media trends and skills





Expand knowledge

- to expand the body of knowledge about the industries we serve through focused research and creative production
- to strategically advance the profession through innovative ideas, creative work, and research
- contribute research and creative activity to the profession so faculty are able to tackle emerging challenges where students can participate in that pursuit
- I think we can up our research game with a bit more effort and resource commitments.
- academic research, most likely of an applied nature

What is the purpose of our college? 

Serve the university, community, state, and industries

- I think we need to take on the mission of educating all Nebraskans about the importance of a free press and being news literate.
- using our talents to be involved and improve the campus and Lincoln
- serve our state and contribute to its prosperity.
- I believe the college also must be an essential part of state and national media organizations.
- The college must contribute to the university in meaning full ways through innovative courses, grant activities, service work and contributing our expertise.
- We should be more of a resource for the media and citizens of the state, relative to our experience and research in the media industries.
- truly be a valued contributor to the mission of the University of Nebraska-Lincoln.



What is the purpose of our college?

Promote a culture where every person, every interaction matters

- to provide a small-college experience at a big university
- to provide an outstanding environment where employees are valued as an important part of the whole as well as for their individual contributions to the college



Our Values



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What is important to our college?

Students

- students, students, students
- success of the students
- student-centered
- student experience
- student accomplishments
- At the end of the day, it is the students.
- We are a passionate group that cares about student success.



What is important to our college?

Experiential Learning

- engaged professors who provide hands-on learning for students with real-world applications
- hands-on, hands-on education
- real world
- experience, experience
- experiential learning





Teaching and Learning

- education
- education - both students and the communities
- I would hope that student education would be important to the college.
- teaching, teaching, teaching
- teaching the basics
- learning
- communication, journalism, ADPR, storytelling, media, strategy, clarity in expression, research, data, facts, thinking, analytical

What is important to our college?

Community and CoJMC Family

- community, community, community, community, community, community, giving back to communities.
- family, family atmosphere
- collegial
- people
- caring, nurturing, empathetic, supportive
- professors who care about students and know their names
- mentoring
- social recognition
- kindness to others



What is important to our college?

Innovation and Creativity

- innovative, innovation, innovative, innovation, innovation, innovation, innovation, innovation, innovation, innovative
- innovative curriculum
- "innovative" thinking
- forward-thinking
- dynamic, cutting edge skills
- very latest techniques and information
- originality
- creativity, creation, creation, creativity, creativity, creativity
- invention
- technology





Truth and Integrity

- fundamental values in telling true stories
- fundamental journalistic values
- telling true stories well and thoroughly
- devotion to truth
- free speech and press
- standards
- ethics, ethical
- integrity, integrity, integrity
- outstanding character

What is important to our college?

Opportunity and Excitement

- opportunity, opportunity
- future
- exciting
- action
- enthusiasm
- creating change
- motivated
- **Short term success and reacting to industry shifts**



What is important to our college?

Diversity and Fairness

- diversity, diversity, cherishes diversity
- diversity of our faculty's strengths, talents
- respect
- equality
- open-minded
- fairness and openness in decision-making
- internal transparency
- teaching fairness and thoroughness
- fairness



What is important to our college?

Teamwork and Collaboration

- collaboration, collaboration, collaboration, collaborative
- cooperation, cooperation
- teamwork
- engagement
- interdisciplinary



What is important to our college?

Excellence

- excellence, excellence
- high quality
- consistency
- quality
- mastery
- recognition
- pride



What is important to our college?

Professionalism

- strategic, strategic
- dedicated, committed
- professional, professionalism
- professionally oriented, professional training
- mission
- leadership, leadership
- accountable



What is important to our college?

Flexibility and Value

- flexibility, flexibility, flexible
- skills to be flexible in their careers
- adaptability
- value, value
- affordability



What is important to our college?

Research and Creativity

- research, research, research
- scholarship and creative work
- our unique projects
- faculty accomplishment, when it should be student accomplishment
- We provide very little guidance for, emphasis on, or support for research and creative activity, and yet that is very significant in our evaluations.



