The College of Communication and Information is a community of scholars and creators devoted to the study of communication and information and their related processes and technologies. This mission is achieved through excellence in research/creative activity, teaching and service. The college shares the values of intellectual pursuit, diversity, international and intercultural awareness, engagement and other core ideals of the University of Tennessee in the land-grant tradition. CCI Mission Statement

14% Growth in research expenditures over 2012

80% of CCI students would choose the same major again if given the choice
About Our
Top 25 Achievements

“Part of the journey is accountability...”
Chancellor Jimmy Cheek

CCI’s values are aligned with the Vol Vision/Top 25 plan.

Achievements and success were marked in a number of areas during 2013.

Research
- 39 CCI graduate students were externally funded.
- 57% of faculty participated in grant proposals or active projects.

Center and Laboratory Learning
New labs were opened and existing facilities were upgraded.
- Message Effects Lab
- User Experience Lab
- Converged Newsroom
- Organizational Research Lab
- Public Communication Center (in progress)
- Scripps Convergence Lab

Study Abroad
- 78 CCI students participated
- Five faculty-led courses

Technology
- 2 new tricasters
- 4 new drones
- New multimedia learning tools

Diversity
- 18% of CCI undergrads are diverse
- 1,100+ CCI Diversity & Inclusion Week attendees

Students
- Freshman average ACT 25.82 and GPA of 3.65.
- 3% increase in undergraduate majors
- Continued curriculum innovation

National ranking, re-accreditation and positive reviews for CCI’s academic programs provide a strong foundation for the college.
Our Students

CCI students continue to excel in the classroom as well as in internships and their post-graduate careers.

Keep current on the creative and academic achievements of our students by connecting with our social media, visiting our website and reading Circle Park News.

A lot of great things are happening in the college, and I appreciate the opportunity to share some of them with you. CCI is truly on the move. My enthusiasm stems from the many recent accomplishments of our faculty, staff, students, and alumni as outlined in this document.

Michael O. Wirth
Dean
Our students have access to award winning student media
• WUTK
• TNJN.com
• SCOOP (magazine)
• TVC (now under JEM management)
• Daily Beacon

Students also gain hands-on experience through
• Upgraded/new lab facilities
• The latest hardware/software
• Access to tablets and mobile devices

Multiple student field trips
• New York City
• Washington DC
• Atlanta
• Nashville
• Chicago

Experiential learning opportunities
• Social Media Week
• Lunch & Learn sessions with notable alumni
• Internships and special class projects

New video production equipment and work stations have been installed. Video drones have been added to the classroom experience.

Student organizations and study abroad experiences provide more learning opportunities for CCI students.

Graduate: Masters & PhD
Communication & Information/Information Sciences

Recruitment of top students from diverse populations with high GPAs

PhD in communication & information
• Increase in papers, presentations and publications
• Placement of graduates in R1 universities
• Increase in joint faculty/doctoral student research projects
• National research awards presented to students

M.S. in communication & information
• Graduates securing positions at leading media organizations
• Science writing student wins prestigious national award from Beckman Initiative for Macular Research

M.S. in information sciences
• 33% of incoming class already had a graduate degree
• 21% of students from outside Tennessee
Our Faculty

The College of Communication and Information faculty is a community of internationally renowned scholars and teachers.

Key Awards & Honors

Library Journal National Teaching Award
Suzie Allard, SIS associate professor

American Academy of Advertising’s Charles H. Sandage Excellence in Teaching Award
Ron Taylor, AdvPR professor

Fulbright Senior Specialist - University of Zagreb in Croatia
Sam Swan, JEM professor

U.S. State Department $400,000 grant to develop a Nicaraguan drug and violence prevention program
Jonathan Pettigrew, CS assistant professor

Inaugural CCI Board of Visitors Professorship
Carol Tenopir, SIS Chancellor’s professor

Inaugural Executive Editor of the American Academy of Advertising’s academic journals
Eric Haley, AdvPR professor

American Cancer Society’s St. George National Award and YWCA Knoxville’s 2013 Tribute to Women Honoree
Bonnie Hufford, JEM lecturer
Our Alumni

Two CCI alumni received UT Accomplished Alumni Awards in 2013.

