



MICHIGAN STATE UNIVERSITY

Dean of the
College of Communication
Arts and Sciences
Search

Michigan State University and the College of Communication Arts and Sciences (CAS) welcome applications and nominations for the post of dean, with the aim of recruiting a new leader for the Fall 2014 semester or as soon as possible thereafter. This is an extraordinary opportunity to join one of the world's leading public universities, an institution with roots extending back more than 150 years, and talented individuals in the college who are at the leading edge of education and research on communication. MSU is committed to providing a work environment that supports employees' work and personal life and offers employment assistance to the spouse or partner of candidates for faculty and academic staff positions.

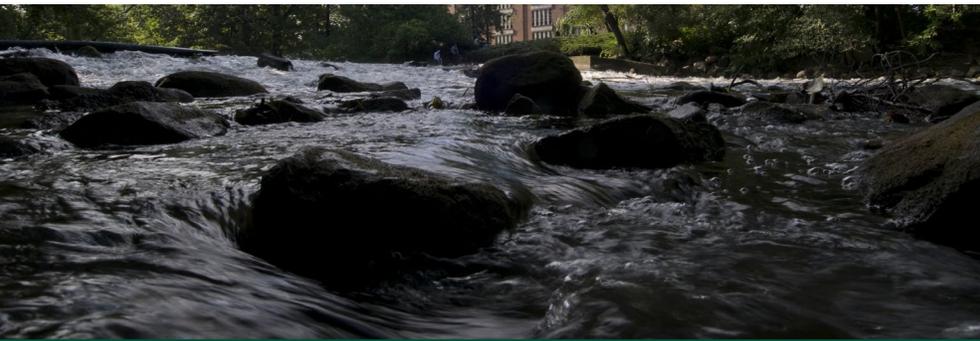


About Michigan State University

Established in 1855 as the Agricultural College of the State of Michigan, Michigan State University was the prototype for the land-grant institutions created under the Morrill Act of 1862 and was so designated in 1863 with the mission to:

- Democratize higher education and expand its opportunities based on merit, not social class
- Find practical applications for scientific research and technological innovations
- Make public service as essential part of higher education's mandate

One hundred and fifty years later, Michigan State was recognized for the eleventh consecutive year as one of the top 100 universities in the world by Shanghai Jiao Tong University. Today, Michigan State is acknowledged as one of the nation's great land-grant universities.



Located in East Lansing, three miles east of Michigan's Capitol in Lansing, Michigan State is located on a 5,200-acre campus with 2,100 acres in existing or planned development and 538 buildings, including 95 academic buildings.

The university enrolls more than 49,000 students - nearly 38,000 undergraduates and more than 11,000 graduate and professional students - from all of Michigan's 83 counties, all 50 U.S. states, and 130 countries. Made up of equal percentages of women and men, the student body includes 16.6 percent students of color and 14.5 percent international students.

Michigan State students are supported by a library collection approaching seven million print volumes and more than 275 study abroad programs on all continents and in more than 60 countries. The university ranks in the top 10 for both study abroad participation and international student enrollment, is a partner to more than 280 international institutions, and is home to 25 internationally focused centers, institutes, and offices.

International engagement involves more than 1,400 faculty and staff involved in teaching and research around the world. Notably, the

MasterCard Foundation provided Michigan State University a \$45 million, nine-year grant to provide poor but talented youth from Africa with access to quality education.

Faculty and academic staff number approximately 4,700 and are supported by 6,400 staff employees.

Michigan State is home to research that attracted external funding totaling \$477 million in 2012-2013. The Department of Energy selected the University to design and establish the Facility for Rare Isotope Beams, a \$730-million facility that will advance understanding of rare nuclear isotopes and the evolution of the cosmos.

Michigan State and the University of Wisconsin were awarded \$125 million by the Department of Energy to continue their work on advanced biofuels at the Great Lakes Bioenergy Research Center.

Around the world, there are approximately 542,000 Spartan alumni, graduates of MSU's more than 200 programs of undergraduate, graduate and professional study.