What is important to our college?

Divisiveness and Grudges

- Fragmentation — too much division between News, Broadcasting, and AD/PR. This divisiveness has long roots and has played out in bad behavior between faculty members. This kind of thing just has to trickle down to the students, creating divisiveness among them.
- Nothing other than self-fulfillment and cut-throat politicking has been important.



Who knows?

- Hard to say what's important right now
- I don't think I can effectively answer this. We haven't had a group conversation in so long, nor have we seen a strategic plan that didn't include projects that were already in motion in years.
- I think you will get a different answer from each person because we are all moving in our own directions.
- I don't know.



Our Values in Action



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Are we effective in putting our values into action?

Yes

- Very, very, very
- Fairly well!
- It had started to improve over the past year or so.
- We are pretty effective with putting those values into action.
- I'd say we have a strong start with putting those values into action but need to ensure all students feel that commitment.
- We do a decent job of serving students, in a customer service way.
- Generally, we are very effective. Our students are well prepared.
- I think we do a great job with those students that are here, on-campus (undergrads).
- Quite good on the undergraduate level



Are we effective in putting our values into action?

Somewhat

- Somewhat, somewhat effective, we are somewhat effective
- Some days are better than others, particularly given year-in/year-out budget issues and diminished resources. We have become adept at doing a lot with little input. I wonder if that hurts us on campus.
- We've been inconsistent, primarily because we've had a revolving door of deans.
- We have moments of greatness but there isn't enough consistency.
- 7/10
- We do feel like a community, but individual and group interests also compete for limited resources.



Are we effective in putting our values into action?

Somewhat

- Mediocre - there have been lots of stops and starts for a number of years. Distractions have taken the focus off of larger goals.
- It depends - we are doing some of these things but we are inconsistent; we also reflect values more externally than internally.
- I believe everyone believes the same things are important in terms of big picture with education but often get caught in the minutia.
- Too often we say one thing but do another.
- We are good at teaching the basics, but need to be more creative in the teaching of our classes to the new generation and quantity
- Middle of the road
- We're doing better than we think, certainly not as we would like.



Are we effective in putting our values into action?

No

- Not very
- Not very effective
- Not very good in the past couple of years.
- We could do a better job of focusing on student accomplishments
- We could always be more effective.
- I hope the college is better at implementing these values now than they were when I was there.
- Not as much as we should be. We are strapped by lack of full time professors and lack of resources.



Are we effective in putting our values into action?

No

- I think we could do a better job focusing on our purpose/mission instead of reacting to what's happening in the industry. My hope is that the college could work to forecast and plan instead of respond.
- Ineffective. We have been bringing people down and dividing people.
- I think there's a lot of potential for opportunities in growing our online student community.
- Impoverished at the graduate level.
- What values???



Are we effective in putting our values into action?

No idea

- Not sure
- --
- I am too young here to answer this with any real knowledge.
- I don't know that we are serving students as well as we could in terms of leading them, creating curriculum and opportunities that, as experts in our field, we know will help them become better strategic thinkers/ get hired/ etc.
- NA
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College Pride



IN OUR GRIT, OUR GLORY™

I will be proud of our college when...

I AM proud

- I am proud of the college. I am proud of our college. I already am proud of this college. I am already extremely proud of our commitment to student success inside and outside of the classroom.
- I am already incredibly proud of the college. I think we could all do more to advance our values and goals and make the time spent here more meaningful for students.
- I am proud of the college now. We have a great reputation across campus and with our alums and stakeholders.
- I'm always proud when our students, alums, faculty and staff do work that turns heads and makes a difference. Our college is honestly one that can change the world. We shouldn't be afraid to try.



I will be proud of our college when...

We are known for excellence

- we become a conduit for world-class journalism
- we are considered a top 10 college across the nation
- people recognize the incredible media innovators we have in the college, and among our alumni
- We are seen as THE best journalism/communications college in the nation.
- when everyone works toward the best possible reputation for the college and its students — not through image inflation, but through authentic, high-quality teaching and standards.



