

**CALIFORNIA STATE UNIVERSITY, EAST BAY**

Date Submitted: January 21, 2012

TO: The Academic Senate Excom

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: **11-12 CAPR 3: School of Arts and Media (SAM) Proposal**

ACTION  
REQUESTED: Acceptance of CAPR recommendation to approve the creation of a School of Arts and Media (SAM)

**BACKGROUND:**

At its meeting of 12/01/11, CAPR considered a request by the Chairs of the Departments of Art, Music, Communication, and Theatre/Dance, and the Multimedia Graduate Program to establish a new academic unit in the College of Letters, Arts and Social Sciences (CLASS) to be called the School of Arts and Media (SAM). This proposal to create the SAM has the strong support of faculty from these departments (39 Y 4 N) as well as the Council of Chairs of CLASS (15 Y, 0 N, 1 A). It is based on more than two years of discussion, consideration at faculty meetings as well as open meetings, and review by a Proposal Review Team composed of faculty and staff from each unit. The creation of the SAM will provide a structure and coherent presence for a set of programs that have many commonalities, facilitating their working more effectively in a collaborative manner, for example, taking advantage of possibilities to leverage resources across programs and avoid duplication of spending. The departments will maintain their individual identities and their individual role in RPT and curricular approval. Due to the budgetary constraints facing all programs, the School is mandated to be created in a budget-neutral manner. If approved by the Academic Senate, the earliest possible "launch" date for this program will be Fall 2013 with inclusion in the 2013-14 catalog.

Based on the case made at its meeting by Chairs Hernandez, Young, Hofstetter and Herd and Associate Dean Guo, and through written documentation provided by CLASS and a letter of support from Interim Dean Rountree, CAPR voted unanimously to recommend approval of this proposal to create the SAM. CAPR noted that, should the Academic Senate approve this new unit, the departments involved should include commentary on any effect this has on their programs in their annual reporting to CAPR.