Marquette University, a private, coeducational, Catholic, Jesuit institution in Milwaukee, Wisconsin, seeks an entrepreneurial, collaborative, and visionary leader to serve as the Dean of the J. William and Mary Diederich College of Communication. The new dean will partner with talented and dedicated faculty, students, staff, alumni, and the broader Marquette and Milwaukee communities to execute an ambitious shared vision for the college and continue to raise its visibility both within the university and throughout the broader community. Candidates should embrace the values of Catholic, Jesuit higher education, and people from all religious backgrounds are encouraged to apply.

Marquette is one of 27 Catholic, Jesuit universities in the United States and is the largest private university in Wisconsin. Its attractive 98-acre campus on the edge of Milwaukee’s downtown is home to a highly collegial community with more than 2,800 employees and a current enrollment at approximately 11,600 students. Marquette is ranked in the top 100 of national universities by *U.S. News & World Report* with aspirations to be in the top 75. In 2015, the university reached a new Carnegie research classification as a Doctoral University marked by “high research activity” – the second highest classification Carnegie bestows.

The Diederich College of Communication is dedicated to the advancement of communication research and education through creativity, connectivity, and diversity and to creating collaborative relationships for the greater good. It is organized into four departments: Communication Studies, Digital Media and Performing Arts, Journalism and Media Studies, and Strategic Communication. Over the last few years, the college has focused on the concepts of engagement and innovation as hallmarks of the programs and student experience. The next dean will expand this focus and engage in the creation of new partnerships, both internally and externally, that will help achieve the vision to both create and be thought leaders in communication, media, and performing arts. The dean will be instrumental in advancing Marquette University as a highly ranked destination university, renowned for academic rigor, innovation, and the achievements of its community of scholars, and in further connecting the university with the community of Milwaukee and beyond.

The dean will join a university that has embarked on a transformation guided by the 24th President, Dr. Michael R. Lovell, who joined Marquette in 2014. Since that time, Dr. Lovell has led the campus community in implementing Marquette’s ambitious strategic plan, *Beyond Boundaries*. This plan requires extraordinary investment and innovative new partnerships to bolster how Marquette delivers transformational education and student experiences, advances research and scholarship, thrives in the new and dynamic environment of higher education, builds its endowment, and reimagines and reshapes its infrastructure. Marquette recently announced Dr. Kimo Ah Yun as the provost and executive vice president for academic affairs. He previously served as the dean of the J. William and Mary Diederich College of

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Communication, and he will be a good partner in helping the college achieve its goals. The Diederich College of Communication is a critical player in Marquette University’s accomplishment of its vision, and the next dean will need to address the following key opportunities and challenges:

- Continue to raise the visibility and brand of the Diederich College both within the university and externally
- Champion a continued emphasis on student success and career development
- Participate in Marquette’s efforts to increase research productivity
- Grow and strengthen Diederich’s diverse and inclusive community
- Foster opportunities for interdisciplinary collaboration
- Generate new revenue including ambitious fundraising

A more comprehensive list of the desired qualifications and characteristics of the position can be found at the conclusion of this document, which was prepared with the assistance of Isaacson, Miller, a national executive search firm, to provide background information and detail the key opportunities and challenges related to the position. All confidential applications, inquiries, and nominations should be directed to the parties listed at the conclusion of this document.

About Marquette University

Founded in 1881 by the Society of Jesus (Jesuits), a group of priests and lay brothers in the Catholic Church, Marquette has grown to be a major private research university grounded in its Guiding Values: Excellence, Faith, Leadership and Service. Marquette is home to 11 academic divisions: Helen Way Klingler College of Arts and Sciences; J. William and Mary Diederich College of Communication; College of Education; Opus College of Engineering; College of Business Administration; Graduate School of Management (housed within COBA); College of Health Sciences; College of Nursing; Graduate School; School of Dentistry; and Law School. As an institution committed to both teaching and research, Marquette offers undergraduate programs in 164 majors and minors and more than 68 doctoral and master’s programs.

