

UNIVERSITY OF WISCONSIN-STEVENSON POINT
COLLEGE OF FINE ARTS & COMMUNICATION

DIVISION OF COMMUNICATION



THE DIVISION OF COMMUNICATION

The Division of Communication at the University of Wisconsin–Stevens Point (UWSP) is proud to offer outstanding educational opportunities for undergraduate and graduate students interested in the vibrant, crucial and diverse field of communication. In our classes, we infuse the theoretical and practical dimensions of communication and arts management majors with history, cultural context and real-world applications. Our students graduate with the skills and knowledge they need to compete and succeed in our rapidly changing society.

Our program in communication was path-breaking when we created it in 1969. In fact, our communication major was the first in the state, and one of only four such programs in the country. We have never quit innovating our curriculum and over 4,000 students have graduated with majors in communication. Many have found jobs in fields that tap their communication expertise; many have become leaders in their professions.

In addition to the major in communication, we also offer students the opportunity to earn a major in arts management. Since its inception in 1988, this program has served as a model for all other arts management programs in our state. Its graduates are playing important roles in the promotion and administration of music, theatre, and other arts organizations throughout the United States.

In an era of great technological change, the Division of Communication provides students with a solid grounding in the fundamental communication skills so necessary for success – writing, speaking, critical analysis, problem solving and teamwork – and the opportunity to create meaningful messages for diverse audiences.

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INSPIRE, CREATE, ACHIEVE



THE COMMUNICATION MAJOR: AN OVERVIEW

THE COMMUNICATION MAJOR: AN OVERVIEW

Courses in our major help students develop and hone expertise in public presentations, effective writing, critical thinking, working in teams and creating media. These are important skills for jobs in a variety of communication fields.

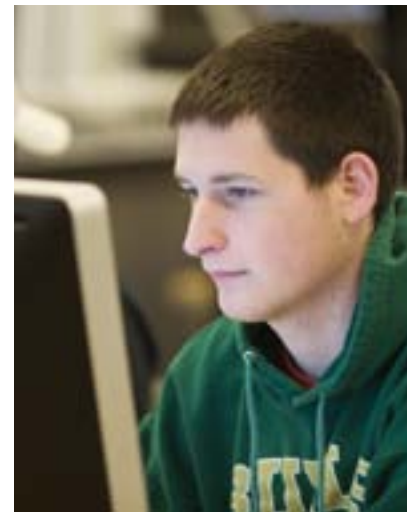


All majors must complete three core classes:

- Introduction to Communication Study (1 credit)
- Contemporary Communication Theories (3 credits)
- Communication Research (3 credits)

Students must achieve a 2.5 grade point average in their communication courses.

We pride ourselves on an advising process where students work closely with a faculty member in their chosen emphasis area. This one-on-one relationship helps students move effectively through their coursework and complete their degree in a timely fashion.





YOU CHOOSE AN EMPHASIS AREA WITHIN THE COMMUNICATION MAJOR

In the Division of Communication, you are able to focus your interests in three emphases.

Interpersonal and Organizational Communication:

This is a highly flexible course of study for students interested in working with people and in organizational settings. Students learn what is necessary for healthy relationships in their personal and organizational lives, including skills such as interviewing, corporate assessment and conflict management. Typical career paths include human resources, sales, healthcare communication and human services.

Media Studies

This emphasis provides students interested in journalism and media production hands-on creative experience as they report news stories, create blogs, produce videos and write documentary and feature-length screenplays. Students also learn important aesthetic, ethical, legal and historical dimensions of media - knowledge that helps them craft effective messages. Our classes utilize sophisticated computer labs and a newly renovated HD television studio. Student media organizations, housed in the Communication Arts Center, provide important laboratories for our curriculum. UWSP graduates are working out-front and behind-the-scenes in local and national media organizations.

Public Relations

Public Relations is a profession that stresses the connection between an organization and its publics. Job possibilities are limited only by a student's imagination, but include areas such as corporate communication, fundraising and event planning. Graduates can find positions in a variety of settings including healthcare institutions, environmental organizations, nonprofit agencies, government and politics. Students learn to create and present ideas for campaigns, as well as how the needs of a given client or a specific context can affect the decisions they make. Former students in this emphasis are working in major public relations firms, universities and a host of for-profit and nonprofit organizations around the country.