I will be proud of our college when...

Our students succeed

- There is a high percentage of success for present and former students
- We place most of our graduates in the various media we serve, especially high-level national media.
- When more of our graduates take on substantial roles at leading journalistic and advertising organizations nationally or move into professional schools (such as law) in which they use the research, organizational and writing skills we teach.
- Our students are heading into the world ready to produce top-quality work, prepared for the industry as it is but with sights set on improving it.
- The focus should be on the students and their successes.



I will be proud of our college when...

We change with the times

- offer new, in-demand majors such as Media Analytics
- I was glad to hear our new dean say that a new major and some certificates will be coming soon!
- We adapt fully to the digital age. Journalism, advertising and social media – the media – hold so much power, especially now. Are we fully adapting to the digital age? Are we preparing students for the world we forecast they'll enter after their 4 years with us? Or are we just doing what we have always done?
- when we develop a flexible curriculum -- across all UNL courses -- that allows students to essentially design their own major.
- innovation involvement



I will be proud of our college when...

We change with the times

- Journalism and Mass Communications doesn't reflect the kind of training and work that we do. Most big schools renamed their colleges years ago, changing with the times. They also innovated with new majors, certificates, and courses.
- We need to rename our Bachelor's from Journalism to either a Bachelor of Science or something else. Bachelor of Journalism is so antiquated, and most parents and students don't get it. ADPR could be renamed Strategic Communications to reflect what we teach and do.
- I know we all want to go back to the Walter Cronkite days, but this is a 24/7 news world, where most reporters are freelance without health insurance. We need to adapt as an institution.



I will be proud of our college when...

We work together

- when we break down silos.
- The lingering emotional silos that still exist between some faculty in different majors can be defeated.
- the faculty stop fighting internally
- when there is no more bickering in faculty meetings
- All faculty, administrators and staff feel they can speak freely at meetings and within the college.
- we make meetings positive and collaborative, truly listening
- the college can function more as a whole unit together and not against each other.
- Every last vestige of emotional separation between faculty and staff positions is gone (we've made gains, but more to do).



I will be proud of our college when...

We work together

- We can compromise and cooperate for a shared, common goal.
- faculty are able to communicate and collaborate with shared goals
- Our faculty can collaboratively work together to provide an unmatched educational experience for our students, teaching them skills related to all areas of our college and industry.
- We can all actually work together for the college's goals rather than focusing on individual wants and needs.
- My experience with academia is that of a bunch of independent contractors who sometimes have to go to the same meetings. Such missed opportunities!
- If we could all be contributing toward making plays that matter and seeing them pay off-- what a wonderful world it could be.



I will be proud of our college when...

We have an inclusive, supportive culture

- it dedicates itself to providing students, staff and faculty with the most effective tools that allow success, equity and accountability.
- When faculty from all the majors want to and are given support to collaborate across disciplines and feel they share in a common goal.
- we understand and value each other's contributions, when those contributions are recognized and evaluated fairly, and aligned with recognized strategic priorities so that they mean more than the sum of their parts.
- We have great, talented people at our college who want to be successful, who want to help the team win-- and have no idea what that looks like, no coaching or guidance for how to make plays
- workplace culture improves



I will be proud of our college when...

We have an inclusive, supportive culture

- We create an environment of mutual respect, support, communication and kindness.
- We need to focus on people's strengths. Involve us in the conversations about courses, scheduling and potential barriers
- Too many decisions have been made without faculty input that have impacted the student's learning experiences and environments.
- all students feel supported and encouraged by our faculty, not just the "star" students
- when confidentiality is respected.
- Place value on those who work here and work hard and show up every day for the students.
- faculty need to be supported and recognized for their efforts, too.



I will be proud of our college when...