About the

College of

Communication

Arts and Sciences



The College of Communication Arts and Sciences was a pioneer in its own right. Established in 1955, during Michigan State's centennial year, the college was the first in the nation to bring together significant and diverse aspects of communication. The college is one of 17 colleges in the university and is home to four departments - Advertising and Public Relations, Communication, Communicative Sciences and Disorders and Telecommunication, Information Studies and Media, in addition to the School of Journalism, and WKAR-AM/FM/TV.

The college is made up of 88 faculty and 116 staff, 3,225 undergraduate students, and 306 graduate students. The college's current budget is \$70 million with significant extramural funding.

CAS offers undergraduate and graduate degrees in a variety of fields of specialization. One particularly distinctive element of the college is the Media Sandbox (<http://mediasandbox.cas.msu.edu>), a curriculum and a community for undergraduates who major in advertising, journalism, and media and information.

Not surprisingly, CAS excels at communicating the variety of activities undertaken by students, faculty, staff and alumni. Readers are encouraged to visit <http://cas.msu.edu/home/cas-news/> for the most recent news.

Advertising and Public Relations

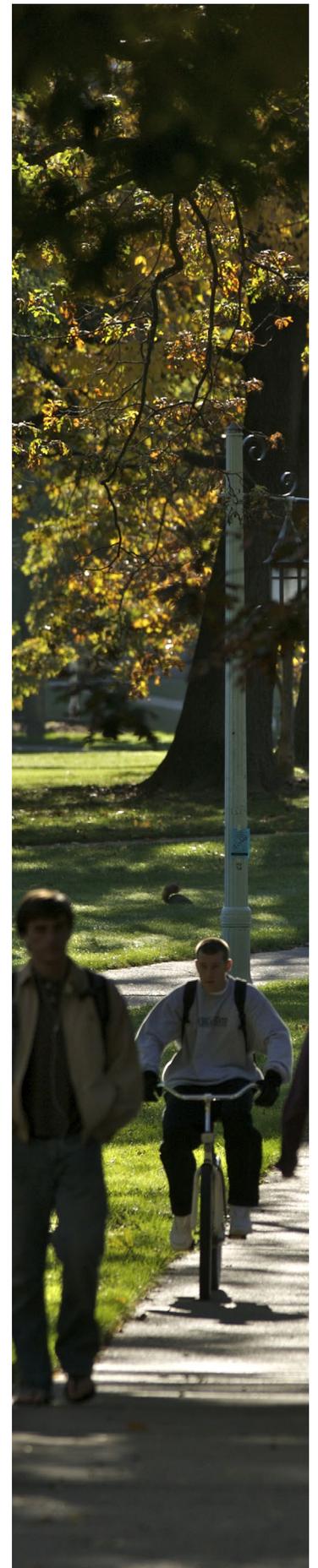
With 100 graduate students and nearly 1,000 undergraduate majors, the Department of Advertising and Public Relations is one of the largest such programs in the nation, and its specialization in public relations, shared with journalism and communication, is among the most popular within the university. Faculty members are leaders in researching advertising and public relations aspects of health and science communication, psychological aspects of advertising and public relations, new media, electronic and mobile business, international advertising, retailing, consumer behavior, advertising law and ethics, media multi-tasking, linguistic aspects of consumer behavior, interactive advertising, food advertising, international procurement and product development.

- The department houses Children's Central, a consortium of researchers at Michigan State and elsewhere dedicated to understanding the impact of advertising on children.
- The faculty is a strong cadre of creative and professional persons dedicated to teaching hands-on applications. As a result, students and faculty members have won scores of regional and national advertising awards including ADDYs.

Communication

The Department of Communication is made up of 900 undergraduate student majors, 80 graduate students and 18 full-time faculty specializing in the study of social media, public communication campaigns, persuasion and group dynamics, sales and corporate communication, and health and risk communication. Established in 1957, the department has played a large role in helping to establish the academic field of communication study in universities around the world.

- The department has awarded more than 370 doctorates in communication, resulting in a large international network of Michigan State graduates who lead communication programs of their own and send many of their best students to East Lansing for advanced training.
- The department is noted for its long-standing excellence in communication theory, research design, and quantitative methods training that regularly attracts faculty members and graduate students from many universities, fields, and disciplines. The approach is made possible through an apprentice-like experience for advanced students working in research teams and teacher training.





