

POWER MEDIA

DISCOVERY REPORT

UNIVERSITY OF ILLINOIS ENGLISH DEPARTMENT

ALY PUDLO, EMILY MATUSEK, ALEXIS LAKE,
JACOB KAMEN & JULIAN DAVIS

OVERVIEW

The Department of English at the University of Illinois at Urbana-Champaign has had a decrease in enrollment ever since the Recession in 2008. Our goal is to increase the numbers of majors enrolled by 5%.

English majors believe majoring in English helps them learn useful writing, analytical, critical thinking and articulation skills.

Many English majors seek opportunities to double major and explore minors so they feel that their degree is more practical and applicable to their career.

INSIGHT

People majoring in English believe it helps them learn useful writing, analytical, critical thinking and articulation skills

SOURCES

<https://www.english.illinois.edu/>
<https://www.usnews.com/best-graduate-schools/top-humanities-schools/english-rankings>
<https://www.facebook.com/uofienglish/>
<https://www.facebook.com/uillinoiscreativewriting/>
<https://english.uchicago.edu/>
<https://www.cla.purdue.edu/english/>
<https://lsa.umich.edu/english>
<https://english.wisc.edu/>
<https://communication.illinois.edu/>
<https://media.illinois.edu/degrees/advertising-bs-ms>
<https://engineering.illinois.edu/>
<https://english.berkeley.edu/>
<https://eua.berkeley.edu/>
<http://www.berkeleyconnect.berkeley.edu/english/>
<https://publish.illinois.edu/englishadvising/what-can-you-do-with-a-ba-from-the-english-department/#sthash.nxSrVPrz.dpbs>
<https://dailyillini.com/news/2017/03/14/english-graduates-employed-major-post-graduation/>

DEMOGRAPHICS

**AGE**

16-18 years old

**GEOGRAPHY**

Primarily Illinois residents and the surrounding Midwest area

**LANGUAGE**

Variety of different racial and ethnic backgrounds

**EDUCATION**

Juniors and Seniors in high school; GED recipients

**SEX**

Both males and females

**CLASS**

Working class to lower-middle class

PSYCHOGRAPHICS

**1.**

Passionate about almost all of their interests

**2.**

Seen as the rebel in their family

**3.**

Perceived as nonchalant and ungrateful

**4.**

Described as nonconformists, outgoing and optimistic

**5.**

Most likely enrolled in Advanced Placement courses for History, Biology & Physics

**6.**

Are unsure about their future career path

**7.**

Use most social media platforms but prefer Snapchat

**8.**

Favorite restaurants include Chipotle & MOD Pizza

**9.**

Feel pressured to go into a STEM field

**10.**

Prefer hanging out with a large group of people rather than being alone



DEVIN BLAKELY
HIGH SCHOOL SENIOR | NAZARETH ACADEMY | 17

- Devin has played football for his high school for 3 years
- Already committed to a university but is unsure of what he'll study
- Most likely considering some kind of technical concentration
- Enthralled with the idea of becoming an engineer but isn't sure what branch he's most interested in
- Has always been told he is a good writer with a vivid imagination
- Excels in math, reading & writing
- Wants to figure out what the best path is for him

“I ACTUALLY HAVEN'T CONSIDERED MAJORING IN ENGLISH OR CREATIVE WRITING FOR COLLEGE BECAUSE THEY SEEM LIKE THINGS TO DO FOR FUN, NOT A LONG TERM JOB.”

“I ALSO DIDN'T KNOW THERE WERE SO MANY FULL-TIME JOB OPTIONS FOR BEING AN ENGLISH MAJOR. A LOT OF THOSE OPTIONS ARE TECHNICAL, BUT I'D ONLY CHOOSE ENGLISH AS A MAJOR IF I WAS GUARANTEED TECHNICAL SKILLS.”