COMMUNICATION FACULTY ENJOY WORKING WITH STUDENTS

The award-winning faculty of the Division of Communication enjoys teaching students. Our 17 full-time professors employ their own research and creative interests, as well as their experiences working in and with businesses and nonprofit organizations, to enrich the courses they create and teach. Enthusiasm joins knowledge and preparation as a hallmark of the Division's teachers.

The faculty also serves as academic advisors for our students majoring in communication and arts management. Undergraduate and graduate students at UWSP have easy access to their professors in and out of the classroom.





INTERPERSONAL AND ORGANIZATIONAL COMMUNICATION EMPHASIS

Sample Course Offerings: Small Group Communication, Conflict Management, Negotiation, Sales, Health Communication, Organizational Assessment and Interviewing

Skills Emphasized: Problem Solving, Relationship Management, Group Interaction and Communication Assessment

Positions Accepted by Recent Graduates:

- *Sales Representative, J.J. Keller & Associates, Appleton*
- *Assistant Manager, Walgreen Company, Rhinelander*
- *Personnel Manager, Trig's, Stevens Point*
- *Human Resources Specialist, Humana Inc., Green Bay*
- *Claims Representative, Farmers Insurance, Brookfield*
- *Human Resources Training Technician, Sentry Insurance, Stevens Point*
- *Sales Representative, Cutko Knives, Minneapolis, Minnesota*
- *Assistant Coach, Youngstown Phantoms Junior Hockey Club, Youngstown, Ohio*



MEDIA STUDIES EMPHASIS

Students may select from either a journalism or media production track.

Sample Course Offerings in the Journalism Track: Basic and Intermediate Newswriting and Reporting, Multimedia for Journalists, Sports Journalism, Media Law and Culinary Journalism

Sample Course Offerings in the Media Production Track: Evolution of Media, Media Production, Documentary Production, Animation, Audio Production and Broadcast Management

Skills Emphasized: Writing, Reporting, Editing, Visual Literacy, Production Management and Critical Thinking



Positions Accepted by Recent Graduates:

- Associate Media Production Specialist, Target Corporation, Minneapolis, Minnesota
- Education Reporter, Wisconsin Rapids Tribune, Wisconsin Rapids
- Co-Author/Producer, WQOW-TV, Eau Claire
- Owner, Jock in a Box DJ Services, Plover
- Global Account Director of Satellite Services, REACH, Hong Kong
- Sports Anchor, WSAW-TV, Wausau



PUBLIC RELATIONS EMPHASIS

Sample Course Offerings: Writing for Public Relations, Public Relations Case Studies, Crisis Communication, Sports PR, Effective Use of Social Media, International Public Relations, Public Relations in Entertainment & the Arts and Public Relations Campaigns

Skills Emphasized: Writing, Research, Planning and Organization, Strategic Thinking, Problem Solving, Audience Analysis and Effective Use of Media

Positions Accepted by Recent Graduates:

- *Public Relations and Social Media Manager, Weidert Group, Appleton*
- *Sales Representative, Adams Outdoor Advertising, Madison*
- *Account Coordinator, HCK2 Partners, Dallas, Texas*
- *Employment Specialist, VARC, Reedsburg*
- *Special Events Coordinator, UW-Stevens Point*
- *Product Marketing Specialist, Nekoosa Coated Papers, Nekoosa*
- *Brand Marketing Manager, Lands' End, Dodgeville*
- *Marketing & Sales Team Leader, Adventure 212 Fitness, Stevens Point*



UWSP alumna Abby Gutkowski of the Weidert Group in Appleton talks to a PR class about using social media effectively.



ARTS MANAGEMENT MAJOR

Our major in arts management provides an interdisciplinary experience for students who are drawn both to the arts and to communication. It incorporates classes in communication, business and the arts, with a series of internships, as well as a semester-long externship. Through their varied coursework and hands-on experiences, students are well prepared for careers in arts administration. Graduates of the program are employed in theatres, art centers, dance groups and arts agencies.

