The TRIO Communication Upward Bound (CUB) program started in 2008 and is the only one of 816 Upward Bound programs in the nation exclusively serving students interested in the communication industry. CUB partners with the administration, faculty and staff of the Elliott School of Communication at Wichita State, as well as communication professionals in the community, to provide communication-related training and college preparation for students. The program’s funding is $250,000 and serves 50 students each year.

The mission of CUB is to help eligible youth graduate from high school and enter college while teaching them valuable skills in the communication, marketing and media professions. An important element of CUB is a four-week intensive, residential summer component for high school students. They live on campus in residence halls and attend classes taught by area professionals along with WSU faculty and staff. Students learn about the world of communication while expanding public speaking, writing, photography and media production skills.

The first students of the CUB program completed their four-year degree in December 2014. Christopher Michael Hardesty and Lelia Durch-Anderson graduated from Wichita State.