TO: The Academic Senate
FROM: The Committee on Academic Planning Review (CAPR)
SUBJECT: 13-14 CAPR 1: Department of Art and Multimedia Graduate Program merger
PURPOSE: For Action by the Senate
ACTION REQUESTED: Acceptance of the request to merge the Department of Art and the Multimedia Graduate Program; effective Fall 2014

BACKGROUND:
The Department of Art and the Multimedia Graduate Programs have requested that these disciplines be merged into a single department. Some of reasons identified for this change are that all electives in the Multimedia Graduate Program are currently taught in the Art Department. The Art Department also has an established undergraduate option in Multimedia. Benefits of the merger would include the potential for greater efficiency in administration and the use of equipment and space. Attached below is the Request for Change of Status of an Academic Unit as completed by Music Department Chair Dr. John Eros, Art Department Chair Dr. Phillip Hofstetter, and Multimedia Program Director Gwyan Rhabyt. CLASS Dean Rountree and Provost Houpis have also approved the request.

ACTION REQUESTED:
On 10/3/13 CAPR members voted unanimously to accept the merger request from Art and the Multimedia Graduate Program, and recommend that the Academic Senate approve this merger as requested; effective Fall 2014.
REQUEST FOR CHANGE OF STATUS OF AN ACADEMIC UNIT

Current Unit Name(s): Multimedia Graduate Program
Department of Art

Type of Change requested: _Formation; _Dissolution; _Name Change; X Merger

New Unit Name: Department of Art

Proposed effective date of the change (catalog date): 2014

Criteria or reason for this action:

Over the last five years, the faculty of the ART Department has taught, almost exclusively, all the classes in the Multimedia Graduate Program. Now the two members of the Music Department that have or could have taught in the Program (because of their specialty in Music technology) have left the Music Department. All electives for the Program are taught in the Art Department, and the Department has a long-established undergraduate option in Multimedia. The close connection between the programs, the close, common interest in the subject matter, and the potential for efficiencies in administration and in the use of equipment and spaces all argue for a merger of the two.

A. Mission of the Academic Unit:

- How does the proposed name/unit more clearly fit the mission of the academic unit?

There is no real change in the unit’s mission

- Does the change reflect a change in the unit’s mission? Explain.

No.

B. Curricular implications:

- Does the new name/unit reflect past changes in curriculum? Explain.

No. All courses with MM prefix will stay the same, and the Multimedia degree requirements do not change due to this academic unit change.

- Does it reflect plans for future curriculum changes? Explain.

No. The M.A. in Multimedia degree requirements will remain the same as before.
• Do any planned changes impinge on other academic units? Explain.

Yes. It minimally affects Music, as the Music Department used to be a collaborator in the Multimedia Grad Program.

• Which other units have been consulted?

Dr. John Eros, Chair of Music was consulted, as Dr. Rafael Hernandez (Music) is listed as a Multimedia faculty member. Dr. Eros approved via email on 12/12/12 (see attached)

The entire Art Department regular faculty discussed this change of status, and gave their unanimous approval by a 10-0 formal vote.

Dr. Rafael Hernandez (Music, and now the Interim Associate Dean of CLASS) was consulted, and gave his approval.

Dean Kathleen Rountree of CLASS was consulted, who gave strong support for the proposed merger.

On March 12, 2013, the Council of Chairs of the College of Letters, Arts and Social Sciences reviewed the proposal, and voted unanimously for their approval (17-0).

John Eros, Chair, Music Dept. see attached email signature/date

Kathleen Rountree, Dean, CLASS signature/date

• What are the plans for avoiding unnecessary duplication?

As this is a merger, the goal is to avoid duplication and we shall seek out and eliminate duplication wherever possible.

C. Effect on the University:

• How will the new name/unit assist students in finding the program they need?

It will make it easier for both undergraduates, who already know the undergraduate Multimedia option (which is already in the Art Dept.), and for prospective graduate students because the autonomous programs are difficult to locate.

• How does the new name/unit make clear the differences between the academic unit and others in the University?
By removing the confusion between the undergraduate Multimedia Option (Art Department) and the graduate program (currently autonomous within CLASS), the change should clarify the distinctions.

- **What are the resource/cost implications of the change?**

This will allow for the efficiencies in administrative support in the merged units.

**D. Comparisons:**

- **What names are used for comparable academic units in other Universities in the CSU System and nationwide?**

Terminology is extremely varied.

*Within the CSU:*

- Digital Media Art,
- Electronic Art,
- Multimedia,
- Visual Communication,
- Conceptual and Information Arts

*Within the UC System:*

- Digital Art and New Media,
- Visual Communication Design,
- Design Media Arts,
- Electronic Art and Design,
- Digital Media/Computing,
- Media Arts and Technology

*At major Universities across the country:*

- Interactive Media,
- Media Arts and Sciences,
- Digital + Media,
- Interactive Telecommunications,
- Multimedia,
- Interaction Design,
- Entertainment Technology,
- Art & Technology,
- Design for Emerging Technologies,
- Electronic Arts,
- Computer Art
Approval of the Department Chair/Director(s)

Phillip Hofstetter, Art Department Chair

Gwyan Rhabyt, Multimedia Program Director

Approval of the College Curriculum Committee/Council

Kathleen Rountree, Dean, College of Letters, Arts, and Social Sciences

Approval of the Dean

Kathleen Rountree, Dean, College of Letters, Arts, and Social Sciences

Approval of the Provost/VPAA

James Houpis, Provost and Vice President, Academic Affairs