Required Course Offerings:

Arts Management: Introduction to Arts Management, Internships in Arts Management (2), Seminar in Arts Management and Externship in Arts Management
 Business: Introductory Financial Accounting, Principles of Management, Principles of Marketing and Business Law
 Communication: Basic Journalism: Newswriting and Reporting, Introduction to Public Relations, Writing for Public Relations and Public Relations Campaigns
 Creative Arts: Eighteen credits of courses in various arts disciplines

Skills Emphasized: Entrepreneurship, Producing Public Events, Raising Financial Support in the Arts, Small and Large Group Management, Project Management, Facilities Management, Assessment and Planning

Positions Accepted by Recent Graduates:

- *Annual Giving Associate, Advancement Department, Fox Cities Performing Arts Center, Appleton*
- *Assistant Presenter, Weidner Center, Green Bay*
- *Production Manager, Sharon Lynne Wilson Arts Center, Brookfield*
- *Executive Director, South Milwaukee Performing Arts Center, South Milwaukee*
- *Director of Marketing, Milwaukee Repertory Theater, Milwaukee*
- *Executive Director, Arts and Humanities Project (AHA), Kenosha*
- *Marketing Manager, Schauer Arts Center, Hartford*





INTERNSHIPS

Professional job experience before graduation provides students a distinct advantage before they enter the competitive job market. Internships give students a chance to test-drive a career before they begin full-time employment and also provide the opportunity to hone skills outside the classroom. Many successful interns have been offered full-time jobs following their internships with the same organization.

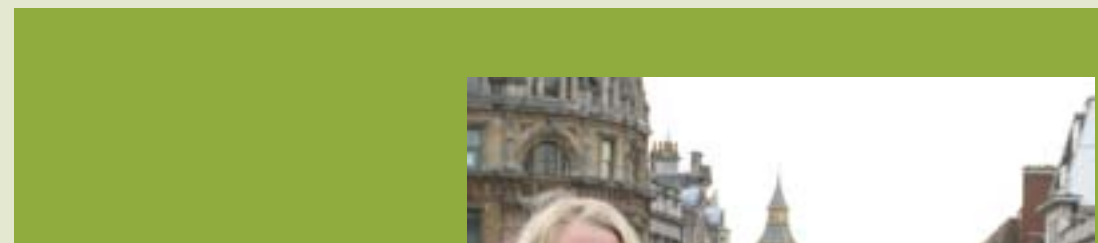
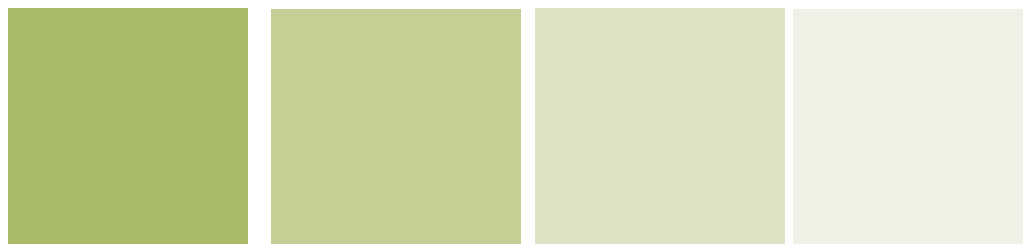
Communication interns have worked in New York advertising agencies, major public relations firms, radio and television stations, Fortune 500 companies, small businesses, major insurance firms, professional video production companies and newspapers.

Arts management interns have worked in performing arts centers, arts agencies, theatre companies, art museums and a variety of cultural centers.

Internship placements have included positions with the Milwaukee Brewers, MTV and the Office of the Mayor of Chicago. Students also have gained experience in a myriad of nonprofit agencies including the United Way, the American Cancer Society, the Salvation Army, Red Cross, Big Brothers/Big Sisters and the YMCA.

EXTERNSHIPS

Our externship program offers qualified students in communication and arts management a chance to work in some very impressive locations. Our London program is a wonderful opportunity for highly motivated students to experience real work in an urban setting. Students have worked for NBC News, top British PR firms, film companies, the British Parliament, various theatres, the Saatchi Gallery, the British Museum and many other exciting venues. Nationally, our arts management students have had externship experience with the Milwaukee Repertory Theatre, the Kennedy Center in Washington D.C., Columbia Artists Management in New York and the Barrington Stage Company in Barrington, Massachusetts.



