

School of Communication & Journalism

Alda Center for Communicating Science

Nov. 13 Arts & Sciences Senate

Laura Lindenfeld, Dean and Executive Director

**FAR
BEYOND**

Our Vision

The world's most complex and pressing problems require honest, inclusive, effective, fact-based communication.

We envision a world that takes seriously the need for communication across all forms, platforms and institutions.

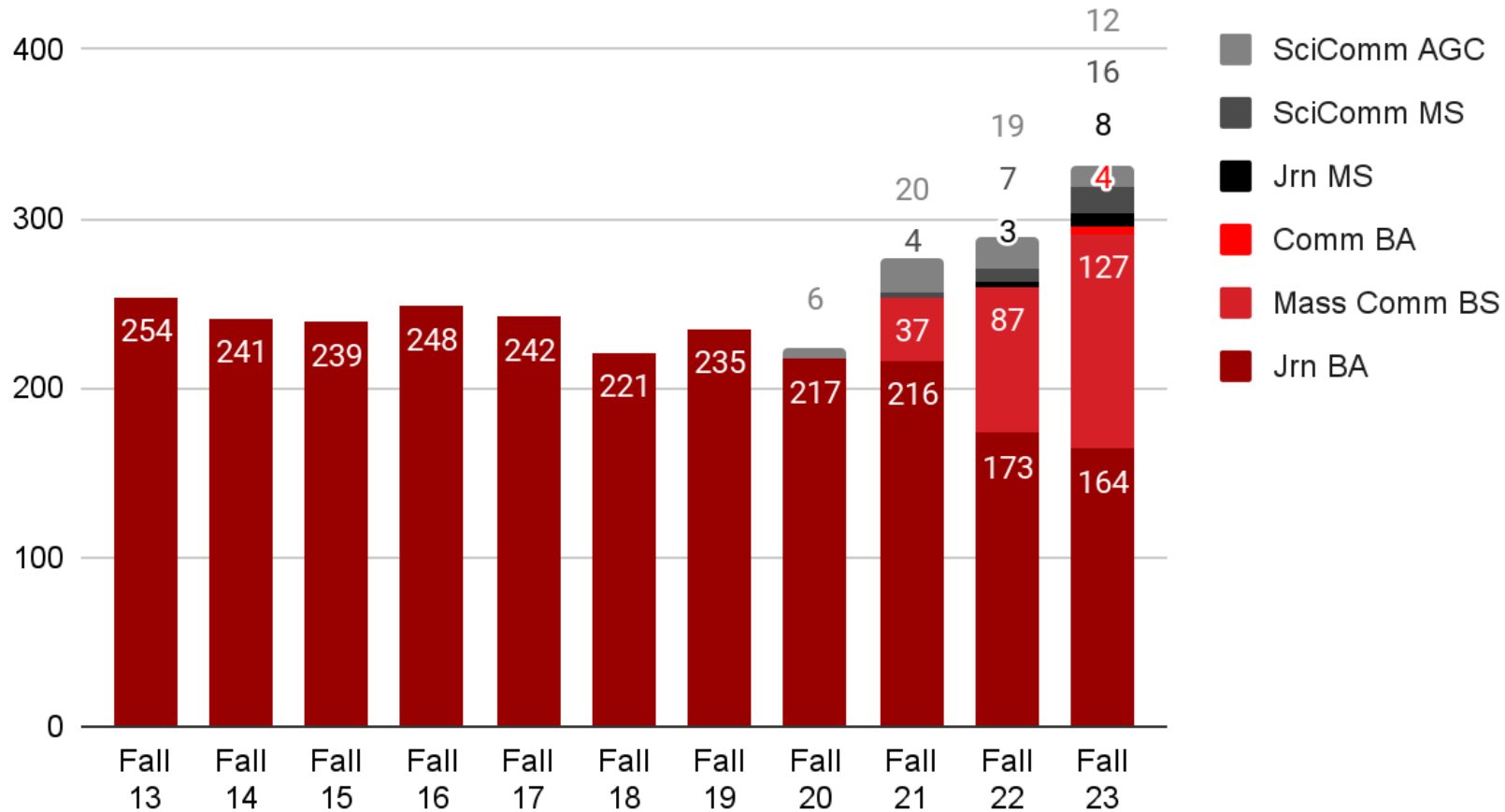
Our Mission

We educate the next generations of communication, journalism, and media leaders, practitioners, scholars, and professionals.