JAYCE SMITH
HIGH SCHOOL SENIOR | MARIAN CATHOLIC HS | 17

- Involved with the high school basketball team for 2 years
- Currently deciding between DePaul University and University of Illinois Chicago for college
- Thinking of majoring in creative writing and possibly psychology, but open to other majors
- As an aspiring SoundCloud artist, Jayce is looking to expand his artistry and knowledge through his major.
- Looking to continue to follow his passions while improving on his best areas in school, math & writing.
- Draws free-hand on the side

“I NEVER THOUGHT I WOULD NEED TO GO COLLEGE, I WAS HOPING TO HAVE MADE IT WITH MUSIC BY NOW. SPEAKING WITH MY FRIEND (JUICEWRLD) HE STRESSED ON STAYING IN SCHOOL TO EXPAND MY ARTISTRY BECAUSE HE WISHES HE WOULD HAVE; AND HE IS ALREADY FAMOUS.”

“I ALSO DIDN'T KNOW THERE WERE SO MANY FULL-TIME JOB OPTIONS FOR BEING AN ENGLISH MAJOR. A LOT OF THOSE OPTIONS ARE TECHNICAL, BUT I'D ONLY CHOOSE ENGLISH AS A MAJOR IF I WAS GUARANTEED TECHNICAL SKILLS.”

UNDECLARED STUDENTS

DEMOGRAPHICS

**AGE**

18-22 years old

**GEOGRAPHY**

University of Illinois
Urbana & Champaign, IL

**LANGUAGE**

Native English speakers

**EDUCATION**

Some college experience

**SEX**

Both males and females

**CLASS**

Working class to upper-
middle class

PSYCHOGRAPHICS

**1.**

Describe themselves as creative, quirky, and outgoing

**2.**

Passionate about their personal and professional interests

**3.**

Good communicators and very opportunistic

**4.**

Enrolled in DGS classes and English classes, still deciding if they want to pursue other

**5.**

Curious, independent thinkers

**6.**

Prefer spending time at Cafe Bene and Espresso Royale over Starbucks

**7.**

Spends more time researching career paths

**8.**

Use their Instagram to showcase their creative works such as writing, poetry, and art

MINORITY STUDENTS

SECONDARY TARGET

DEMOGRAPHICS

**AGE**

18-22 years old

**GEOGRAPHY**

Chicagoland area
Urbana & Champaign, IL

**LANGUAGE**

Native English speakers

**EDUCATION**

High school diploma, GED,
some college experience

**SEX**

Both males and females

**CLASS**

Working class to lower-
middle class

PSYCHOGRAPHICS

**1.**

Constantly worrying about what
to study and how to accumu-
late generational wealth

**2.**

Often don't envision themselves
attending university or succeed-
ing in their careers

**3.**

More likely to choose a field/
study that's lucrative over
genuine interest

**4.**

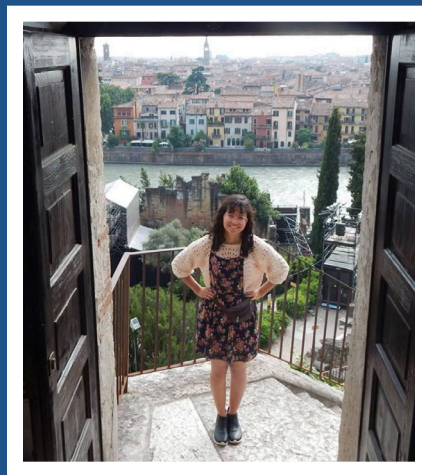
Want to feel represented in
their major and career field

**5.**

Spends more time re-
searching career paths

**6.**

Enrolled in Non-West-
ern courses such as Afri-
can-American Studies, Lati-
no-a Studies, etc.