“I learned that writing messages for the health care industry is completely different from any other industry. I assisted with two promotional campaigns, wrote newspaper articles about the hospital and implemented social media tools for use within the hospital”
Student Intern, Riverview Hospital, Wisconsin Rapids, WI

“I’ve gotten to sit in on brainstorm, meet members of the media, meet with clients, work in a real PR agency setting, work with fantastic people and grow my public relations skills.”
Student Intern, Red Shoes PR, Appleton, WI

“Each day I wake up and am excited to go to my internship at the WisDOT office. I am thrilled to finally apply what I have learned in the classroom to real-world situations.”
Student Intern, Wisconsin Department of Transportation, Madison, WI

“This (internship) is what will make me better prepared to make a professional contribution wherever I end up in my next occupation.”
Student Intern, Green Bay Press Gazette, Green Bay, WI

“Internships are incredibly rewarding. I can learn how things should be done by studying a book, taking notes and looking at case studies. But the hands-on experience of internships and learning how to actually do things is so helpful.”
Student Intern, American Red Cross, Stevens Point, WI



“This externship took me out of my comfort zone and had me doing things I had not done before. ... This summer has changed my life and has made me grateful to be attending UWSP for my studies.”
Student Extern, Bang On PR, London, England



WHAT OUR ALUMNI SAY ABOUT US



Tim Blotz
Weekend Anchor, KMSP-TV
Minneapolis-St. Paul, MN

The hallmark of UWSP is its student organizations. There are very few universities in the country that give its students more opportunity to get practical hands-on experience than UWSP.



Nora Boomer
Human Resources, Ministry Health Care
Stevens Point, WI

The professors in the UWSP Communication Department became colleagues after I graduated. Their real life teachings and openness to helping students develop in their unique ways created a lifetime bond. I feel just as comfortable today calling upon one of them as I did seven years ago.



John Clark
Director of North American Marketing
TGW Systems, Inc.
Spring Lake, MI

I was involved in many different organizations from WWSP-90FM, The Pointer, Student Television, SGA and Men's Soccer. My time at UWSP gave me the education and experience I needed to step in and perform, contribute, and succeed.



Erin Davisson
Co-Anchor, WFRV-TV
Green Bay, WI

Deciding on UWSP turned out to be the best decision I could make in preparing me for my career as a television journalist. The classes were small enough that we could have real interactions with our professors. Outside of class, the learning continued with opportunities to volunteer at the student radio station, television station and newspaper. I have great memories of UWSP and would recommend it to anyone looking for a valuable education.



Steven Heller
Project Manager, Epic
Verona, WI

Because of the individualized attention I received in the Division of Communication, I could take away more from every class and push my education that much further. The wide variety of instructors and classes gave me the diverse education that I believe is needed in today's working environment.



Angie Heuck
Director, Saint Michael's Foundation
Stevens Point, WI

As a UWSP communication graduate student, I was able to expand my knowledge and educational experience through discussions, research, writing and collaboration with professors who brought such a breadth of experience to the classroom. The education I received allowed me to apply my learning in the real world and prepared me for taking the next step in my career. Some of those professors remain my mentors even today!



Marsha Lindsay
President and CEO, Lindsay, Stone & Briggs
Madison, WI

The communication coursework and extracurricular activities offered at UWSP were leading edge. But as wonderful a foundation as that has been over the years, even more valuable was the rare level of individual attention and encouragement that the UWSP faculty showed me. My whole experience in Stevens Point sustains and inspires me still.



Pilar Martinez
Donor Services Coordinator, Fox Cities Performing Arts Center
Appleton, WI

As an arts management student I was able to work with people in many different departments – communication, business and the arts. The program is structured in a way to really prepare a student for the business world, and I am thankful to have had those experiences.



Brian Posick
Sports Director, WIBA Radio
Madison, WI

I would not be in the position I'm in today if not for the University of Wisconsin-Stevens Point. Its faculty, staff and extracurricular activities gave me the education and life lessons I needed to be successful. I'll be forever indebted.