Marquette’s 8,400 undergraduate and 3,200 graduate students hail from almost every state in the U.S. and from over 80 countries with 70% of undergraduate students coming from outside of Wisconsin. Of the 2,162 students who matriculated in the Class of 2022, 35% graduated in the top 10% of their high school class. The university’s leadership continues to be committed to creating a diverse student body. Fifty-five percent of Marquette’s first-year students are women, 28% are students of color and 21% are first-generation students. Ninety-four percent of first-year students live on campus.

The university hosts 14 NCAA-Division 1 athletic teams that compete in the Big East conference. Marquette supports 283 official student organizations, and each year students create new groups. Student organizations hosted nearly 2,000 events last year. More than 1,100 students are involved in the 36 active club sports teams. Each year Marquette students perform about 189,000 hours of service to the Milwaukee community, and the Service Learning program recently celebrated 25 years of connecting faculty and students with community organizations in meaningful and mutually beneficial partnerships. Marquette University Student Government (MUSG) serves as the official voice of the student body to university administration, promotes and sponsors campus events, and supports other student organizations.

Marquette students are encouraged to “Be the Difference.” Their education within and outside the classroom is guided by Jesuit values including care for the whole person, women and men for and with others, and striving for excellence. The university aims to graduate students who are transformed by their education and who, in turn, will transform the world.
About the Diederich College of Communication

The Diederich College of Communication’s mission is to advance knowledge and prepare students for intellectual, artistic, professional, and ethical leadership in a complex technological and multi-cultural world. The college uses a core of common knowledge, values, and communication skills to improve understanding of communication as a cultural and social process and to help students develop the skills necessary for success in a constantly changing information environment.

Following the Catholic, Jesuit tradition, the college applies its resources and talents within an urban setting to improve the lives of its neighbors and the academic and personal lives of each student, staff member, faculty member, and administrator in the college.

The Diederich College of Communication is organized into four academic departments, each with a focus on the integration of theory and practice: the Department of Communication Studies, the Department of Digital Media and Performing Arts, the Department of Journalism and Media Studies, and the Department of Strategic Communication. Together, these four departments offer a total of eight undergraduate majors and 11 minors. The eight degree programs enrolling approximately 900 undergraduate students are Advertising, Communication Studies, Corporate Communication, Digital Media, Journalism, Media Studies, Public Relations, and Theatre Arts. The College also offers a Master of Arts degree with two specializations, Communication and Media Studies and Digital Communication Strategies. Approximately 45 students are enrolled in the graduate program. Faculty occasionally direct students in the university’s interdisciplinary Ph.D. program. The college is also home to all of the university’s arts programs. In addition to the Theater Arts major, the college offers minors in Music, Dance, and Film, and a Fine Arts minor in collaboration with the Milwaukee Institute of Art and Design.

The Diederich College of Communication has 38 full-time faculty and 52 part-time faculty. In recent years, the College has made significant progress in its effort to create a more diverse faculty as tenure lines have opened due to retirements. The college faculty also recently revised its Promotion and Tenure guidelines to ensure excellence in teaching, scholarship, and service, raising standards and providing greater clarity on expectations. These standards have become a model for the rest of the university. Faculty across the college at all levels are actively engaged in a broad range of scholarly activities. The college hosts an annual research symposium, and faculty regularly present their work at national and international conferences. Members of the college’s faculty have been recognized nationally in recent years with awards for top papers, outstanding doctoral dissertations, and outstanding scholarly career recognitions. In addition, several faculty have won university-level research and teaching awards.

The Diederich College is primarily located in the recently renovated Johnston Hall. It now contains classrooms with state-of-the-art technology, a news set that includes a green room with virtual reality capabilities, and TV and radio production studios. It is home to an innovative, award-winning student media center, the Marquette Wire, which is primarily staffed and run by students in the college under the supervision of the director. Other students from around the university also participate in the production of content. The theater program, which is accredited by the National Association of Schools of Theatre, is housed in the Evan P. and Marion Helfaer Theatre. It is the home to production and performance spaces that support an active award-winning five-production season of faculty-driven, student theatre productions. The music programs serve students from across campus through orchestral, band, and choral ensembles as well as individual carillon musical training and performances.