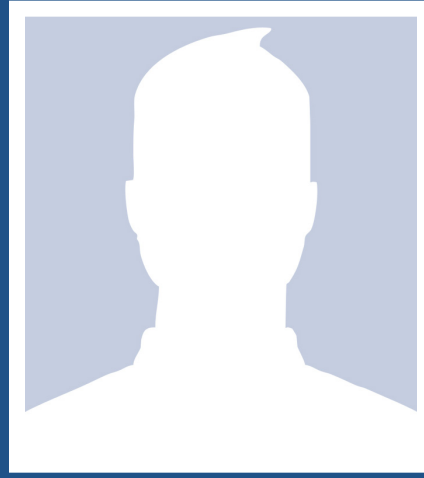
YANINA VILLAGOMEZ | JUNIOR
ENGLISH/POLITICAL SCIENCE MAJOR | ITALIAN MINOR | 21

- Yanina completed the LegalTrek program at DePaul University's College of Law this summer and studied NGOs and the migrant crisis abroad in Italy
- She was first a Political Science major and added a double major in English her sophomore year
- Applied to the English department to improve her writing and reading skills
- Benefits to the department is learning a lot of useful writing, analytical, critical thinking and articulation skills.
- Believes all of students & professors are enthusiastic about the subject matter
- Thinks the professional development in the department is very good

"I THINK JUST EMPHASIZING THE FLEXIBILITY OF THE CLASSES AND THE STRUCTURE OF THE MAJOR. THERE ARE A LOT OF CLASSES TO CHOOSE FROM AND THERE ARE VERY FEW MANDATORY CLASSES. THE CLASSES STUDENTS TAKE TO FULFILL REQUIREMENTS IS REALLY OPEN TO THE INTERESTS OF THE STUDENT."

"A LOT OF PEOPLE IN THE ENGLISH DEPARTMENT DOUBLE MAJOR IN ANOTHER FIELD OR ARE FOCUSED ON TEACHING WHICH MAKES THE DEGREE VERY FLEXIBLE IN TERMS OF WHAT WE CAN DO WITH IT. I THINK ENGLISH MAJORS TEND TO BE FLEXIBLE IN THEIR SKILLSET."

SECONDARY TARGET



ANONYMOUS SENIOR LECTURER WITHIN THE ENGLISH DEPARTMENT

- Has been with the University of Illinois English Department since 1998
- Believes being enrolled in the English department makes life better, being able to analyze and comprehend culture leads to a richer life and the ability to get a fuller sense of the world
- Claims American and British survey lectures draw the most students
- People interested in reading/writing are fascinated by traditional authors
- Likes the real creation and intellectual development that stems from the English department
- Contemporary studies (African-American literature, LGBTQ studies, etc.) create so much more material to dive into, and perspectives to consider
- English Department offers seminars and informal courses in professional development
- Professors are very serious about guiding students into graduate school within the department, which is a highly competitive process

“STUDENTS REALLY DO CONNECT WITH THE
MATERIAL AND PROFESSOR; THEY COME UP WITH
THINGS NO ONE HAS EVER THOUGHT OF,
AND THAT’S REALLY COOL”

“THE CHANGE BETWEEN 10 YEARS AGO AND NOW IS
INCREDIBLE, THE OPPORTUNITIES ARE
OUTSTANDING IN TERMS OF CLUBS, RESOURCES,
ASSISTANCE, AND EVENTS”

BRAND PERSONA

OUR AUDIENCE PERSONA REFLECTS WHO WE BELIEVE THE IDEAL CANDIDATE IS FOR THE DEPARTMENT OF ENGLISH. CANDIDATES FOR THE ENGLISH AND CREATIVE WRITING PROGRAMS DIFFER IN MANY ASPECTS, ESPECIALLY THEIR DEMOGRAPHICS. BUT ALL CANDIDATES HAVE A PASSION INSIDE OF THEM TO LEARN, READ AND WRITE ENGLISH.