Brittany Rossman
Event Coordinator, University Relations and Communications
University of Wisconsin-Stevens Point
Stevens Point, WI

The communication courses I took while in college helped me to develop my writing, verbal and non-verbal skills. I can say that I truly loved the program at UWSP ... and that is why I came back to take a job on campus ... I just truly love and believe in what this university has to offer students.



Courtney Sikorski
Brand Marketing Manager, Lands' End
Dodgeville, WI

I cannot place a value on the education and experiences I was provided at the University of Wisconsin-Stevens Point. The top-notch communication faculty and the unique opportunity to become involved with student-run organizations are just a few of the reasons I am proud to call myself a graduate of UWSP.



Lynn Sprangers
President, Milwaukee Brewers Charities
Milwaukee, WI

I can make a direct link between my classroom experience in the communication program and my real life experience in the workplace. My coursework and my professors helped guide me into a successful internship which led to my first job ... and an exciting and challenging career in television news, government relations and the front office of a Major League Baseball club.



Dr. Bee Leng Chua (Executive Director of HIBEAM - the Hawaii Business and Entrepreneur Acceleration Mentors, Honolulu, HI) was one of 18 successful communication alumni to visit UWSP as part of Communication Week.



Kirk Howard
Owner/President/Creative Director, Kinziegreen Marketing Group
Wausau, WI and Hudson, WI

I have always felt the communication professors at UWSP have an extraordinary and contagious passion for their subject area and genuinely enjoy teaching students. They love to engage students - and are always accessible and supportive.



Chris Stanford
Co-Ancor/Producer, WQOW TV
Eau Claire, WI

I didn't have a career path when I became a Comm Major. But staff opened the door to opportunities and let me walk through which door I wanted. Because of that, I chose television news.



Danielle Zeman
Percent for Art Associate, Wisconsin Arts Board
Madison, WI

The arts management program at UW-Stevens Point allowed me to make a connection between business practices and creativity. The artistic internships I completed welcomed great people into my life and provided some of the most memorable experiences that I had at UWSP. The program was a delight!



Joy Cardin
Statewide Call-In Show Host
Wisconsin Public Radio
Madison, WI

Ms. Cardin hosts the popular 6-9 a.m. call-in program on the Ideas Network of Wisconsin Public Radio.



Dave Coulthurst
Creative Strategist/Copywriter/
Principal
Creative Communications & Design
Wausau, WI

Mr. Coulthurst helps create and execute innovative public relations, advertising and marketing campaigns for his clients.



Erik Mrotek
Anchor/Reporter/Producer
WSAW-TV
Wausau, WI

Mr. Mrotek has been a successful journalist on Wausau television for nearly 20 years.



Dan McGinnity, Senior Vice President/Chief Marketing Officer of Chartis Accident & Health Division in New York, visits with students during Communication Week.



Bosah Ebo
Communication Professor
Director of Multicultural Program
Rider University
Lawrenceville, NJ

Dr. Ebo teaches communication ethics, public relations and international communication.



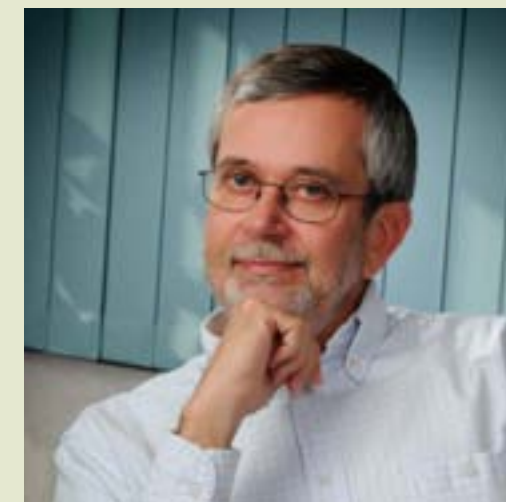
Andy Kubitz
Vice President
CBS
Los Angeles, CA

Mr. Kubitz advanced from his work as a part-time page to oversee scheduling and program planning at the network.



John Noel
President/CEO
Noel Group
Stevens Point, WI

Mr. Noel leads a successful family of personal assistance, call center, real estate, investment and insurance companies.