We are transparent and equitable

- transparent and equitable opportunities are available for students, staff, and faculty (tenure-track and PoPs)
- equitable treatment for all faculty and staff, we will be on the right track and I believe we will be able to accomplish anything.
- all students have an equal chance to participate in star-studded classes and projects — that the days of being hand-selected are gone.
- Find a balance of workload across faculty and staff would help equity while fostering a stronger community and team environment.
- When we can stop paying some faculty (especially white men) huge salaries for doing the same work that we all do.
- In general, it is hard to look around the college and see the "rules" and "policies" being enforced consistently across majors and genders.



I will be proud of our college when...

We value diversity

- there is an intentional value placed on diverse ideas and people.
- we can make conscious efforts to recruit a diverse group of students into our college through scholarships, summer workshops, and other outreach efforts.
- we can attract and retain a diverse faculty, especially faculty from the minority groups.
- We show more diversity beyond race (ability status, etc)
- It practices what it preaches, when it is truly inclusive.
- We continue to confront prejudice and racism (again, off to a promising start, but we can't let this slip aside when we get busy).



I will be proud of our college when...

We have leadership and direction

- We have fallen the victim to ineffective leadership and favoritism for far too long. The lack of transparency from the top has eroded any trust in decisions being made and has divided faculty and staff.
- when we can find what truly makes us distinct from the rest and we can communicate that effortlessly
- Having a clear set of longer-term goals and mission that compliments the university's while making the work visible would help external groups understand our college better.
- we're deliberately and strategically building something great together.
- we're headed toward a place that at least most of us believe in, and we each know how to use our talents to help us get there.



I will be proud of our college when...

UNL sees us as a partner and worthy of support

- UNL campus doesn't see the college as a mess and difficult to work with meaning our reputation reflects the words used above
- UNL campus and Board of Regents recognize more happens in the college than journalism and that journalism is not just newspapers.
- we are a valued member of UNL in all areas of the academic mission (teaching, research/creative activity, and service).
- when we can devote more resources to our mission.
- We have good ideas and committed faculty -- we just need more.
- we aren't spread so thin so there is focus on goals and not resources
- We have a tradition of producing talented and committed graduates who become leaders in their industries on a shoe-string budget.



I will be proud of our college when...

We focus on research

- we can do research that will render us visible on campus and in the country.
- We need to make research productivity a priority here.
- When faculty can attract substantial and visible grants to support their work and the college.
- we are truly competitive with other programs nationwide in terms of research and graduates



I will be proud of our college when...

We have a strong graduate program

- I would like to see our graduate program develop into a full-fledged, top-notch, and well-staffed organization, preferably granting Ph.D. degrees, along with more master's degrees and certificates.
- When we can have a strong graduate program. Right now, everyone who applies is admitted and most of the students I've had in my classes are horribly unprepared for grad studies. Undergraduate students perform way better than 90% of the grad students on the same assignments. It's troubling.



I will be proud of our college when...

We hire for experience/education

- We hire instructors who have more work experience than academic experience. Students need to hear and learn from instructors who covered the White House or war zones or even someone who ran a small-town newspaper. Instructors who have never used Twitter before cannot provide students with a 2020 journalism education.
- Some of these salaries were based on past glory which is now irrelevant or industry experience, but if you look at other faculty earning much less pay, they also have substantial years of professional experience and terminal, advanced degrees (Ph.Ds).



I will be proud of our college when...

We restructure

- When we can reorganize our sequences into fully-fledged departments. Our field is not dying, it's growing and we cannot afford to merge our college into one as it has been attempted over the last two years.
- We need strong and focused leaders for departments. We can still remain nimble without rendering ourselves irrelevant to the various industries we serve by merging the college "into one college."



I will be proud of our college when...

Never?

- Cannot think of such a moment in recent years.
- It can produce a meaningful survey . . . with parallel dichotomies. What is "reward commitment" v. "reward focused," "ad hoc/opportunistic" v. "planful/programmed" "service to others" v. "impact on us," "measure outputs" v. "measure inputs"?????????



*Hopes and
Dreams*



IN OUR GRIT, OUR GLORY™

What are your wildest hopes and dreams for the college?

