

CALIFORNIA STATE UNIVERSITY, HAYWARD

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DATE SUBMITTED: May 24, 1999

TO: The Academic Senate
FROM: The Committee on Academic Planning and Resources
SUBJECT: Five-year Program Review for the M.A. in Multimedia

ACTION

REQUESTED: That the Academic Senate approve the CAPR Program Review of the M.A. in Multimedia Program

BACKGROUND: On May 13, 1999, CAPR met with James Petrillo, Coordinator of the M.A. in Multimedia Program, to discuss the first five-year program review of the Multimedia Program. On March 3, 1999, the Multimedia Program was visited and reviewed by Sylvia S. Walters, Chair of the Department of Art at San Francisco State University. The visitor's report, prepared by Dr. Walters, as well as the Five Year Review prepared by James Petrillo and a response report prepared by Carl Bellone, Dean of CSUH Graduate Programs, were submitted to CAPR for the purposes of this review.

PROGRAM REVIEW AND PROGRAM RESPONSE

The Multimedia Program has developed an international reputation for excellence in the first four years of its existence. As noted by the reviewer, the mission of the program "is to offer high quality professional training in computer technology and multimedia for national and international career-oriented students in art, computer science, education, business and telecommunications." This mission has clearly been met by development of this innovative, team-based program, which currently enrolls 45 students. The reviewer commended both the highly motivated Coordinator and the collegial atmosphere of the program for instilling confidence in faculty, administrators, staff and students. Nevertheless, the reviewer noted that the Coordinator's teaching load seems high and that the program would likely benefit from additional release time for the Coordinator to enhance recruiting and fundraising efforts. The involvement of faculty members from each School on the interdisciplinary program committee was also commended. The reviewer noted the success of fusing Liberal Arts core values with research and production skills development as evidenced by the high quality (and award winning) student work produced.

In our discussion with Dr. Petrillo, CAPR was made aware of the need for faculty involved in this program to continually upgrade skills and competencies in multimedia. Multimedia is an extremely dynamic field requiring unprecedented faculty and university commitment to improvement in a rapidly changing environment. The faculty appear to be meeting this challenge with enthusiasm, in spite of some problems with facilities, as noted by both the reviewer and the Coordinator. In particular, the reviewer noted poor safety and ventilation systems in the Graduate Studio and the need for facilities to house larger-scale projects. Furthermore, the reviewer cited the decentralization of classes on campus as allowing for

increased interdisciplinary work, but also resulting in students not having a sense of belonging to a homogeneous group. CAPR agrees with the reviewer that space and facilities present difficulties for the Multimedia program, and we encourage the University to work with the Program and Program Coordinator to help alleviate these problems in the future.

Student recruitment was one of the key areas that the program coordinator cited as a priority and that the reviewer cited as a need. We commend the plans and efforts of the Program Coordinator in this area as well.

In summary, it is clear that this hallmark program has endless possibilities for producing model graduates that will become leaders in the field of multimedia and is worthy of significant University support. CAPR recommends approval of the five-year review and enthusiastically recommends continuation of the M.A. in Multimedia Program without modification.