

|                    | <b>University Strategic Vision – Approved</b>  | <b>CCI – Proposed</b>  |
|--------------------|--|--|
| <b>Our Vision</b>  | A world enriched by our ideas, improved through action, and inspired by the Volunteer spirit of service and leadership.  | Committed to the land-grant mission and uniquely positioned at a flagship Research 1 institution, the College of Communication and Information educates engaged students, engages in world-class scholarship, and inspires the Volunteer Spirit through the service and leadership of our faculty, staff and students in the communication and information disciplines.  |
| <b>Our Role</b>    | As the flagship land-grant university of the state, we are dedicated to amplifying the Volunteer spirit of selfless leadership in every life we touch. We listen and learn from one another—an ongoing, ever-expanding conversation fueled by a wealth of perspectives and experiences. We know how much is possible when we unite our individual talents and aspirations, put compassion front and center, and step forward together as Volunteers.   | We are fueled by our land-grant legacy, the quality and efficiency of our education mission, our relevant cutting-edge research and influential scholarship, our passionate commitment to diversity and inclusion, and our welcoming and distinctive environment where competition and collaboration work hand-in-hand to attract the best students and faculty in the nation.   |
| <b>Our Mission</b> | <p>We are a diverse community with a shared commitment to discovery, creativity, learning, and engagement. At UT Knoxville we:</p> <ul style="list-style-type: none"> <li>• Empower learners of all ages and backgrounds to achieve their dreams through accessible and affordable education and state-of-the-art research training opportunities</li> <li>• Advance the prosperity, well-being, and vitality of communities across Tennessee and around the world through our research, teaching, service, and engagement</li> <li>• Commit to excellence, equity, and inclusion within the university, across the state, and in all our global activities</li> </ul> | The College of Communication and Information provides a rigorous education in a supportive academic environment that inspires our students to engage in the social, scientific, and professional challenges of our time. We serve Tennessee through the pursuit and application of knowledge that enhances the economic, social, and physical health of the state and its residents. The College lives this mission through its world-class people and programs and with the support of a passionate alumni base that spans the globe. |

|                      |   |   |
|----------------------|---|---|
| <p><b>Goal 1</b></p> | <p><b>CULTIVATING THE VOLUNTEER EXPERIENCE</b><br/>         Demonstrate leadership in providing high-quality educational opportunities for people at every stage of life, whenever and wherever they seek to learn</p>                      | <p>Provide high-quality, innovative, and accessible academic opportunities that re-imagine the land-grant mission by improving access to education, unlocking degree pathways, increasing enrollment, and promoting student success – where student success is the responsibility of all.</p> |
| <p><b>Goal 2</b></p> | <p><b>CONDUCTING RESEARCH THAT MAKES LIFE &amp; LIVES BETTER</b><br/>         Advance the frontiers of knowledge to create a more just, prosperous, and sustainable future through world-class research, scholarship, and creative work</p> | <p>Develop the College’s national/international scholarly profile through high-impact interdisciplinary research, scholarship, and creative work that creates a more just, prosperous, and sustainable future.</p>  |
| <p><b>Goal 3</b></p> | <p><b>ENSURING A CULTURE WHERE VOL IS A VERB</b><br/>         Develop and sustain a nurturing university culture where diversity and community are enduring sources of strength</p>   | <p>Develop and sustain a nurturing College culture where diversity and community are enduring sources of strength.</p>  |
| <p><b>Goal 4</b></p> | <p><b>MAKING OURSELVES NIMBLE &amp; ADAPTABLE</b><br/>         Empower and sustain a culture of collaboration, agility, and innovation throughout the university</p>  | <p>Empower and sustain a culture of collaboration, adaptability, and innovation across the College and with campus partners, disciplinary colleagues, and industry leaders.</p>   |
| <p><b>Goal 5</b></p> | <p><b>EMBODYING THE MODERN R1, LAND-GRANT UNIVERSITY</b><br/>         Connect with every Tennessean and with communities around the world, inspiring future Volunteers to join our diverse community</p>                                    | <p>Connect with Tennesseans and with communities around the world, securing support for the College and inspiring future Volunteers to join our community.</p>  |