

Leadership Statement

Dean of the Edward R. Murrow College of Communication

Washington State University

WASHINGTON STATE UNIVERSITY OVERVIEW

Washington State University is a public research university committed to its land-grant heritage and tradition of service to society. The University's mission is threefold:

- To advance knowledge through creative research and scholarship across a wide range of academic disciplines.
- To extend knowledge through innovative educational programs in which emerging scholars are mentored to realize their highest potential and assume roles of leadership, responsibility, and service to society.
- To apply knowledge through local and global engagement that will improve quality of life and enhance the economy of the state, nation, and world.

Washington State University conducts transformational research and provides world-class education to over 30,000 undergraduate, graduate, and professional students. Founded in 1890 in Pullman, it is Washington's original land-grant university, with a mission of improving quality of life.

One of the nation's top public research institutions, WSU stands among 96 U.S. public and private universities with very high research activity, according to The Carnegie Foundation for the Advancement of Teaching. Many academic programs win recognition for excellence. University President Kirk Schulz has set the ambitious goal of WSU becoming one of the Nation's top-25 public research universities by 2030.

In addition to the Pullman campus, WSU has campuses in Spokane, the Tri-Cities, Vancouver, and Everett, Extension offices in every county, and an award-winning Global Campus with online degree programs accessible worldwide. The University's annual operating budget expenditures exceed \$1 billion.

University Strategic Plan: <http://strategicplan.wsu.edu>

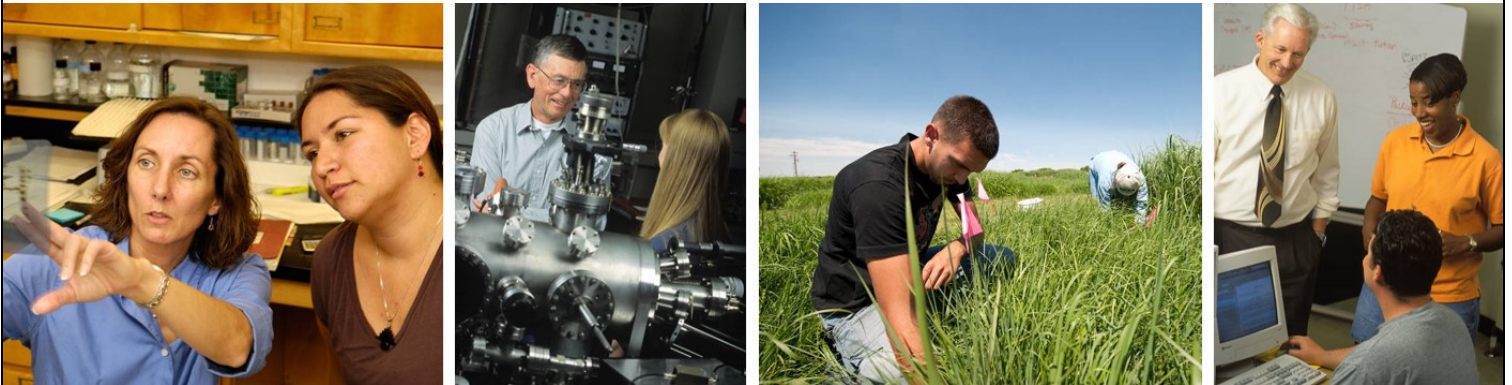
EDWARD R. MURROW COLLEGE OF COMMUNICATION

Named for its most illustrious alumnus, the Edward R. Murrow College of Communication offers degrees at the baccalaureate, masters, and doctoral levels. In addition to its Pullman location, the College offers programs at the University's campuses in Vancouver and Everett, as well as online programs through WSU's Global Campus. The College offers a Bachelor of Arts program in communication and society,



journalism and media production, and strategic communication. Master's and doctoral programs focus on media and health promotion; media, society, and politics; and science and environmental communication, along with an online MA in strategic communication. The College enjoys custom-designed teaching, research and production facilities that have allowed the College to rank among the most productive communication colleges in the country.

The College's current undergraduate enrollment exceeds 1,150, in addition to a postgraduate enrollment of 140. Additional information about the Murrow College of Communication can be found at murrow.wsu.edu.



