



Vision, Mission, & Values

Vision

The Digital Media Center connects students, community, and industry, using the power of digital media to facilitate creative learning, production, and experiences that educate, inform, entertain, and enlighten.

Mission

To empower our campus, community, and regional enterprise by operating a state-of-the-art center for digital media education & scholarly research, community media production & distribution, and professional production services.

Values

- Service Excellence.
- Serving the need for engaging and relevant media in our community, region, and world.
- Critical thinking, media literacy, and innovation.
- Creativity and collaboration.
- Student and alumni success, lifelong learning.
- Foster equity, diversity, and inclusion by maintaining a welcoming environment for all, creating accessible community education, and collaboration with community partners focused on elevating marginalized voices through media.
- Triple Bottom Line – Fiscal, Environmental, and Community Sustainability.
- Embrace positive change and innovation in media arts and the creative industries.