JASON BAKER
HIGH SCHOOL SENIOR | 18

- Current Senior at Proviso East High School in Maywood, Illinois
- Unsure about his University choice
- Curious, creative, and highly attentive
- Passionate about the arts, history, and culture
- Enjoys writing in his free time, trying to become a published poet
- Has been told by teachers he excels in writing/linguistics based coursework
- Enrolled in AP courses such as AP English and AP Literature
- Wants to pursue a field of work with high graduate employment rates
- Values diversity in an educational community
- Seeks out contemporary studies, but would enjoy studying traditional great authors that he didn't get the chance to study in high school
- Looking to explore and develop his passions within his major

OVERVIEW

THE ENGLISH DEPARTMENT IS LOCATED WITHIN THE COLLEGE OF LIBERAL ARTS AND SCIENCE AT THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN. ADDITIONALLY, THE DEPARTMENT IS RANKED #26 AMONGST THE BEST SOCIAL SCIENCES AND HUMANITIES SCHOOLS, ACCORDING TO US NEWS.

AFTER THE RECESSION, THE NUMBER OF ENGLISH MAJOR ENROLLMENTS HAS DECREASED BY AROUND 60%. INITIALLY, THE ENGLISH DEPARTMENT HAD AN AVERAGE OF 1200 STUDENTS PER YEAR ENROLLED IN THE PROGRAM, AND UNFORTUNATELY, NOW THE PROGRAM ONLY HAS 400-500 STUDENTS REGISTERED FOR THE ENGLISH PROGRAM PER SCHOOL YEAR.

OVERALL, OUR GOAL IS TO INCREASE THE INSTITUTIONAL UNIT BY 20% AND THE NUMBER OF MAJORS ENROLLED BY 5%.

VALUES

1. Dynamic community with diverse course offerings
2. Most of the courses have a capacity of 30 students, allowing for in-depth conversations and close collaboration
3. UIUC's English Department is the first link that shows when searching "Illinois English"
4. Offers an Internship Program called ATLAS that is exclusive to LAS students
5. Tradition of first-rate, cutting-edge research

BRAND AUDIT

BENEFITS

Ninth Letter, prize-winning magazine

Award-winning faculty with diverse range of skill sets and concentrations

High post-grad job placement rate

Undergraduate Rhetoric Program

English Advising Office

English Student Council, Montage, Research, CW Club

Scholarships

50+ Course Offerings

FEATURES

Large pool of acclaimed writers to learn from/use as a resource

Flexibility within the program to explore various interests from specialized professionals

83% of graduates landed jobs

Academic advisors and a career-planning specialist are on staff to help aid students within the department look into planning for their future

Offers students unique seminar courses and a senior-year independent study for English Majors who have the immense interest in the study of literature and rhetoric. Brings students together into a more challenging study

These activities allow for English students to collaborate with each other and even have the chance to have their own work published in an academic community

Over 24 scholarships, and prizes are offered to assist undergraduate students each year in their studies and study abroad/immersion programs

Access to multiple real-application courses through the English department including internship, RSO/ volunteer experience.

Flexibility within College of LAS to take any course interested in, specifically outside of major