We support and integrate effective science and health communication research and practice and **explore, clarify, and strengthen the role of engaged communication in society.**

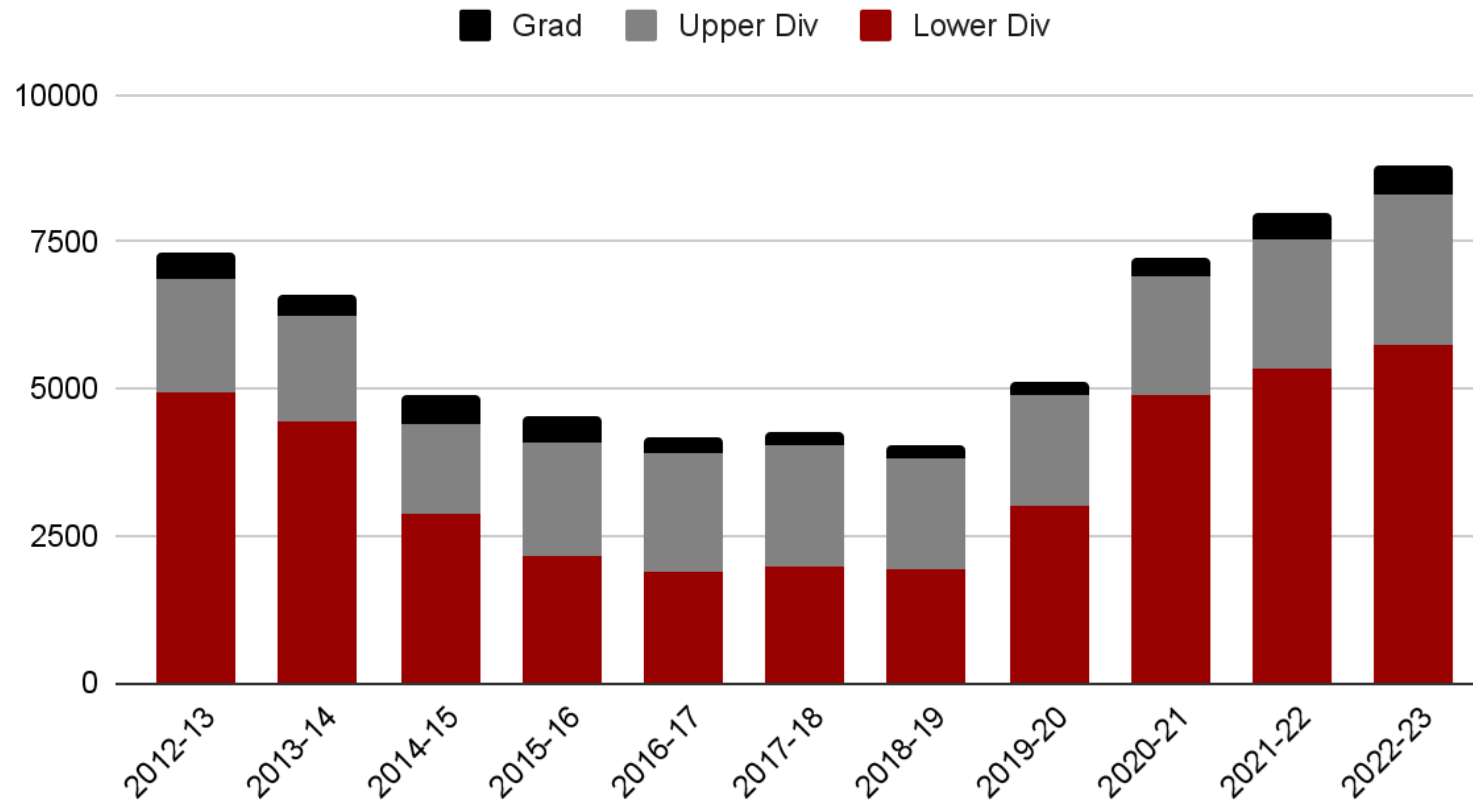
A Story of Growing Programs & Enrollments

