

A Word to Mom and Dad:

We get it. We absolutely do. Even more stressful than the expense of a college education is the issue of whether your son or daughter will be prepared to make it in an increasingly chaotic world economy. Why not pick something safe? Why not go where the jobs are?

There are a couple of problems with that. First, where the jobs *are* is not always (or even often) where the jobs *will be*. Second and more to the point, statistics show that fewer than half of college graduates who get the jobs their degrees trained them for will still be doing those jobs five years down the road.

The greatest advantage of a degree in Communication Studies is that almost every challenge in the workforce reduces to a problem of communication. Ask the CEO of any successful enterprise what the most important skills for success in that enterprise are; almost everyone will say the ability to effectively and efficiently communicate. People with the facility to analyze, avoid and repair communication problems will always have a role. Communication Studies provides the ultimate set of transferable skills.

Can we promise you that your college graduate will always have a good-paying, rewarding career? You already know we cannot. But here is what we do promise you. We promise that we will never try to "sell" our program to any student who comes to our door. We believe in what we do, and we will spell out what we think are our advantages, but our primary concern is always the student's well-being. When we talk to a student about what he or she wants to do in life, if we know a better educational option than Communication Studies we present it. We regularly send students to Marketing, Media and Communication Arts, Political Science and other programs if we think those programs even might better serve their needs. When your son or daughter commits to Communication Studies though we promise that your graduate will be prepared to contribute to the world of work by a talented, energetic and wicked smart group of committed scholars. If you trust your children to us we will never abuse that trust!

Dyson
College of Arts and Sciences