Communicative Sciences and Disorders

The Department of Communicative Sciences and Disorders offers a master's degree in Communicative Sciences and Disorders, a doctoral degree in Communicative Sciences and Disorders, and several undergraduate courses that prepare students for careers in allied-health disciplines, including Speech-Language Pathology and Audiology. Department faculty is among the world's leading experts, and work in state-of-the-art laboratories to advance knowledge and improve the lives of people with communication disorders.

- The nationally-accredited master's program boasts of 100 percent employment rates and doctoral students pursue careers in research, teaching, and administration.

Telecommunication, Information Studies and Media

The Department of Telecommunication, Information Studies and Media (TISM) is an interdisciplinary community of scholars united by a passion for media and information that brings together experienced media designers and world-class researchers in an environment of engaged, innovative learning and scholarship. Research groups cover all aspects of the contemporary information ecosystem, with teams focused on social media, human-computer interaction, management information systems, development (ICT4D), media effects, policy-serious games and meaningful play, as well as media arts.

- Faculty and students have been honored with top paper prizes at national and international conferences and four TISM professors have received Distinguished Faculty awards.
- TISM degree programs position graduates for a range of attractive career options in both traditional and new media, video games, and the IT sector.

School of Journalism

Michigan State's School of Journalism is recognized as one of the best in the nation, continuously accredited since 1949 and built on a history of more than 100 years. A recent site team made up of faculty from peer institutions observed that the school "is clearly in the select group of premier programs today" and is "doing a marvelous job of preparing students for the digital age."

- The school houses several signature programs, including the Knight Center for Environmental Journalism, the Michigan Interscholastic Press Association and the Michigan Journalism Hall of Fame, and has earned national prominence in sports journalism, international reporting, digital and visual communication.
- Journalism students do award-winning work that is online, newspapers, magazines, radio, television, mobile devices and public relations. They tell stories with writing, photography, video, audio, design, graphics and animation. More than 350 students have won state, regional and national awards in just the past five years.
- Faculty expertise includes innovative technology, visual communication, media economics and management, international journalism, security and democracy. Additional areas are digital and social media theory and analysis, strategic communication, political and cultural history, health communication, and environmental journalism. Research and professional training goes on in all parts of the world, especially in Saudi Arabia, continental Africa, Latin America and Asia.



WKAR-AM/FM/TV, public media from Michigan State University, is a critical part of CAS. For the better part of the last century, WKAR-AM/FM/TV has been the public media source for mid-Michigan. WKAR-AM signed on in 1922, followed by WKAR-FM in 1948, and this year marks the 60th anniversary of WKAR-TV.

- WKAR Radio is a combination of NPR and classical music, while WKAR-TV is a PBS affiliate. The hallmark of both radio and TV is locally produced content and a focus on the community. WKAR Radio features a daily news/information/entertainment magazine program supplemented by regular live broadcasts of classical, jazz and fine-arts programming from MSU as well as professional artists and performers.
- WKAR-TV produces numerous weekly programs and on-going series featuring a wide range of content. ‘Off The Record,’ in its 43rd season, is a weekly public affairs/political program which is distributed statewide; a weekly sports magazine program, entitled ‘Current Sports’ highlights high school, college and professional athletics; a high school quiz-bowl program called ‘QuizBusters’ and a nationally distributed live music performance program entitled ‘BackStage Pass’ are complemented by numerous specials throughout the year. The Michigan Association of Broadcasters has named WKAR-TV ‘Public Station of the Year’ for the past two years.
- WKAR is staffed by 50 full-time professionals and offers internships and paid positions to numerous students.
- WKAR partners with the academic departments within the college to offer several courses specifically designed to provide real-world experiences and opportunities to students.