We have continued student success

- High employment for the students
- students will leave finding joy in journalism
- to see upcoming generations of students educated to meet information needs and improve the national media reputation
- every student feels confident in their experience within CoJMC
- we place 100% of our graduates at such journalistic organizations as the NY Times, Washington Post, Wall Street Journal and Bloomberg, and at major advertising and PR agencies. If we fall short on the 100%, that we send others off to law schools or other professional schools.
- Seamless transitions between courses aligned from the 100s to the 400s with instructors reinforcing what students have learned.
- All majors are firing on all cylinders with students raising the bar



What are your wildest hopes and dreams for the college?

We have a stellar reputation

- continued excellence in education, communication, and research
- reputation as the best online graduate program in the Big Ten
- become truly competitive with other programs nationwide in research and graduates
- become a nationally recognized center for developing journalists who can effectively and creatively cover state and local public affairs.
- Win national awards and accolades because of our students' incredible work.
- World-renowned
- Our students believe this is the best place for them to create strong foundations for career and personal success.



What are your wildest hopes and dreams for the college?

We have a stellar reputation

- known for innovative, open-minded, collaborative faculty and students, agile and strategic enough to build interdisciplinary partnerships and mutually beneficial relationships with industry, both inside and outside of the state.
- Faculty research and student work are able to raise the prestige of the college for funding and resources to support opportunities for all students like Jacht, Hearst, and Global Eyewitness.
- Faculty, students and staff are all winning awards, publishing, receiving grants and developing skills to address new tech, challenges, and trends in the industry.



What are your wildest hopes and dreams for the college?

We have a stellar reputation

- Have a national reputation that allows us to attract top talent.
- To be top-of-mind when potential STUDENTS are thinking about education and FACULTY and STAFF are thinking about careers
- I'd love to see our college make strategic decisions that lead to being a real destination for students and scholars who want value
- We are mentioned in the same conversation as Columbia, Missouri, Berkeley, Syracuse, Northwestern, Arizona State, USC.
- **Stop being viewed as an out-of-date, dysfunctional college by other units on campus.**
- **Stop graduating students with a bachelor in journalism who cannot write, enforce a GPA requirement.**



What are your wildest hopes and dreams for the college?

We teach cutting-edge curriculum

- expand our offerings to include more relevant and future-focused trends surrounding UX/UI/CX, digital content, social media, AI, and analytics-focused courses/programs.
- Focus on analytics and insights, build a program/minor/center around those concepts which are the future of all of our industries.
- innovative educational and research experiences in media
- Keep pushing toward innovation.
- Allow the faculty who do want to innovate the ability to do so without the roadblocks from those who want to preserve the past.



What are your wildest hopes and dreams for the college?

We serve all students and our communities

- Curriculum that is flexible and responsive to industry changes but reflects the importance of basic skills including writing, editing, ethics.
- provide a deep, thoughtful examination of journalism AND real-world, hands-on experience AND have a deeply diverse student body that forces us to examine and re-examine what storytelling and fact-finding mean/will mean in the years to come and how doing so is foundational to the continuation of democracy.
- create a new major to allow students to finish easily once they've left and only have a few classes to complete.
- Offer a general media studies major for those who choose us as a second (or third) choice.



What are your wildest hopes and dreams for the college?

We serve all students and our communities

- identify barriers to achieving goals and ameliorate them
- promise that every student who meets certain criteria will have an opportunity to study abroad, regardless of finances, or have a semester-long practicum in Boston with Hudl or specialized, tech-focused course of study in San Francisco
- significantly increase our service to news organizations and Nebraskans
- take advantage of being located in the state capital and do more to develop in-depth reporting on a range of issues.
- become a problem-solver and champion for news organizations -- improving open-records laws, creating non-profit news public news organizations and consistently carrying out experiments and innovations on their behalf. News is broken; we need to step up to fix it.



What are your wildest hopes and dreams for the college?