RELEVANT ADVERTISING

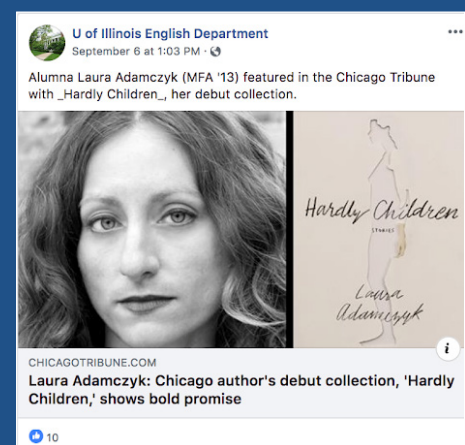
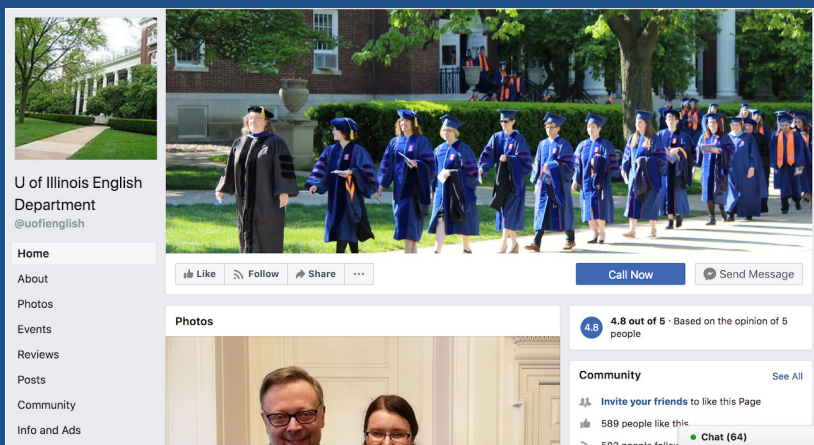
- Post more on socials; students might be hard to reach with only 4-5 posts per month
- Should highlight more career opportunities for English majors besides writing and teaching
- Consider posting testimonials from English students on social media so other students see the value in the program
- Make Student Resources more visible
- Post higher quality images for social media marketing



RELEVANT ADVERTISING

FACEBOOK: @UOFIENGLISH UNIVERSITY OF ILLINIOS ENGLISH DEPARTMENT

- 4.8/5 star rating
- 589 people have liked the page
- 583 people are following the page
- 4-5 posts per month



FACEBOOK: @UILLINOISCREATIVELWRITING UNIVERSITY OF ILLINOIS CREATIVE WRITING PROGRAM

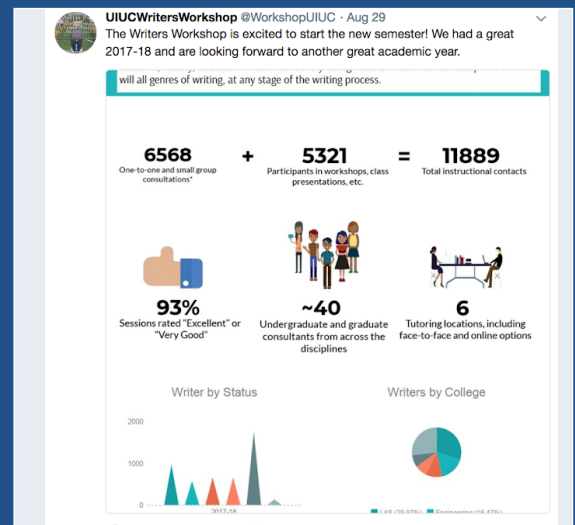
- 5.0 star rating
- 223 people liked it
- 221 people following the page
- 1-4 posts per month



RELEVANT ADVERTISING

TWITTER @UOFIENGLISH U OF ILLINOIS ENGLISH DEPARTMENT/ADVISING

- 293 followers
- Following more people than followers: 346
- Post 1-4 times a month (excluding retweeted posts)



GOOGLE SEARCH RESULTS

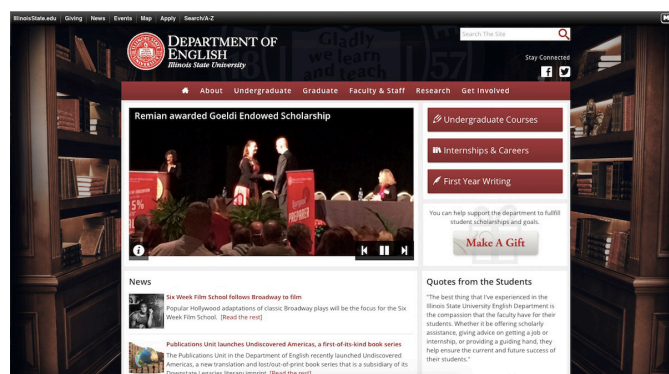
- UIUC's Department of English is the first search result that appears when googling "illinois english"
- The social media profiles for the English Department are also top search results (Facebook and Twitter profiles)