SoCJ Fall Enrollment



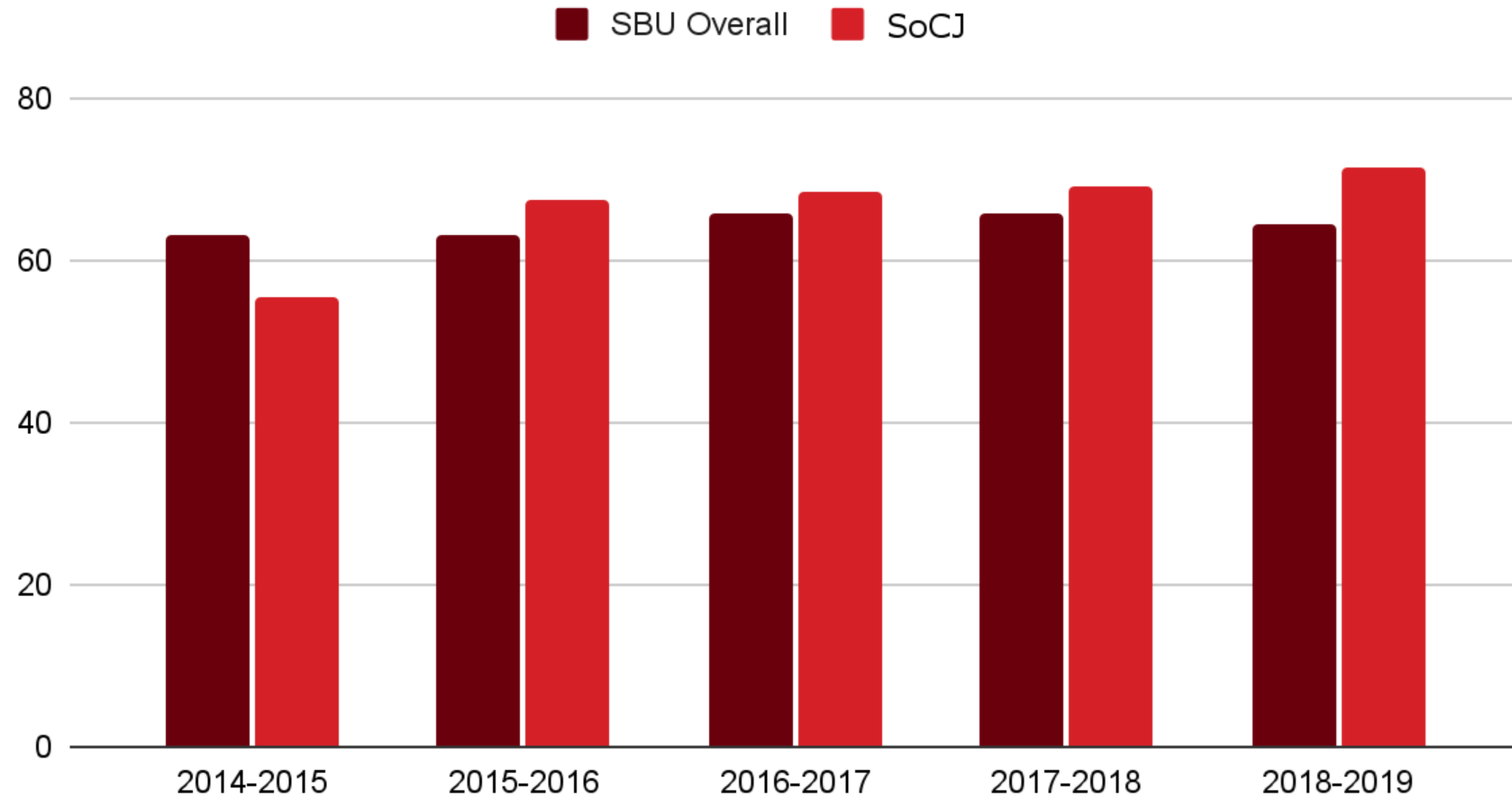
A Story of Growing Student Credit Hours

SoCJ Student Credit Hours



A Story of Increasing Graduation Rates

4-Year Rates



Establish a **Leadership Position** as a Foremost School of Communication & Journalism with a **Special Focus on Science and Health Communication**



**Become a
Recognized
Leader in Linking
Communication
Research with
Practice**



Enhance the Understanding, Appreciation, and Importance of Sound Science and Health Communication Worldwide



**Build an Innovative
Infrastructure and a
Robust Financial
Architecture that Enables
Strategic Growth and
Powerful Societal Impact**



We Believe in the Power of Partnership and Collaboration

We regularly work with many of you and your units around campus

We also work with external organizations like NASA, Nature Conservancy, Dept of Defense, Gates Foundation, Broad Institute, Heising Simons Foundation, CDC