CAS faculty and students engage in important scholarship and research addressing important academic and “real-world” issues and questions. Findings are reported in scholarly journals such as International Journal of Communication, Journalism & Mass Communication Quarterly, Human Communication Research, Communication Monographs, Government Information Quarterly, Chinese Journal of Communications, Public Understanding of Science, Journal of Retail and Distribution Management, Journal of Advertising, Journal of Gaming and Virtual Worlds, Journal of Communication, Journal of Consumer Research, Journal of Marketing, Journal of Computer-Mediated Communication, Computers in Human Behavior, Journalism & Mass Communication Educator, Telecommunications Policy, Journal of Media Business Studies, Canadian Journal of Communication, American Journal of Speech-Language Pathology, Journal of Speech-Language-Hearing Research, various law reviews, and by news outlets including The New York Times, the Chicago Tribune, Associated Press, USA Today, CNN, MSNBC, NPR, Financial Times, and UNIVISION.

CAS research has attracted funding from the National Science Foundation (NSF), the National Institutes of Health (NIH), the U.S. Departments of Agriculture (USDA) and Defense (DOD) and the U.S. Agency for International Development (USAID), the Canadian government, the Ford Foundation and Robert Wood Johnson Foundations, and corporations such as Microsoft, AT&T, and Google.

Recent priorities for research in CAS have included:

- Health risk and communication
- Communication technologies
- International and intercultural communication

and are enabled by several research facilities, including:

- Behavior, Information and Technology (BIT) Lab
- Communication Technology (CommTech) Lab
- Digital Media Arts and Technology (DMAT) Lab
- Games for Entertainment and Learning (GEL) Lab
- Quello Center for Telecommunication Management and Law

The college's integrated media arts program - Media Sandbox - is home to expertise in data visualization, digital media production, game research and other research on content creation.

Ongoing research projects -

- The Trifecta initiative helps foster active collaboration among researchers from CAS and the colleges of Engineering and Nursing to advance the delivery of nursing and health care services to underserved communities.
- One Health is a collaboration among multiple disciplines - working locally, nationally and globally - to attain optimal health for people, animals and the environment.
- Global Center for Food Systems Innovation enables Michigan State University to increase the effectiveness and efficiency of US Agency for International Development (USAID) programs by working with scientists and practitioners from academia, the private sector and selected R&D laboratories.

- RAIN - Research in Autism, Intellectual and Neurodevelopmental Disabilities, is an initiative to focus on the entire age continuum, including adults, and the complete spectrum of disabilities.
- Center for Innovation and Research is a joint undertaking of Sparrow Health System and Michigan State drawing on faculty expertise from CAS and five other colleges.

CAS Alumni

Advisory Board

The mission of the Michigan State University College of Communication Arts and Sciences Alumni Board is to:

- Provide a framework for CAS alumni to communicate formally and informally for educational, professional and social purposes;
- Provide an advisory service to the CAS staff, students, and alumni;
- Stimulate continued and expand interest in, and financial support for, the College of Communication Arts and Sciences at Michigan State University.

The vision of the CAS Alumni Board is to create meaningful engagement opportunities for alumni to support the college's short- and long-term priorities.

The board consists of 18 alumni representatives across all majors from the college. A three-person executive team is elected from the board every two years. The current president is Clark Bunting, President/CEO of the National Parks Conservation Association and former President of the Discovery Channel.

The Office and Role of the Dean

The dean of the College of Communication Arts and Sciences is the executive administrator of the College and serves in that capacity at the pleasure of the Provost, with a performance evaluation at least every five years.

In addition to the dean, the office consists of:

- Associate deans for graduate studies, research and undergraduate education
- Senior directors, directors and assistant directors for alumni relations, business operations, communications, development and undergraduate student affairs
- Managers of communications, creative, fiscal affairs, grants, IT and online media
- Consultant on field careers
- Accounting specialist, broadcast and systems information engineer, IT professionals, administrative staff

Beyond the Office of the Dean, the dean provides administrative leadership to and works closely with the chairs of the four departments and the directors of the School of Journalism and of WKAR who, in turn, report and are accountable to and evaluated by the dean.

Roles of the Dean

The dean of CAS occupies a multi-faceted post leading a college that is home to a broad spectrum of academic disciplines and professional fields within a research-intensive, land-grant university that is one of only 62 institutional members of the Association of American Universities (AAU). The CAS dean's roles are, therefore, expansive, serving as:

- Educator committed to student success and alumni achievement
- Intellectual provocateur and enthusiast for ideas
- Devotee of the academy
- Efficient, forthcoming and transparent administrator
- Advocate for the communication arts and sciences
- Accomplished scholar-practitioner of communication arts and sciences
- Maker of friends and a magnet for philanthropy and extramural support
- Professional of significant stature who nevertheless finds satisfaction in the accomplishments of CAS students, alumni, faculty and staff.

