



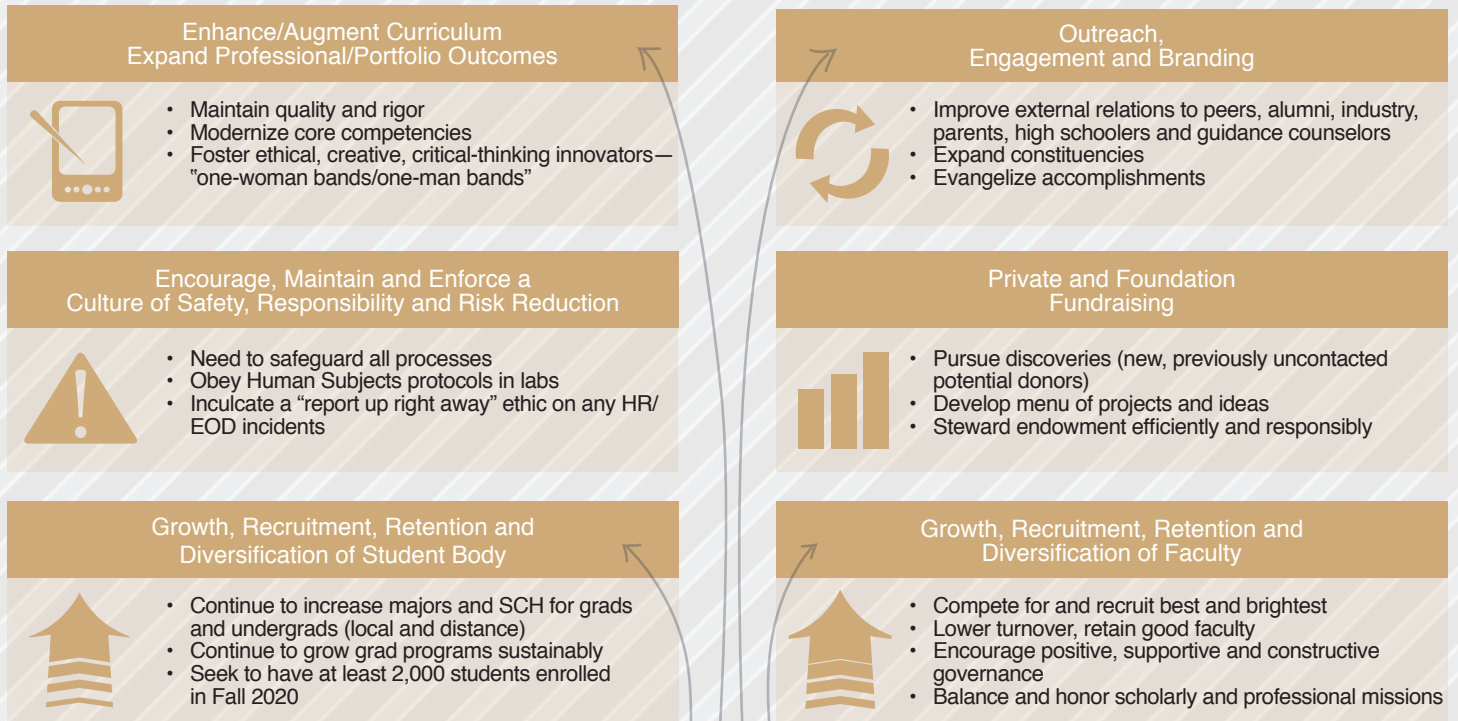
TEXAS TECH UNIVERSITY  
**College of Media  
 & Communication™**

# STRATEGIC GOALS

The success of the College of Media & Communication over the last 10 years has been remarkable. CoMC became an independent college, developed a Ph.D. program, built a psycho-physiological research center that is, bar none, the best in the communication field, saw the endowment of the Institute for Hispanic and International Communication, and now welcomes the addition of the Department of Communication Studies.

The basis for future progress is the reality that no educational unit, no matter how “universal,” can be superior in everything it does. We balance what we must do well day-in and day-out (our CORE) with what we can excel in and achieve world-caliber excellence and prominence in (our SIGNATURES). These goals are derived from TTU’s “Making it possible... 2010-2020 Strategic Plan” and build on the College’s 2012-2015 Strategic Plan.

## CORE



**2015  
 QUALITY ENHANCEMENT PLAN:**  
*Communicating in a Global Society*

## SIGNATURES

