It is also reflected in the close relations the new college hopes to entertain with centers elsewhere on campus—for example, with the Center for Humanities and the Arts (CHA); the Center for Media, Arts and Performance (CMAP); and the Stan Brakhage Center.

**Statement of Core Skills, Competencies and Scholarly and Creative Initiatives**

Given its mission, CMCI attracts students, faculty and industry and creative professionals from across the closely related fields of media, communication and information. All of those either rostered in or affiliated with the new college accordingly share a set of skills, competencies and scholarly and creative interests that form a common core. This core is expressed at all levels of the college, from undergraduate curriculum and graduate training to the research and creative work of its faculty and both internal and external affiliates.

**The Graduate Experience and Faculty Research and Creative Work**

CMCI’s collaborative character is even more visible at the graduate level and in terms of its faculty’s scholarly and creative work. A prime example is the doctoral program in media research and practice (catalog.colorado.edu/graduate/colleges-schools/media-communication-information/programs-study/media-studies/media-research-and-practice-doctor-philosophy-phd), which combines the emphases of the participating departments—advertising, public relations and design, journalism and media studies—and encourages students to develop research agendas that bridge disciplines and cross between academic research and professional practice. In addition to creating efficiencies by combining resources, the program underscores the shared technical and intellectual as well as logistical needs of the units involved, turning streamlined administration into scholarly and creative synergy.

Journalists learn from information scholars about the nature and uses of big data while sharing with them their skills in narrative and communication. Members of the communication faculty deepen colleagues’ insights into the underlying forms and principles of organizational, interpersonal and public conversation that structure the worlds in which advertising and strategic communication operate while gaining access from colleagues in these areas to problems and case studies they might have overlooked. Meanwhile, faculty in media studies benefit from direct exposure to the technologies and creative processes explored by media production faculty, offering in return a deeper historical, social and theoretical insight into the way media shape, even as they are shaped by, the wider society they serve.

Centers like CMRC, CEJ and 3CG already harness CU’s exceptional multidisciplinary resources in everything from cultural studies to environmental science and from journalism to media design in focused collaborative initiatives of all sorts. By bringing practitioners in all of these areas together with artists and researchers in information science, media production and intermedia art, writing and performance, CMCI provides the environment for many more such common enterprises in the future.