We collaborate

- collaborative classes that teach aspects from all majors and strong job placement after graduation.
- more public/private partnerships where faculty and students are working with industry on current trends/projects and researching ways to address future challenges.
- multiple opportunities to collaborate across industry and other academic units on-campus.
- Our courses contribute to areas across campus and we have more collaboration with other departments around curriculum developing and research activity.
- Participate in more collaboration with other colleges/departments
- Play a more significant role on campus.



What are your wildest hopes and dreams for the college?



We Lead

- become a national leader in teaching journalism and mass comm
- become a university and national leader
- the college is in a leadership role on campus and in the Big Ten
- to be the top Journalism school in the nation, producing the next generation of great leaders and innovators
- innovate in areas that scare other institutions and work to preserve journalism and broadcasting as we know it
- Set industry trends instead of follow them.
- be cutting edge and set the standard for education in these fields

What are your wildest hopes and dreams for the college?

We have space and resources to grow, grow, grow

- Double the number faculty and students
- I'd like to see more resources pushed toward areas with high enrollment.
- Enrollment over 200 students
- substantially outgrow our space. We've been on the cusp of it for some time, and now we seem to be shrinking slightly again.
- Our current building could use some renovations or additional space to continue to grow our college.
- To have a new named building that will allow us to grow
- Renovated spaces/classrooms to accommodate classes larger than 16



What are your wildest hopes and dreams for the college?

We have space and resources to grow, grow, grow

- A new building with a cutting-edge video, sound and photography studio.
- As one of UNL's smallest colleges, it would be a dream to secure sufficient endowment to insulate us from the seemingly constant concerns about budget cuts or consolidation.
- We need more colleagues. We are stretched mighty thin on several levels.
- That our funders share in this vision and understand the importance of higher education funding as the best investment in the future of our state and nation.
- That we grow a little, but don't lose the small college feel.



What are your wildest hopes and dreams for the college?

We grow our graduate programs

- PhD program or quality masters program with student who can teach 100-level courses. This will free up faculty to teach in their area of interest/expertise, or what they were hired to teach.
- build a full-fledged graduate program.
- flourishing graduate program, through certificates, master's degrees and Ph.D. degrees, with our doctoral graduates getting top jobs at teaching institutions or high-level positions in industry.
- Establish a Ph.D. research program.
- We need a PhD program that we can grow gradually.
- Growth in our online graduate program and multiple graduate certificate options



What are your wildest hopes and dreams for the college?

We increase diversity

- diverse and inclusive faculty, staff, and student population. Just because we are in the Midwest does not mean that we cannot attract and retain diverse faculty, staff and students. Pay minority faculty and staff well and give them opportunities; treat students with kindness and they will respond with kindness.
- significantly increase the number of students from diverse backgrounds and that we would create on-site programs in south and north Omaha to inspire aspiring storytellers while helping our students cover important issues.
- have a deeply diverse student body



What are your wildest hopes and dreams for the college?

We have an inclusive culture

- everyone truly feels welcome here
- To have a name that is more inclusive and reflective of who we are
- Equitable treatment of everyone in regards to workload and service.
- A clear path to promotion.
- Open communication.
- Allow for everyone to participate in processes (if they want to) instead of the same people over and over.
- recognize the contributions of everyone not just the ones who make sure to promote them.



What are your wildest hopes and dreams for the college?

We have an inclusive culture

- everyone is pitching in to contribute to the college in whatever way that may be.
- become a collaborative community – no more polarized, competing ideological positions regarding journalism vs. advertising. The industry has moved past this and so should we.
- find common ground to improve everything about the CoJMC
- Focus on both traditional research and creative activity
- people get along and ALL contributions are celebrated.



What are your wildest hopes and dreams for the college?



We keep a sense of humor?

- Good question!
- Speak truth to power
- Well, we got new vending machines fairly recently, so, hmmm...

*Thank you for your feedback
and commitment to improving
the College of Journalism and
Mass Communications.*



IN OUR GRIT, OUR GLORY™