

Feb. 14, 2013

To the campus community:

We have exciting news about developments in our television broadcasting capabilities, as we move from our current analog formats to industry standard digital and high definition. This move is critical to the future of our Mass Communications Department, one of our largest academic programs, as they transform their curriculum and experiential learning opportunities for our students. Our investment will also showcase St. Cloud State, including the promotion of our branding strategies and entry into a new national hockey conference.

As the result of extensive study by a broad-based Media/Broadcasting Work Group and campus-wide cost savings and carryover funds, we will invest \$4.8 million in the complete overhaul of our TV broadcast delivery systems for many venues on campus, including the National Hockey and Event Center. At the same time, the Mass Communications Department will undergo extensive curricular revision of its programs to reflect the practices of today's media industry—a convergence of print and electronic mediums into multi-platform delivery systems. This investment aligns with our learning commitments and has curricular and programmatic implications for many areas of our campus community.

The institutional benefits of this move are incredibly important. First and foremost will be that our students will have the opportunity to work with the highest levels of technology and apply classroom learning in campus and community settings. Students will engage across media platforms and prepare to work in a rapidly changing media marketplace. They will experience a relevant curriculum that reflects industry practice and provides preparedness for digital and high definition careers in the broadcast and communications industry. Students will leave St. Cloud State with a robust portfolio of work and experiences that will make them highly sought after media professionals. St. Cloud State will become a program of choice among media professionals and students seeking careers in digital media, broadcasting and strategic communications. The Mass Communications Department and its curriculum will be revitalized, and one of St. Cloud State's largest programs will experience growth in enrollment and reputation as its programs and curriculum are redesigned to incorporate converged media, emerging technologies and multi-platform approaches.

St. Cloud State also will have the opportunity to showcase its students, faculty and staff, athletics, academic, arts and cultural programs. Through traditional and converged media platforms, St. Cloud State's stories will be shared with audiences across the community, the region and the world. The stories told in these converged media outlets will engage our campus, alumni, donors, prospective students and other critical stakeholders in the life and vibrancy of St. Cloud State. We will align branding of the institution with the new technology, and we will meet athletic broadcast requirements as we enter a new Division I hockey conference.

This is, above all else, a campus-wide accomplishment that will be reflected in much of our public face. We anticipate an aggressive implementation schedule that will bring us to the high definition capabilities by September. Thanks to all of you for being good stewards of our resources that allow us to capitalize on this meaningful opportunity.

And, my personal thanks to the Media/Broadcasting Work Group for its extensive study over many months and the leadership of Mark Springer, dean of the College of Liberal Arts, that has brought us to this decision.

Earl H. Potter III

President