David Worth
President/CEO
The Worth Company
Stevens Point, WI

Mr. Worth is the third generation of his family to head up a successful business which manufactures fishing lures and tackle components.

INSPIRE, CREATE, ACHIEVE



The Division of Communication awards over \$12,000 annually to deserving UWSP students. Scholarships typically awarded include:

Mike Beacom Scholarship

Presented to a student who demonstrates outstanding achievement. Mr. Beacom is a UWSP alumnus who writes and edits a number of regional publications.

Leland Burroughs Scholarships

Presented to outstanding undergraduates and first-year graduate students. Professor Burroughs helped to form the speech program at UWSP.

Albert J. Croft Memorial Award

Presented to outstanding graduate students. Dr. Croft helped to start the communication program at UWSP and served as chair of the department.

Walter Jay and Clara Charlotte Damm Scholarships

Presented to outstanding undergraduate and graduate students with an interest in media. The Milwaukee Journal Foundation funds these awards.



Lee Sherman Dreyfus Award

Presented to an outstanding junior. Dr. Dreyfus, who served as Wisconsin's governor from 1979-1983, is a former communication professor and chancellor at UWSP.

Steven Heller Scholarship

Presented to an outstanding undergraduate student who has excelled in the classroom and in a variety of student organizations. Mr. Heller is a UWSP alumnus who works for a major computer systems firm in Verona, WI.

Dan and Audrey Houlihan Scholarship

Presented to an outstanding journalism student. Professor Houlihan taught journalism for many years at UWSP and served as advisor to *The Pointer*.

Larry Kokkeler Memorial Scholarship

Presented to outstanding public relations students. Dr. Kokkeler taught public relations and advertising for many years at UWSP.

Jonathan Little Scholarship

Presented to an outstanding junior in media studies. Mr. Little, a UWSP alumnus, has had a highly successful career in radio and media research.

Greg Loescher Scholarship

Presented to a student with outstanding public speaking skills. Mr. Loescher is a successful local publishing executive who actively participates in Toastmasters International.

Susan Moriarity Memorial Award

Presented to an outstanding public relations student. Ms. Moriarity was a public relations student at UWSP.

Elizabeth Parkinson Scholarship

Presented to an outstanding undergraduate. Ms. Parkinson was an important community leader in Stevens Point.

Dick Rogers Memorial Scholarship

Presented to an outstanding student in interpersonal communication. Professor Rogers taught interpersonal communication at UWSP for many years.

Sentry Scholarship

Sentry Insurance funds this award to recognize undergraduate excellence.

James Schuh Awards

Presented to outstanding broadcasting students. Mr. Schuh was a long-time broadcaster and journalist. He teaches broadcast management at UWSP.

Stephen A. Walther Memorial

Presented to an outstanding undergraduate with financial need. Mr. Walther, a UWSP alumnus, had a very successful career in magazine publishing.





GRADUATE PROGRAM

Graduate students may work toward the Master of Arts (MA) in communication. Students can study organizational communication, interpersonal communication, public relations and media. Working with your advisor, you define a plan of study best suited to your career or academic goals.

Although a full-time student can complete our program in two years, many undertake a two to seven year plan of part-time study. Students earn a minimum of 30 graduate credits, plus one credit for colloquium.

The graduate program plan of study in communication attracts a wide variety of students. Some students enter the program immediately following completion of their undergraduate degree. Others bring substantial work experiences to their graduate studies.

