

**Blueprint for Quality Enhancement
College of Mass Communications & Information Studies
March, 2007**

I. Vision, Mission and Goals

A. *Executive Summary and Mission Statement*

Now in the fifth year since its formation, the College of Mass Communications and Information Studies has substantially transformed itself from two independent entities through merger to two closely related schools with shared goals.

In the process, we have laid the groundwork for providing a new home for the College and its School of Journalism and Mass Communications in the anticipated 2009 move to LeConte College.

We have moved to create the bookends—undergraduate and doctoral degrees—that will enfold the core professional degree programs of the School of Library and Information Science.

Each school is fully accredited. Renewals lie ahead for the School of Library and Information Science in 2009 and the School of Journalism and Mass Communications in 2011.

Our goal for the next five years is to continue to grow within these new parameters, solidifying the steps we have taken.

We would expect at the end of that period to have students at all degree levels in the library school. Doctoral programs in both library and journalism will have explored and taken advantage of synergies and interests where they converge.

The library school's literacy initiative—Children, Libraries, and Literacy—will make its mark in reaching out to communities through programs enhanced by the research leadership of the school's new Augusta Baker Chair in Childhood Literacy.

The College's leadership in multimedia convergence through the Ifra Newsplex will continue as we develop collaborative partnerships that bring students and professionals together to explore the effectiveness of new media. Curricula are under continuous review and revision to address the technological changes in the ways we collect, store, analyze and disseminate information through all our disciplines.

Vision Statement

In a world of mega-information and instant communication, we prepare professionals to better inform and educate a citizenry that is equipped with the level of literacy needed to process communication at all levels effectively.

Mission Statement

The primary mission of the College of Mass Communications and Information Studies, comprising the School of Journalism and Mass Communications and the School of Library and Information Science, is to educate the state's diverse citizens and to position South Carolina as a leader among states in an information-oriented society through teaching, research and creative activity, and service.

Teaching:

The College is committed to the integration of information literacy skills into the education of the University's diverse student population and to the preparation of leaders and professionals in the fields of journalism and mass communications and library and information science through excellence in teaching and curricular development.

Research:

The College seeks to create unique centers of inquiry and research that will broaden society's knowledge of our disciplines, raise our profile, and attract the finest teachers, the keenest researchers, and the brightest students to the College, thus improving the quality of life for all South Carolinians.

Service:

The College is committed to using its expertise to aid in the development of the state and its citizens by increasing the ability to find, transmit, analyze, and create the information services and products that will encourage economic growth and improve the quality of life.