

Technology Investment Positions Mass Communications Students for Success

**COLLEGE OF
ARTS AND SCIENCES**

**SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE**



Since its inception, the Department of Mass Communications at SIUE has been a beacon of excellence and innovation in preparing students for their lives beyond college. Led by visionary faculty, the department's strategic location near St. Louis has propelled SIUE graduates into successful careers across various media sectors including journalism, advertising and media production.

With four-year graduation rates reaching 78% and retention rates reaching 91%, the department has become a model of academic success within the College of Arts and Sciences.

Recognizing the need to stay ahead of industry trends, the department will integrate cutting-edge technologies into its curriculum, ensuring students are well-equipped beyond the classroom. It will make their facility adaptable and versatile to teach students a variety of classes and help students be "job-ready."

Our modernization plan includes:

- Television studio & control room equipment
- Dual video receiver and transmitter
- Industry-standard, 4K cameras
- Podcast and streaming software and applications

Empowering students in all Mass Comm professional tracks, the technology upgrade will boost incoming enrollment by a projected 20%, position graduates as industry-relevant for decades and increase the growing number of students receiving internships and job placement.

SIUE has committed the initial investment to the \$1-million project in Mass Comm, providing initial "challenge funds" which will double the impact of your gift. We invite you to support this critical initiative in a manner reflective of the impact your education at SIUE contributed to both your personal and professional success.

As the Department of Mass Communications at SIUE evolves through investments in technology and innovations, it will pave the way for a new generation of media professionals poised for success in an extremely competitive market for employment.





Our success is recognized by the department's recent re-accreditation:

"Highly engaged and collegial faculty and students.

A global faculty that broadens students' intellectual curiosity about the world beyond their community.

Hands-on, industry relevant curriculum and student experiences in journalism and media production.

Dedicated engineering staff that enhances experiential learning, student internship/career opportunities and equipment quality."

Accrediting Council on Education in Journalism and Mass Communications
Site Team Report 2024

STUDENT TESTIMONY

During my time at Southern Illinois University Edwardsville, I was able to work with some of the best instructors, students and staff. I thank the Mass Communications Department at SIUE for letting me develop my skillset with courses and projects that have helped me after college and in a professional newsroom. I credit the instructors, staff, equipment, studio and the department overall for helping me prepare for my job after college!

*Allison Hebel, Class of 2022
Digital Desk Producer, KSDK-TV*

EMPLOYER TESTIMONY

Students like Alli come into the workplace with theory and practical knowledge, but most importantly common sense and critical thinking.

The Department of Mass Communications at SIUE prepares students for careers in mass communication with technical skill, an ethical compass and critical thinking. These skills make them top candidates for jobs in traditional newsrooms and emerging media.

*Anne Stegen
Digital Director, KSDK-TV*