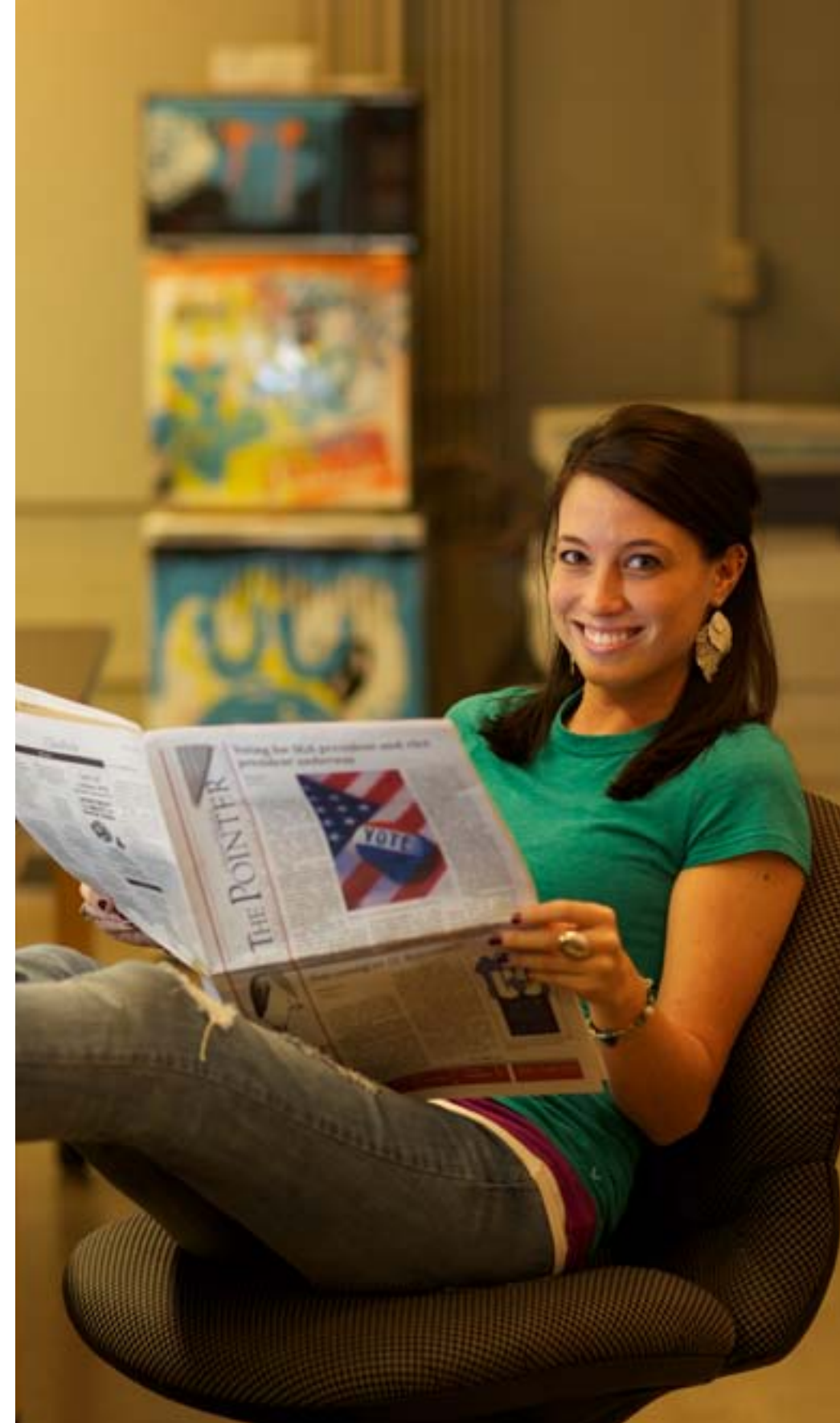
Our students have a variety of interests and career goals. We offer two options:

Option 1 – Thesis Option:

24 credits of coursework, plus six credits for the thesis, and one colloquium credit. In this option, students complete a thesis or research study with a theoretical focus, or they complete a project whose research demonstrates an applied focus.

Option 2 – Project Option:

27 credits of coursework, plus three credits for the project and one colloquium credit.



THE POINTER

The Pointer, UWSP's weekly newspaper, is written and edited by students. It is published every Thursday during the academic year. *The Pointer* offers great opportunities for students to report, edit and manage an important publication.





PRSSA

UW-Stevens Point's chapter of the Public Relations Student Society of America (PRSSA) provides students the opportunity to learn more about the public relations field through campaign activities, guest speakers, field trips and professional conferences. With one of the largest PRSSA chapters in the Midwest, UWSP students can take advantage of a wide variety of professional development opportunities.



SPTV

Student Television (SPTV) allows UW-Stevens Point students to produce, direct and perform in live and recorded programs for online transmission and telecast on Cable Channel 98 in the Stevens Point area. SPTV produces a wide variety of news, sports and entertainment programming. Students gain important leadership opportunities as they create and manage video productions.



