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**Subject:** COMMUNICATION Investments

**Date:** Thursday, December 8, 2022 at 4:14:37 PM Central Standard Time

**From:** Emporia State University



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December 8, 2022

Dear Hornet Nation,

Additions in Emporia State's Communication program expand on the department's communication, emerging technology and society concentration that was introduced in fall 2020.

Two specific additions come as Emporia State University continues to elevate and reimagine its future. The department will:

- Add a **full-time instructor** (non-tenure track)
- Create a **social media influencing certificate**

The new instructor will be hired on a three-year contract and will have the expertise to allow the department to offer classes in content creation, digital video, virtual reality and gaming/interactive media.

The emerging technology and society concentration prepares students for careers that are rapidly increasing both in number and demand, such as digital content manager and social media analyst

The new social media influencing certificate recognizes that influencer marketing is a growing industry, expected to be worth more than \$16 billion in 2022, according to the "Influencer Marketing Benchmark Report."

The certificate program would be open to any students on campus who want to create or grow a productive online presence in their chosen field. Members of the Emporia community who want to expand the online presence of their small businesses or organizations could also

benefit from the program.

The expanded emerging technology and society concentration joins three other concentrations in the communication department:

- Leadership Communication
- Organizational Communication
- Public Relations

The department also offers a bachelor of science in education degree in secondary speech/theatre communication for those who want to teach at the middle and high school level.

**Additional Resources:**

- Video from Dr. Heidi Hamilton, professor of communication and chair of the Department of Communication and Theatre: <https://youtu.be/CT1NHDJT8i4>
- News release about these reinvestments: <https://www.emporia.edu/news/december-2022-communication-reinvestment/>
- Website about all of the announced reinvestments: [emporia.edu/future](http://emporia.edu/future)

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