The Diederich College of Communication prides itself on a very high retention rate for returning sophomores as well as high graduation rates. In 2018, the retention rate for first-year students was 92.3 percent. The four-year graduation rate is 75.3 percent and six-year graduation rate for freshmen entering in 2012 was 81.9 percent, and the college continues to work on increasing these rates. One way the college is
doing this is by focusing on ensuring the students have several high-impact experiences throughout their course of study.

These high-impact experiences include the Diederich Experience that provides opportunities for upper-level students to connect with Marquette alumni who have built successful careers in their respective fields. These trips allow students to practice engaging with industry professionals, begin to build their networks, and refine their post-graduation plans. Students travel in a group with a faculty member to a city where College of Communication alumni are actively working. Trip activities vary depending on a student's major area of study. For example, Digital Media majors who travel to Los Angeles may tour a set at Twentieth Century Fox Television while Theatre Arts majors traveling to New York will attend plays together. The trips typically include many activities and vary from year to year.

One hallmark of the Diederich program is that students are encouraged to participate in the college’s student media operations from the start of their program. These include a weekly newspaper (Marquette Tribune), magazine (Marquette Journal), television station (MUTV), radio station (WMUR), and website (Marquette Wire). The college is also continuing development of a student-run strategic communication agency that will allow students who are engaged in research and strategic planning, design work, podcasts, and other projects to gain professional experience. For more information about student-run media, please visit http://diederich.marquette.edu/coc/student-media.aspx.

The college is home to a number of other exciting programs that focus on public service journalism and in-depth investigative reporting. O’Brien Fellowships bring three to four experienced journalists to campus each academic year to work with students on reporting projects related to social justice issues. Students also have the opportunity to work for and intern in the Milwaukee Neighborhood News Service, a professional multi-media news organization that is housed in Johnston Hall and serves as a source of news for 18 central city Milwaukee neighborhoods with historically underrepresented populations.

The college annually presents music concerts, dance recitals, theatre and social justice productions, and a theatre production for young audiences for more than 1,500 Milwaukee-area schoolchildren annually. These programs among others underscore the college’s commitment to public service and community outreach.

**Alumni Engagement and Philanthropic Support**

A degree from the Diederich College of Communication prepares students to use their communication skills to lead, inspire, and make a difference. The college maintains strong relationships with its large, talented alumni base in the greater Milwaukee area and beyond. The Diederich College of Communication Alumni Association offers a wealth of programming and networking opportunities for current students and communication alumni.

In 2005 Bill and Mary Diederich donated $28 million, the largest individual gift in the college’s history, to establish the college as one of the nation’s top communication schools. This remarkable gift not only enhanced the College of Communication’s national reputation but also has allowed for enhancements to technology, curriculum, and the student experience and continues to allow the dean discretionary dollars to invest in areas that differentiate the college from other leading communication programs nationwide. This generous gift has inspired other gifts including the $8.3 million Frechette gift in 2012 that created the endowed O’Brien Fellowship Program and the $3.5 million Greiveldinger gift in 2015 for capital improvements.

The college has raised over $2.5 million annually between 2017 and 2019 and expects to raise close to $3 million this year and in each of the next four years through 2024.
Role of the Dean of the Diederich College of Communication

The Dean of the Diederich College of Communication reports to the Provost and is the chief academic, fiscal, and administrative officer of the college. The dean will provide leadership and oversee the academics and operations of the college, including recruitment and development of faculty and staff, curriculum and program development, communications and marketing, and resource management. The dean manages the approximately 38 full-time faculty and 12 staff. Reporting to the dean are the chairs of the academic departments, two associate deans, the Director of Academic Business Affairs, and an administrative assistant. The dean is a member of the University Leadership Council and the Academic Deans Council, and works closely with the Diederich College Executive Council.

The dean plays an important external role through building strong connections in Milwaukee and the broader Wisconsin community as well as on a national stage in terms of the profession. The dean is responsible for creating and maintaining productive relationships with alumni, trustees, and donors to enhance visibility, raise money, and create opportunities for faculty and students.

