

Faculty profile



Lynda Kraxberger

Expertise areas

- Journalism Education and Curriculum • Enrollment management in higher education • Student Success Initiatives in Journalism and Strategic Communication
- Television News Reporting and Writing • Journalism reporting across media platforms

Possible collaboration disciplines

- Student Success Initiatives • Enrollment • Management initiatives • NACE competencies in Journalism and Communication

Lynda Kraxberger is a pragmatic administrator who leads with creativity and compassion. She believes in the power of higher education to solve the world's most complex problems by engaging great thinkers and problem-solvers. For nearly a decade she has served as associate dean for undergraduate studies at the University of Missouri's School of Journalism. Through her strategic leadership she implements, evaluates and works to continuously improve the School's undergraduate academic programs.

Ms. Kraxberger has organized school-wide diversity and inclusion workshops and recently completed workplace integrity training with the national Power Shift Project which seeks to improve the quality and future of journalism by improving the diversity, equity and culture of news organizations.

Her current work focuses on assessment, curriculum and teaching and learning strategies to advance the mission of journalism in democratic societies.

Through advising and career services, she provides a framework for student success with attention on student recruitment, retention, and enrollment.

Ms. Kraxberger's early career as a news producer in major television markets shaped her interest in visual storytelling. She has received numerous campus teaching awards including the University of Missouri Faculty Alumni Award for Excellence, the MU William T. Kemper Fellowship for Teaching Excellence and the Missouri School of Journalism O.O. McIntyre Fellowship. Kraxberger leads by example. She subscribes to the adage "luck is the residue of design" and finds the greatest success comes from inspiring teams through positive reinforcement.



*Learn more about Lynda
on the J-School website*



Missouri School of Journalism

University of Missouri

journalism.missouri.edu