Bill Galvin (BS/JEM ‘86) Senior Vice President CNN International

Wendell Potter (BS/JEM’73) Writer and Journalist

Woody Paige’s (JEM ‘68) Big Idea: Name the NCAA Women’s Basketball Trophy the Summitt Award!

Sharon Price John (BS/Adv ‘86) appointed President and CEO of Build-A-Bear Workshop, Inc. (NYSE: BBW) in St. Louis.

Peyton Manning (BA/CS ’97) named Sports Illustrated 2013 Sportsman of the Year.

Emeritus CCI Board of Visitors member Anne Holt Blackburn (BS/ JEM ‘73) inducted into newly established Tennessee Journalism Hall of Fame.
Our Goals

- increase undergraduate majors
- increase resources/upgrade facilities/meet development goals
- increase diversity among faculty, staff, and students
- meet top 25 goals by expanding scholarship and sponsored research efforts

Increase number of undergraduate students
In Fall 2013, CCI student numbers increased for the first time in four years. A number of strategies have been implemented to continue this upward trend.

Upgrade facilities
Continuing to upgrade CCI’s facilities and technology to provide students with outstanding educational experiences is a top priority.

Increase CCI faculty and doctoral program quality
Hiring and retaining outstanding faculty members and recruiting excellent doctoral students is critical to CCI’s future.

Increase support funds
Identifying the funds needed to support programmatic excellence is crucial to CCI’s growth and expansion.

Increase diversity
CCI’s commitment to diversity and inclusion and meeting the challenge to increase faculty, staff and student diversity is key to CCI’s future success.

Meet development goals
CCI is committed to increasing its annual giving from $2 million to $3 million over the next six years.

Grow sponsored research/increase scholarly quality
CCI faculty are committed to increasing the quality of their research and the amount of sponsored research funding they receive.
Meeting our challenges while maintaining our values is imperative. The college is committed to diversity and fosters a sense of collegiality and social community. The culture of the college includes an emphasis on the ethical responsibilities of access to information and the exercise of freedom of expression. The College is committed to knowledge generation through research and creative activities.

The college believes in and cultivates the following values.

- Intellectual curiosity and critical thinking
- Leadership
- Innovation and risk taking
- Global and cultural awareness and diversity
- Honesty and integrity
- Integration of knowledge
- Creativity
- Community responsibility and engagement
- Integration of theory and practice
- Interdisciplinary and relationship building
Our strategic plan

Technological innovations and convergence, coupled with the increasing realization of the central nature of communication and information to all aspects of a modern society, serve to underscore the challenges and opportunities that lie before us. The College of Communication and Information is charting a bold course based on leveraging our historic strengths coupled with a desire and willingness to experiment and innovate. We eagerly embrace the challenges of the journey to new knowledge and sharing this knowledge with the community of scholars, our students and the world.

The future of the University of Tennessee’s College of Communication and Information lies in innovative learning, scholarship, and societal engagement. The primary aspiration of the college can be summarized in a single word: excellence. Each unit in the college will become recognized as a program of excellence internationally, nationally and regionally for the caliber of its research/creative activity, teaching and service.
The College of Communication and Information currently has a multi-year strategic plan in place for 2012 - 2016. The key priorities for the CCI Strategic Plan are listed below.

The College of Communication and Information will...

Priority 1
*retain and graduate a diverse body of well-educated undergraduate students*

Priority 2
*increase the number and diversity of graduate students*

Priority 3
*strengthen capacity and productivity in research, scholarship and creative activity*

Priority 4
*attract and retain stellar faculty and staff*

Priority 5
*continually improve its resource base*

CCI’s Strategic Communication Plan compliments its overall Strategic Plan
“The more high-tech we become, the more high-touch we must be. Relationships are what matter, not transactions. So no matter how much technology or facts surround you, be sure to touch and engage each person along your path.”