Mission

The mission of the Edward R. Murrow College of Communication is to expand Edward R. Murrow's legacy through the embodiment of his values and expertise to serve the evolving fields of communication and mass communication.

To accomplish this mission the College facilitates articulate, effective, ethical communication on the part of individuals and institutions.

Vision

The Edward R. Murrow College of Communication will be recognized as an international leader in communication education and scholarship for its application of the values and expertise Murrow championed as a courageous, professional communicator and engaged citizen.

Goals

- To provide a professionally-oriented, skills-based undergraduate education that emphasizes critical thinking, experiential learning and excellence in writing, speaking and digital communication skills.
- To develop in students the understanding and ability necessary to communicate articulately to global and diverse audiences, accentuating an entrepreneurial mindset with social responsibility.
- To develop meaningful, productive collaborations among Murrow College students, faculty, staff and other units at WSU, relevant external organizations,

communication professions and society in ways that facilitate clear, effective and ethical communication on the part of individuals and institutions.

- To expand opportunities for research and graduate education at the front of communication scholarship contributing to the greater society by increasing our understanding of health, science, public affairs and related areas of scholarship including in underserved communities.
- To continue to cultivate a strong internal foundation for the Murrow College of Communication allowing it to efficiently and effectively serve the needs of faculty, staff and students on all WSU campuses, ultimately contributing to citizens' quality of life in our state, nation and world.

THE OPPORTUNITY

Since transitioning to a stand-alone college nine years ago, the Murrow College of Communication has grown in enrollment, faculty and staff. The college seeks to continue this growth, while also expanding its outreach to constituents beyond the walls of the University.

Over the summer, Provost Dan Bernardo appointed a Search Advisory Committee to lead the recruitment of the new Dean. The Chair of the Search Committee is Dr. Chip Hunter, Dean of the Carson College of Business. Other members of the Search Committee are listed at <https://provost.wsu.edu/communication>.

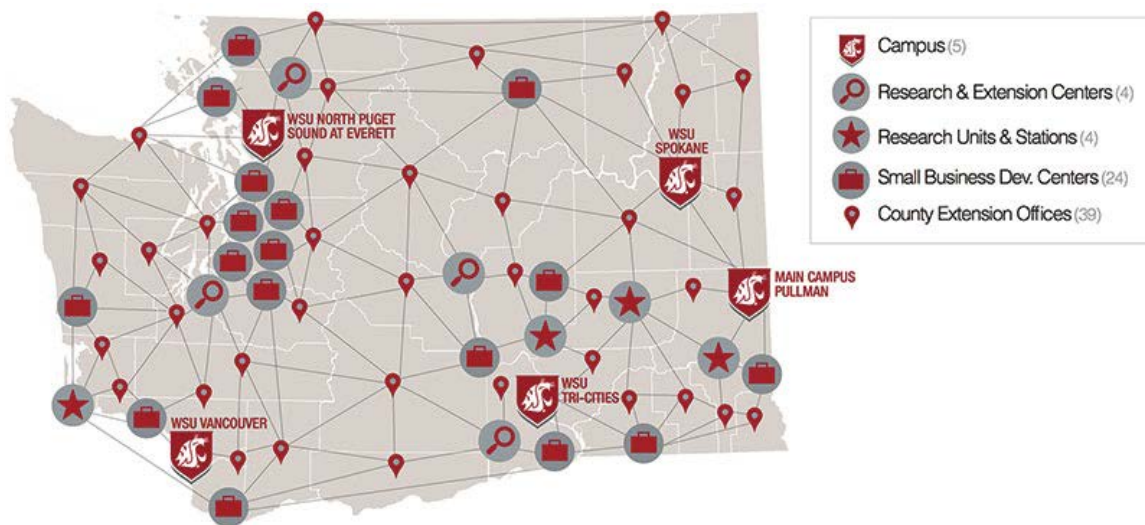
In addition, the University has retained the executive search firm of R. William Funk & Associates to assist in the recruitment of a new Dean for the College. The Funk Firm is one of higher education's leading search firms and has placed presidents, provosts, vice presidents and deans at many of the nation's most respected institutions.