Google search results for "uiuc english department". The first result is "Welcome | Department of English | University of Illinois" with a link to https://www.english.illinois.edu/. Below this are links for "Faculty & Staff", "Contact Info", "Graduate Studies", "Undergraduate Studies", "Advising Office", and "Graduate Studies in English". A map on the right shows the location of the University of Illinois at Urbana-Champaign Department of English. The address is 608 S Wright St, Urbana, IL 61801, and the phone number is (217) 333-2391.

ILLINOIS STATE UNIVERSITY

The Department of English at Illinois State University is one of UIUC's English Department's main direct competitors. Being in Illinois, ISU is a direct competitor of UIUC because they are vying for the same prospective students from all around Illinois.

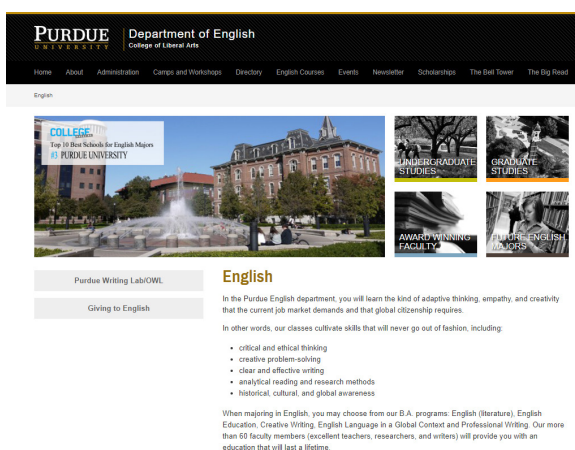
- The Department's long term goal is to position themselves as the premier English Studies program so they can, "serve as an exemplar of the English Studies model to faculty and students nationwide."
- Home to a variety of affiliated groups, including IATEA, one of the oldest professional organizations for teachers of English language arts in the nation, and the Illinois English Bulletin, the oldest English publication in the state of Illinois (Beginning in 1913).
- Offer majors in English, Creative Writing, English Education, and Publishing Studies
- Offer minors in TESOL, Writing, and English
- Teaching English to Speakers of Other Languages (TESOL) minor offers students exposure to fundamental aspects of language description and acquisition
- Expansive course offering of 55+ English courses offered
- 13 various awards and scholarships available to students within the English department
- Illinois State Writing Program includes ENG 101 and 145, a two-semester sequence designed to introduce specific skills to students, while fulfilling a requirement across the University



PURDUE UNIVERSITY

The Department of English in the College of Liberal Arts at Purdue University is another one of UIUC's Department of English top competitors. Purdue University is one of UIUC's top rivals in academics and sports, especially in engineering and now in english. .

- Undergraduate Programs: Literature, Professional Writing, English Education, English Language in a Global Context.
- Ranked #3 in the Top 10 Best Schools for English Majors by College Magazine.
- English Major requires: 30-68 credits
- Creative Writing Minor and Professional Writing Minor
- Design Your English Minor: get an english minor using one of these pathways or customize your own through healthcare, business, etc.
- First-Year Learning Communities: "Engaging English" and "Creativity and Technology". Second-Year Learning Community: "Science and Society".
- Student Organizations: Student English Association, Haraka Writers, Professional Writers Club
- Multiple internships experiences with: "The Big Read", Modern Fiction Studies, Arthuriana, Sycamore Review, and Quintessence Publishing USA
- Illinois State Writing Program includes ENG 101 and 145, a two-semester sequence designed to introduce specific skills to students, while fulfilling a requirement across the University



UNIVERSITY OF IOWA

The Department of English within the College of Liberal Arts and Science at the University of Iowa is one of UIUC's top rivals.

Kirstin Wilcox explained "U. of Iowa, has a very high-profile Creative Writing department."

