



Illinois State's School of Communication originated with the Forensics Union, which was established two days after the University opened its doors in 1857. Over time, the school has built a tradition of excellence in teaching, research and service.

The challenges of preparing students to excel increasingly mount, as the communication field constantly changes through technological advances. Graduates and friends of the program advise faculty and staff of developing trends. They also invest financially, providing resources for needed curriculum and facility improvements.

A unique opportunity to increase private support for the school exists now, as the University has launched Redbirds Rising: The Campaign for Illinois State. This initiative to raise \$150 million will focus on areas of scholarship, leadership and innovation.

Scholarship

Illinois State's approach to teaching reflects the University's commitment to individualized attention. Full-time faculty at the front of the classroom give students the advantage of learning from a scholar who is as strong in teaching as research.

In the School of Communication, private support for scholarship improves the ability to recruit top faculty and provide students financial support. In many cases, donor dollars make it possible for students to earn their degree without the burden of employment during the academic year.

Leadership

The educational experience within the school is constantly evolving so that students have the skills needed to be effective leaders within the communication field. This ability to lead is what differentiates ISU graduates from their peers.

The School of Communication provides numerous opportunities for students to take on leadership roles as they complete their studies. Student organizations, professional and academic fraternities, and experiences through student-run radio and television stations are fundamental to the professional growth of each student.

Private support empowers the school to expand such opportunities that are formative experiences and result in a competitive advantage for graduates.

Innovation

Students within the School of Communication are ready for employment immediately upon graduation. Their learning curve on the job is minimal, as they have the confidence to contribute on day one.

That's because ISU students learn using the latest technology in the field. For example, the school has a Social Media Analytics Command Center (SMACC), which is a computer lab for analyzing public conversations on social media outlets. Access to such a high-tech tool as part of the curriculum is just one reason why the school is a national leader in the field of communication.

Get Involved

The School of Communication must keep pace with the changing field in order for students to be successful. Private support from alumni and friends plays an increasingly central role in providing what current students need and future students will expect. Gifts of any amount will strengthen the school's academic opportunities and reputation. Be part of the team that will make Redbirds rise.



The priorities described here represent a small sampling of funding opportunities within the School of Communication. For more information about how you can support the school's campaign priorities, contact:

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School of Communication: _____ \$ _____

GIVING OPTIONS

Option 1: Check. A check for \$ _____ payable to the Illinois State University Foundation is enclosed.

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Type of card VISA MASTERCARD DISCOVER AMEX

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