

September 19, 2018

As Dean of the College of Arts and Sciences (CAS), I wish to express my support for the Department of Communication's (COMM) proposal to establish a Masters Program in Strategic Communication to be delivered online in partnership with Wiley Education Services.

With a prominent faculty who already deliver a high quality Masters Program in Communication, COMM is well positioned to start a Masters level program in strategic communication that can meet the needs of professionals seeking to move forward with graduate education in an online modality. The proposed program is focused on communication in the digital age with coursework in applied theory and methods as well as brand management, writing for multimedia, media analytics, and other courses related to the needs of public relations and communication professionals. We believe this program will enhance the reputation of the University of Delaware by extending the reach of graduate education of the university to working professionals with quality course offerings that help them move forward with their academic and professional goals.

CAS values excellence in teaching and research, diversity, and social responsibility as it pursues strategic goals of developing an outstanding faculty; advancing critical thinking, open inquiry, and full participation; leading the way in student learning and engagement; and engaging local, national, and global communities. The proposed MA program supports these values and strategic goals through excellence in research, applied learning, and rigorous courses. We believe a partnership with Wiley is a wise approach as the department moves forward with multiple graduate programs in its portfolio, including a new PhD program. We are committed to working with COMM and Wiley to enhance graduate student recruitment efforts, offer financial support for course development, and invest in additional faculty members.

Again, we strongly support the online Masters Program in Strategic Communication, and look forward to helping the department create an outstanding graduate degree program.

Sincerely,



John Pelesko  
Interim Dean