Monica Langley (BS/JEM ’80) Wall Street Journal Senior Special Writer
School and Center Updates

Advertising and Public Relations

• AdvPR faculty members are internationally known for their work in crisis communication, food, health messaging and social media.
• Participation in international conferences and grants reinforces the reputation of the AdvPR faculty and helps spread awareness of the school’s high quality research and publication activity.

Communication Studies

• New labs allow faculty and students to conduct high caliber interpersonal and organizational communication research.
• CS graduates are being hired into more diverse jobs than ever because employer’s recognize the centrality of communication skills to employee effectiveness.

Information Sciences

• SIS faculty continue to be recognized for their scholarship, teaching and service. Several faculty members received awards and others were invited to serve on prestigious boards.
• Graduates obtain diverse positions of responsibility in an impressive number of fields including librarianship, scientific research and education.

Journalism and Electronic Media

• Herb Howard Distinguished Professorship in Media Management and Law created
• Students participating in more internships than ever, often resulting in exciting first jobs after graduation.
Graduate Programs

• CCI has been successful in recruiting diverse, high caliber doctoral students.
• Our doctoral students are presenting and winning awards at top tier national and international conferences, which increases the prominence and positive reputation of the college.

Center for Information and Communication Studies (CICS)

• $11.3 M in active research projects
• 29% increase in proposals submitted to funding agencies over FY12

Internationalization and Study Abroad

• 15% increase in student participation over FY12
• CCI study abroad courses traveled to London (2), France/Belgium, Italy, and Cyprus.

Diversity

• 1,100 students, faculty, and staff attended CCI Diversity & Inclusion Week
• Knoxville Mayor Madeline Rogero presented with 2013 CCI Diversity Award at CCI Experience Diversity Banquet.
Our history

1969
College of Communications formed. The School of Journalism, which was founded in 1947, moved from the College of Business Administration along with the Advertising and Broadcasting programs to form the new College of Communications.

1970
First Master’s degree in Journalism was conferred.

1971
Department of Advertising and Department of Broadcasting established.

1974
PhD Program established.

1997
Department of Speech Communications moved to the College of Communications from Arts & Sciences.

2003
• School of Information Sciences merged with the College of Communications to form the College of Communication and Information. The School had been a stand-alone graduate school since 1971.
• Department of Advertising merged with Public Relations (from the School of Journalism) to form the School of Advertising and Public Relations.
• School of Journalism and Department of Broadcasting merged to form the School of Journalism and Electronic Media.
• Department of Speech Communications became the School of Communication Studies.

Today
School of Advertising and Public Relations | School of Communication Studies
School of Information Sciences | School of Journalism and Electronic Media
CCI’s funding wish list

- professorships and faculty chairs
- name CCI schools/college
- build the CS Public Communication Center
- name the CCI Lobby, CCI Patio, Com 310, Com 316 and Com 246B (the JEM Converged Newsroom)
- establish endowed graduate & undergraduate scholarships
- increase CCI’s endowment
- increase annual gifts to CCI’s College Fund

New CCI Annual & Lifetime Giving Societies

- **Dean’s Circle** - Annual giving
  - Frank Ahlgren Society - $5K +
  - 1969 Society - $2.5K +
  - CCI Leadership Society - $1K +
- **Circle Park Society** - $100K+ Lifetime giving
- **Karl A. Bickel Society** - $25K - $99K Lifetime giving

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Our Donors & Gifts

- FY 2011: 755 Donors, FY 2012: 707 Donors, FY 2013: 648 Donors
Giving back for many CCI alumni includes classroom presentations, lunch & learn speaker series, establishing internships and scholarships, funding specific projects, providing chairs and professorships, serving as mentors and making unrestricted financial gifts.
Above: Renovated third floor lobby looking toward the Patrick Auditorium. On the right is the CCI bragcase and the mission statement. On the left is the showcase of this year’s student, faculty and alumni award winners along with CCI’s Dean’s Circle, Circle Park Society and Bickel Society donor lists. Stop by for a visit soon!