Key Opportunities and Challenges for the Dean of the Diederich College of Communication

The next Dean will bring creativity, drive, strategic vision, and collaborative leadership practices to actively address the following key objectives:

Continue to raise the visibility and brand of the Diederich College both within the university and externally

The next dean must continue to elevate the visibility of the college within the broader Marquette University community and nationally to alumni, prospective students, scholars, and community partners. In doing so, the college can broaden its excellent national reputation and become a destination college for more of the brightest and most entrepreneurial students as well as leading scholars and professionals.

The dean will be a visible member of the broader university, Milwaukee, and national community around issues of communication education. The dean must position the Diederich College of Communication as a national leader in the dynamic and changing communication field and be seen as a resource for local companies and community partners. As the only home of the arts (theater, music, dance, fine arts) at Marquette, the college has the opportunity to leverage this distinction across the university and also with the greater Milwaukee community. The next dean will build upon these distinctions to showcase the breadth and talents of the broader college community.

Champion a continued emphasis on student success and career development

One of the goals of the Marquette strategic plan, Beyond Boundaries, compels the community to consider how Marquette delivers transformational education and student experiences. The college has long focused on providing high-impact teaching and learning experiences that increase student engagement. Stronger student engagement results in greater retention and graduation rates, more positive college experiences, and students more likely to support their university upon graduation and beyond. The dean should both enhance and promote these high-impact learning initiatives to ensure a transformational experience for the academic, personal, and professional development of all students.
Participate in Marquette’s efforts to increase research productivity

As a part of its strategic plan, Marquette University is committed to enhancing the quality of scholarship as well as increasing the campus’s overall level of scholarly productivity. The new Promotion and Tenure guidelines developed by the college support these efforts. The next dean will play an active role in helping the Diederich College contribute to the achievement of these goals. The dean will need to elevate conversations about the ongoing research of college faculty and articulate the role that research plays in the successful future of the college. The dean will seek innovative ways to increase student scholarly activity, support the ongoing work of faculty, and develop new cross-disciplinary projects.

The next dean will champion and advocate for faculty, empowering and motivating faculty to develop new and innovative programs, research, creative activities, and service, and recognizing success across a variety of measures. The dean will be a visible and engaged member of the community and be accessible and responsive to faculty, students, and staff. The next dean will welcome, promote, and enable research and scholarship for both faculty and students and help identify the right balance with teaching, scholarship, service to the professions, performances, and advising for faculty.

Grow and strengthen Diederich’s diverse and inclusive community

As the college will experience additional faculty retirements over the next few years, the dean will have the opportunity to recruit faculty members who will advance the new shared vision for the college and increasingly reflect the demographics of the student body and greater Milwaukee areas. The dean will continue to focus on recruiting and retaining a diverse faculty, staff, and student body and making the college an inclusive and welcoming environment for all.

Foster opportunities for interdisciplinary collaboration

The next dean will not only have the opportunity to strengthen bridges within the college, but also across the various schools and colleges at Marquette. The dean should understand and leverage the points of intersection and collaborate with fellow deans to take advantage of the university’s focus on interdisciplinary study. With significant theoretical and applied expertise in communication processes, media professions, organizational practices, digital technologies, and the performing arts, the college presents unique opportunities for interdisciplinary work within the university as well as across the greater Milwaukee business, civic, and nonprofit communities.

Generate new revenue including ambitious fundraising

The dean is responsible for the fiscal health of the college, and the college has made great progress with the renovation and upgrading of Johnston Hall. However, given the rising cost of technology, the pending demographic changes that will impact the number of undergraduate students going to college, and a need for new programs that meet employer demand, the next dean must identify and encourage new opportunities for revenue generation, including leading the college’s fundraising efforts. The Diederich College greatly benefits from the Diederich endowment that has raised the national visibility of the college and Marquette. Building on this, there are opportunities surrounding research collaborations, summer programming, professional graduate programs, and certificates for the dean to further explore.
Qualification and Characteristics