- "The University of Iowa English Department promotes serious and disciplined study of writing and literature as an art form, as an expression of cultural preoccupations, and as a means of participating in civil society."
- Major in English and English & Creative Writing, and a Publishing Track
- English Major requires completion of 36 semester hours
- English and Creative Writing major: 15 hours of creative writing courses and 15 hours of english literature courses
- English Honors Program, Fulbright, Boren and Critical Languages Scholarship
- Undergraduate Student News features students professional careers since 2015
- Career Planning page lists steps students should complete for every year of undergrad
- General Education Literature requirements for the college includes 3 Humanities courses



UNIVERSITY OF WISCONSIN MADISON

- “English majors examine old texts and new technologies, excel at critical thinking, creative problem-solving and writing in many genres.”
- Three possible tracks in the English Department: Literature, Creative Writing, or Language & Linguistics
- Certificate in Teaching English to Speakers of other Languages (TESOL)
- 2 specific English courses must be taken by all students and required to take at least 15 credits of upper-level work in the major
- All courses and their descriptions listed on website
- Academic and Career Advising with Job App Materials, Internship Sites, Job Sites and Other Career Resources
- 9 English scholarships, 8 Undergraduate writing prizes and Senior Thesis Research Grant
- Our Students section tells stories of 17 English students in the department
- Beyond the Major page explains the qualities and skills that employers rate most important, and lists the jobs that English major often pursue
- M.U.S.E. = Madison Undergraduate Society of English is an organization centered around a love of literature, language, and writing.



COMMUNICATIONS AT ILLINOIS

The Department of Communication is located within the College of Liberal Arts & Sciences. Kirstin Wilcox stated that the Department of English is “more intellectually challenging” than Communications at UIUC.

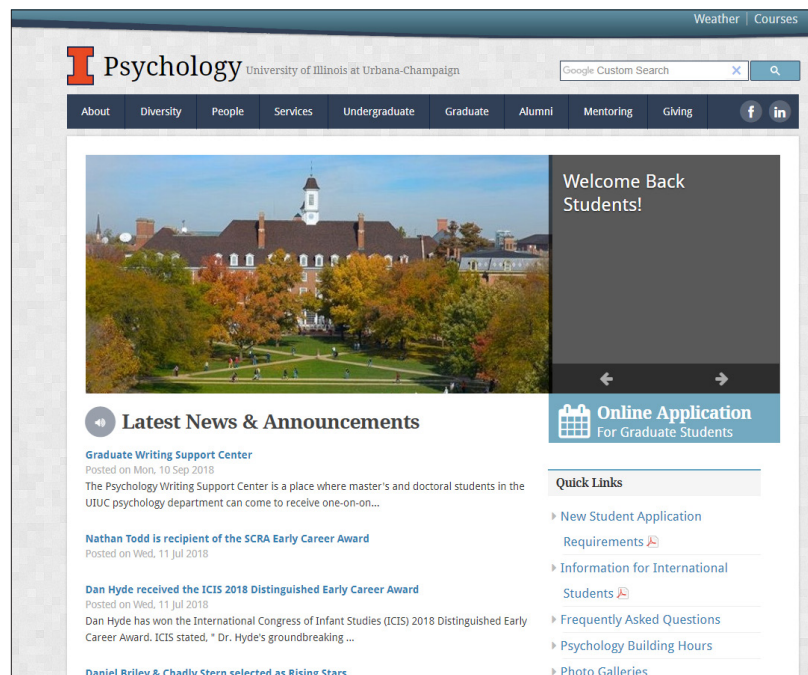
- “The Communication major prepares 21st century students to become critical thinkers, avid consumers of information, and effective problem solvers in both their personal and professional lives.”
- Bachelor of Arts in Communication: 37 hours
- Communication Minor: 19 hours
- Areas of Study include: Communication and Culture, Communication and Health, Communication and Organization, Organizations Interpersonal Communication, Mediated Communication and Technology, Rhetoric and Public Discourse
- Lambda Pi Eta: national honorary society for Communication undergraduates
- The Department of Communication offers three graduate degrees: the Master of Arts, the Online Master of Science in Health Communication, and the Doctor of Philosophy.
- Communication Student Groups: Communication Leaders, Communication Association, Graduate Student Association.



