

CALIFORNIA STATE UNIVERSITY, EAST BAY

Designation Code: **2009-10 CAPR 10**

Date Submitted: January 14, 2010

TO: The Academic Senate
FROM: Committee on Academic Planning & Review (CAPR)
SUBJECT: Change of Status of Multimedia Program
PURPOSE: For Action by the Academic Senate

ACTION

REQUESTED: That the Academic Senate approve the change of status of the Multimedia program from Academic Programs and Graduate Studies to the College of Letters, Arts and Social Sciences effective on the signature of the President and for inclusion in the 2010-12 catalog.

BACKGROUND

CAPR unanimously recommended at its January 7, 2010 meeting that the Academic Senate approve the change of status of the Multimedia program from Academic Programs and Graduate Studies (APGS) to the College of Letters, Arts and Social Sciences effective on the signature of the President and for inclusion in the 2010-12 catalog. The main reasons for this move are:

- The former and current Directors believe this would be creatively beneficial.
- The move would yield administrative and cost efficiencies.
- The Multimedia program is the only program with a budget not currently located in a College.
- Currently, while still interdisciplinary, the only faculty teaching on the program are from within CLASS rather than from across the four Colleges as was originally the case.

REQUEST FOR CHANGE OF STATUS OF AN ACADEMIC UNIT

Current Unit Name: Multimedia Graduate Program

Type of Change requested: Formation; Dissolution; Name Change; Merger (actually this is a move not a merger but there is no box for Move)

New Unit Name: Same

Proposed effective date of the change (catalog date): Change would be immediate upon signature of the President, reflected in 2010/12 Catalog _____

Criteria or reason for this action:

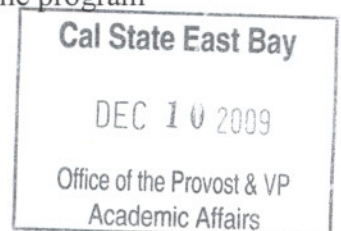
The Self-Study of the Multimedia Graduate Program completed in March 2009 recommended moving the Multimedia Graduate Program from Academic Programs and Graduate Studies (APGS) to the College of Arts, Letters, and Social Sciences (CLASS). The Five Year CAPR Review completed in the Spring Quarter 2009 mentioned this move but did not make a specific recommendation. The CAPR Review of the Multimedia Graduate Program was approved by the Senate on October 6, 2009.

Jim Petrillo, founder and former Director of the Multimedia Graduate Program, Rafael Hernandez, the current Director, Dean Diedre Badejo, and I recommend that the Multimedia Masters (MM) Program be moved from APGS to CLASS.

The reasons for this administrative move are as follows:

- The former and current Directors believe that there would be creative synergy achieved by moving the MM Program to CLASS and aligning it more closely with the other creative arts.
- Administrative efficiencies and cost reductions could be achieved by having the program located in a College. The MM Program is the only degree program in the University that is not located in a College which causes a variety of complications.
- The MM Program began in 1995 using faculty from all four Colleges. However as time evolved new media instruction and programs evolved in CEAS and Science so they were not able to contribute regular faculty to teach in the program. Of the two regular CBE faculty members who taught in the program, one has retired and the other is a full-time administrator who no longer teaches. Thus, the only regular faculty members who teach in the program are from CLASS.
- The program funding is complex. Each College contributes .25 of the cost of the WTUs and then at the end of the year gets credit for .25 of the FTES generated. However, since only faculty from CLASS teach in the program this means the other Colleges get a bill at the end of the year which is usually an unpleasant surprise.

There are no tenure track faculty members assigned to the MM Program. The faculty who teach in the program have appointments in other departments (mostly Art). The interdisciplinary nature of the program will remain through the curriculum of the program which will not change as a result of this proposed move.



A. Mission of the academic unit:

- How does the proposed name/unit more clearly fit the mission of the academic unit?
The move would enable the program to be more closely aligned with the creative arts in CLASS which would help the program and the students be creative.
- 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
- Does it reflect plans for future curriculum changes? Explain (attach if needed)
There is greater likelihood of developing and sharing courses between with the creative arts in CLASS
- Do any planned changes impinge on other academic units? Explain
No
- Which other units have been consulted?

Art Philip A. Holt 11/24/09 signature/date

Music RWA 12/1/09 signature/date

- What are the plans for avoiding unnecessary duplication?
Actually this move would avoid duplication that now exists since the Multimedia Master's Program is the only degree program not in a College. As a result of not being in a College there is duplication of paperwork and processes as well as the lack of achieving any economies of scale.


C. Effect on the University:

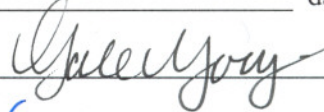
- How will the new name/unit assist students in finding the program they need?
It should be easier for students to find the program since it will be a regular degree program in CLASS.
- How does the new name/unit make clear the differences between the academic unit and others in the University?
It will be listed as a regular degree program in a College no different from any other regular degree program.

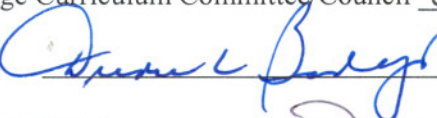
- What are the resource/cost implications of the change?
Moving the program to CLASS will save money since some economies of scale can be achieved.

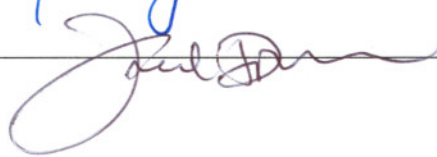
D. Comparisons:

- What names are used for comparable academic units in other Universities in the CSU System and nationwide?
N/A This is a degree program not a unit

Approval of the Department Chair/Director (s)  date 12/1/09

Approval of the College Curriculum Committee/Council  date 12/8/09

Approval of the Dean  date 12-8-09

Approval of the Provost/VPAA  date 12-15-09