THE DEAN POSITION

The Dean of the Murrow College of Communication is responsible for the academic and administrative oversight of the college and reports directly to the Provost and Executive Vice President. The Dean provides leadership and vision in strategic planning and implementation of programs and leads College development activities. Among the responsibilities and challenges for the Dean are the following:

- Attract and retain a highly qualified and diverse faculty; collaborate with, and motivate faculty in their primary roles as scholars and educators.
- Develop, implement, and manage programs that recruit and retain an excellent and diverse student body, faculty, and staff.
- Support research and academic programs to achieve the strategic goals of the College, and engage faculty and staff in maintaining a vital and relevant vision and strategy.
- Develop budgetary priorities for the College and ensure fiscal responsibility for decisions regarding expenditures.

- Advocate for the College, act as counsel to University leadership with respect to the advancement of teaching and research in communication fields, and collaborate with other deans and areas of the University to build interdisciplinary and cross-disciplinary programs and activities.
- Lead a work environment in which participation, respect, transparency and excellence are fostered; establish and promote professional relationships and open communication.
- Provide leadership and foster relationships with alumni and other natural constituents of the University to advance the mission of the College and University and expand resources for the College.
- Raise the visibility, stature, and influence of the College locally, nationally, and internationally through active involvement with leaders in communication education, and in the corporate, government, and not-for-profit sectors.
- Participate as appropriate and requested in University-level service through committee work and related activities.



PREFERRED CHARACTERISTICS AND QUALIFICATIONS

It is expected that the best candidates for the position will have demonstrated an ability to lead and manage a complex academic organization and will possess an outstanding record as an accomplished scholar and educator who merits tenure at the rank of full professor. The Dean is expected to be a champion of both teaching and research and be devoted to excellence and shared governance. The next Dean should possess exemplary interpersonal and communication skills; impeccable integrity; a collegial and approachable demeanor; a team orientation; and a student-centered approach to academic leadership.

It is understood that it is likely that no candidate will possess all of the following attributes, but it is expected that the selected candidate will possess a majority of the following characteristics:

- An appreciation of the mission and milieu of Washington State University and a willingness to immerse oneself into the fabric of the entire University.
- A record of scholarship and/or experience sufficient to merit appointment with tenure at the rank of full professor.
- Able to cultivate, solicit, and steward significant contributions from individuals, corporations and foundations.
- Able to lead a complex organization while articulating the vision and goals for the future, and deploying resources organized to achieve strategic ends.
- Able to envision and execute agreed upon strategies, including the use of measurable goals and outcomes.
- Exemplary cross-cultural skills and understanding, and a strong, demonstrated commitment to diversity in all of its varied manifestations.
- Experience in advancing all of the primary activities of the College – undergraduate education, graduate education, research, public media organizations, and engagement.
- Commitment to innovative education and scholarship.
- Able to open doors in corporate, education, government, and other communities.
- Strong presence and initiative, politically savvy, and collaborative within the University setting.
- Collegial in style and approach; a consummate listener and learner; demonstrating transparency, fairness, and respect for others.
- Able to understand, embrace and contribute to the culture, values and principles of the Edward R. Murrow College of Communication.
- Contemporary knowledge of trends, challenges, and opportunities facing the fields of communication and mass communication.



APPLICATION AND NOMINATION PROCESS

While applications and nominations will be accepted until a new Dean is selected, interested parties are encouraged to submit their materials as soon as possible. President Schulz and Provost Bernardo are eager to move the process forward. Interested parties are encouraged to send materials to our consultant at the address below by November 1 to assure optimal consideration.

WSU Communication Dean Search
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Fax: 214-523-9067

Washington State University is an Equal Opportunity/Affirmative Action educator and employer. Members of ethnic minorities, women, disabled veterans, veterans of the Vietnam-era, recently-separated veterans, and other protected veterans, persons of disability, and/or persons age 40 and over are encouraged to apply. WSU employs only U.S. citizens and lawfully authorized non-U.S. citizens. All new employees must show employment eligibility.