PSYCHOLOGY AT ILLINOIS

The Department of Psychology is located within the College of Liberal Arts & Sciences. Backed by tradition and a distinguished history, the department has seen Psychology taught as early as 1890, and has grown to become one of the highest ranked University psychology departments.

- Bachelor of Science in Psychology: 32-36 required major hours, at least 12 hrs advanced coursework in psychology
- Psychology Minor: 18 credit hours
- 10 different concentrations within the major to pursue
- Master of Science in Psychological Science: 2 year completion schedule
- 3 Awards offered, including the Janet Tristch, Julie Sutton Osgood, and Alumni Professional Development award.
- Psychology Writing Center offered within the department, helping advance students' writing styles through support from peers, faculty, and support groups
- Ranked in the top 10 undergraduate psychology programs in the country



JOURNALISM AT ILLINOIS

The Journalism Department offers a prestigious Journalism program within the College of Media. Kirstin Wilcox said that the Department of English “has greater career flexibility than Journalism.”

- Illinois Journalism alumni and faculty have received the following awards and accolades: Pulitzer Prize, Emmy Award, Peabody Award, Crystal Pillar Award, Society of Professional Journalists First Place Award, Dow Jones Copy Editing Internships.
- Bachelor of Science in Journalism: 52 Total Hours in the College of Media
- Minor in Journalism: 20 credit hours of strictly Journalism courses
- Real world experience: UI-7, Illinois Public Media, The Daily Illini, The News-Gazette, CU-CitizenAccess
- Journalism undergraduates can pursue the 4+1 program with either the Master of Science in Journalism or Master of Journalism
- Institute of Communications Research, PhD program is highly selective
- Public Broadcasting was born here in the College of Media
- 360 Sports & Entertainment Camp for High School Students
- Media & Advertising Immersion course in Portland Oregon
- Illinois Prize for Lifetime Achievement in Journalism



The new world of journalism and the media is a place where opportunities are unlimited for people who are smart and creative – people like you. We can teach you the skills and the fundamental values you'll need to succeed in that world. You may even come up with the next great idea that will change the world.

UNIVERSITY OF CALIFORNIA, BERKELEY

- UC Berkeley's Department of English ranked #1 for Best Social Sciences and Humanities Schools
- English Department offers courses in literature, in language, and in writing
- Offers different timelines for the English program completion (3-year degree pathway, 3.5-year degree pathway, and a 4-year degree pathway) as well as an example schedule for the different pathways
- Honors Program requires an overall GPA of 3.51 or over and a major GPA of 3.65 and over
- The Berkley Connect: helps build stronger connections between undergraduate students, graduate students, and professors
- Undergraduate English majors and undeclared students meet periodically throughout the school year to discuss "intellectual, institutional, practical issues"
- English Undergraduate Association: a program that hosts social activities and networking opportunities to further help student succeed in the their English major
- Offers a list of undergraduate and graduate for both resources and professional opportunities



INSIGHTS

- English majors believe majoring in english helps them learn useful writing, analytical, critical thinking and articulation skills
- Graduates don't know where they're headed career-wise and tend to flounder 2-3 years after graduation
- The ATLAS Internship Program has increased jobs that English majors receive
- Many English majors seek opportunities to double major and explore minors so they feel that their degree is more practical and applicable to their career
- Recently considered one of universities' highest hire rating majors (post-grad)
- "You wouldn't know about the mentorship program they offer unless you actively sought it out. We shouldn't have to search for every resource that helps us build our career. The department needs better marketing."