The successful candidate will be a strong and consultative leader with the ability to lead a conversation around vision, identity, and the path forward for a highly successful and broad-ranging college. The university seeks a proven leader with a distinctive record of achievement. The successful candidate will also bring most, if not all, of the following professional qualifications, skills, experiences, and personal qualities:

- Administrative leadership, vision, innovation, and a record of increasing experience and responsibilities in an environment characterized by collegial management, mentorship, inclusive decision making, and effective communication skills;
- Ability to develop and nurture deep, impactful cross-campus relationships based on mutual trust and an open and pragmatic approach to relationships and decision making;
- Ability to build a highly qualified and respected faculty and staff who will rally around Marquette philosophies and strategies and in turn elevate the Diederich College to a top nationally ranked elite program;
- Commitment to the ideals and values inherent in Catholic, Jesuit education and an ability and willingness to be an advocate for them;
- An established record of superior university teaching, scholarship, and distinguished university, professional, and community/public service sufficient to merit appointment as full professor with tenure, or equivalent professional accomplishments;
- Capacity and demonstrated ability to fundraise in the context of annual, capital, and comprehensive campaigns;
- Financial acumen and the ability to understand and act upon complex budgets;
- Ability to create and nurture a supportive environment that utilizes inclusive and transparent processes to foster intellectual vitality, creativity, student learning, and outstanding teaching, research, and service;
- A demonstrated commitment to and record of serving students’ emotional and academic needs and active participation in student activities and events that encourage social, professional, and intellectual growth and development;
- Commitment to affirmative action, diversity and inclusion in all its forms; experience in supporting, promoting, and implementing the learning opportunities offered by a diverse community;
- Ability to establish a visible presence and to represent the Diederich College nationally in the greater communication, media, nonprofit, and governmental communities and among stakeholders, alumni, and the general public;
- Understanding of the changing job market and skills necessary to be successful in it and the initiative to explore its implications for the structure of communication disciplines more broadly;
- Ability to recruit and work with an engaged and active advisory board, alumni and donors across the nation and to continue to build the Diederich Experience;
- Ability to work effectively with university constituents, including university leadership, deans, students, faculty and staff.

Location

Marquette is located on a 98-acre campus in the near-downtown Milwaukee neighborhood of University Hill. Lake Michigan is roughly one mile east of the edge of campus. Milwaukee is the largest city in Wisconsin and the 23rd largest city in the United States. It has one of the highest per capita student populations in North America. The population is approximately 600,000 and approximately 1.8 million
people live in the metropolitan area. Milwaukee is highly diverse, with about 39 percent African-American, and 15 percent Hispanic/Latino citizens.

Milwaukee is one of America’s great cities, combining a dynamic urban community with a rich cultural heritage. There is also accessibility to parks, rivers, and other outdoor recreation. It is a popular venue for road and mountain biking, hiking, cross country skiing, sailing, windsurfing, global cuisines, and cultural festivals. Milwaukee’s Summerfest is the world’s largest music festival. The city is recognized for its art and historical museums, fine dining and hotels, professional sports, gardens and parks, and the Milwaukee County Zoological Gardens. Milwaukee also has two opera companies, a nationally renowned ballet and symphony, and several live theatre companies that range from Broadway musicals, Shakespeare and the classics to smaller, regional productions. Milwaukee also hosts professional baseball, basketball, indoor soccer, and hockey teams. To learn more, see onmilwaukee.com.

Applications, Inquiries, and Nominations

This is a confidential search where the names of candidates, including finalists, will not be made public. Members of the campus community invited to participate in the finalist visits will be required to sign Acknowledgement of Confidentiality forms. Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and applications with CVs and cover letters should be sent via the Isaacson, Miller website for the search: http://www.imsearch.com/7397. Electronic submission of materials is strongly encouraged.

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Marquette University affirms its longstanding commitment to the principle of equal employment opportunity regardless of race, color, gender, age, sexual orientation, religion, disability, veteran’s status or national origin. Marquette affirms its commitment to the principle of affirmative action and its commitment to abide by state regulations and federal laws pertaining to equal employment opportunity. To learn more, see http://www.marquette.edu/mission/prospective_plan.shtml.