STUDENT ORGANIZATIONS



WWSP-90FM

WWSP-90FM is the noncommercial, student-run radio station at the University of Wisconsin-Stevens Point. It is the largest station of its kind in the Midwest and one of the largest student stations in the country. 90FM broadcasts with 30,000 watts at 89.9 on the FM dial and is on the air 365 days a year. In addition to its great music and valuable information, the station hosts a number of major events each year. Its trivia contest – the world’s largest – traditionally draws about 500 teams and some 12,000 players to the community. 90FM provides UWSP students valuable leadership experiences and the chance to learn more about broadcasting as a profession and an art.



Communication and arts management majors have the unique opportunity of working in an externship in London for a semester or a summer during their senior years.

Our international programs office provides chances for students to study abroad for a semester or for a three-week short course. Division faculty often direct these trips. Students have taken courses such as culinary journalism in Greece and art of criticism in Australia.



STUDENT EXPERIENCES



The Sentry Insurance Invitation to the Arts Series allows students to hear from accomplished artists during special residencies on our campus. Media students interview internationally known marine explorer and award-winning film producer Jean-Michel Cousteau.

DIVISION OF COMMUNICATION FACULTY/STAFF



Tamás Bodor
Assistant Professor, 2009. MA, (Sociology) Pázmány Péter Katolikus Egyetem (Catholic University of Hungary); MA,(History) Pázmány Péter Katolikus Egyetem (Catholic University of Hungary); MA, PhD, (Communication) State University of New York (SUNY) at Albany



William Deering
Professor, 1992. BA, Central Missouri State University; MA, Webster University; PhD, University of Missouri



Richard Dubiel
Professor, 1985. BA, The Pennsylvania State University; MA, PhD, Purdue University



Elizabeth Fakazis
Associate Professor, 2003. BA, Mount Holyoke; MA, University of Missouri; PhD, Indiana University



Karlene Ferrante
Associate Professor, 1989. BA, University of Wisconsin-Oshkosh; MA, University of Wisconsin-Milwaukee; PhD, University of Texas at Austin



Timothy Halkowski
Assistant Professor, 2008. BA, University of Wisconsin-Madison; MA, University of Wisconsin-Milwaukee; PhD, University of California-Santa Barbara



James M. Haney
Associate Dean and Division Head, Professor, 1981-1995, 2000. AB, Ripon College; MA, PhD, University of Iowa



Steven Hill
Associate Professor, 2007. BJ, MA, University of Texas at Austin; PhD, Texas A&M University



Leslie Midkiff DeBauche
Professor, 1987. BA, MA, University of Iowa; PhD, University of Wisconsin-Madison



Eleonora Redaelli
Assistant Professor, 2008. Laurea, Università degli Studi di Milano, Italy; DMA, Conservatorio di Musica Verdi, Milano, Italy; PhD, Ohio State University



Chris Sadler
Professor, 1987. BA, State University of New York at Plattsburgh;
MA, Purdue University; PhD, University of Utah



Cade Spaulding
Assistant Professor, 2010. BA, Idaho State University; MA, University
of Montana; PhD, Texas A&M University



Rhonda Sprague
Professor, 1998. BS, Northern Michigan University; MA, Indiana
University; PhD, University of Texas at Austin



Mark Tolstedt
Professor, 1989. BA, Pacific Lutheran University; MA, PhD,
Northwestern University



Chang Wan Woo
Assistant Professor, 2009. BS, Illinois State University; MA, Indiana
State University; PhD, University of Alabama



Holly Hoffman
Academic Department Associate

The Division of Communication

We Value:

Creativity, discovery, intellectual curiosity and lifelong learning for students and faculty,
Education based in the liberal arts and sciences that prepares students to be global citizens,
Critical evaluation of information; and
Ethical application of communication skills and technologies.

Our Mission:

We foster leadership and engagement to prepare students to meet the communication challenges of tomorrow.

Our Vision:

Continuing our tradition as an innovative and comprehensive communication program, we will inspire our communities to harness the power of communication for positive change in the world.

The Division of Communication
College of Fine Arts & Communication
University of Wisconsin-Stevens Point
inspire, create, achieve



Communication at UWSP

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