Duties of the Dean

The dean provides executive leadership and works directly with the four department chairs and the directors of the School of Journalism and of Broadcasting, WKAR, to administer the educational, research and service missions of the college. Ultimately, the dean bears responsibility for the efficient and effective operation of the college, including but not limited to:

- Overseeing the recruitment, development, evaluation and retention of outstanding students, faculty and staff, including the department chairs and School and station directors
- Preparing and managing the college's annual budget
- Actively cultivating individuals and foundations and solicitation of philanthropy to support fulfillment of the college's mission

- Regularly and frequently engaging the college's stakeholders, including students, alumni, professional and scholarly organizations and societies, accrediting bodies and employers
- Representing the college to the university, its administration and other academic and administrative units as well as to relevant external audiences

The dean is a member of the Council of Deans and University Council, a unit of academic governance at Michigan State (see <http://acadgov.msu.edu/documents/BylawsFinaleditapprovedbyBOTJune182010.pdf>) and meets regularly with and solicits the views of the College Advisory Council, a group of faculty, students and staff who advise on policy and evaluate curricular changes prior to their submission to university-level governing bodies.



Qualifications and Requirements

Michigan State University and the College of Communication Arts and Sciences will evaluate candidates for the post of dean in terms of, first, essential requirements that must be met or exceeded in order to be considered, and second, according to preferred attributes.

Essential Requirements for Consideration

- a terminal degree appropriate to a discipline or field within the College of Communication Arts and Sciences
- a record of scholarship and/or professional achievement worthy of designation as a full professor at Michigan State by a group of faculty peers
- significant administrative experience within a research-intensive university, including budgets and personnel, the evaluation of professionals, and the management of the development of resources
- a comprehensive vision for the future of both the communication arts, and the communication sciences, as well as demonstrated ability to implement those ideas
- a record of advancing the representation, participation and success of under-represented persons
- experience in or a commitment to fund-raising

Preferred Attributes of Candidates

- A respected leader in one's chosen field
- Active professional involvement in or scholarship focused on the international/global dimensions of subjects relevant to the disciplines and fields addressed by the college
- A commitment to and a record of support for the continued professional development of faculty and staff
- Curricular and research collaboration across departments and disciplines of the university
- Commitment to promoting a spirit of entrepreneurship within the college
- Commitment to engage external populations and alumni/ae



Search and Recruitment Process

A 14-member search committee is charged by the provost with the responsibility of identifying a diverse group of highly-qualified candidates. The search is chaired by Sue Carter, J.D., professor of Journalism.

The search firm, Harris Search Associates, is retained by Michigan State University to assist in the recruitment of candidates and the management of applications and nominations and has begun identifying potential prospects.

Review of applications will begin immediately and continue until the position is filled.

Nominations and Applications

Persons interested in the post of dean of CAS are encouraged to submit a brief letter (1 - 1.5 pages) of interest and a current curriculum vita. The letter should address what in the position attracts the applicant and what in the person's experience and expertise will improve the likelihood of success in the post.

Nominations should be directed to the search consultant listed below and include complete contact information for the nominee.

Michigan State University is being assisted by Harris Search Associates in this search. Accordingly, nominations and applications should be submitted electronically and in confidence to:

Dr. Richard Skinner, Senior Consultant
Harris Search Associates
www.harrisandassociates.com and www.iicpartners.com
rick@harrisandassociates.com
+1 614-798-8500, ext. 145 or +1 202-258-0058

Michigan State University is an equal-access/ equal-opportunity employer.

Harris Search Associates
I N N O V A T I O N + T A L E N T

Harris Search Associates, an IIC Partners member firm, is a leading global executive search and board advisory consulting firm. Our practice is focused on identifying and attracting leaders to support the growth of clients in the areas of research, science, engineering, academic medicine and commercial enterprises. Clients include the foremost universities, research parks, institutes, academic medical centers and commercial organizations driving global innovation and discovery.

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