

REQUEST FOR CHANGE OF STATUS OF AN ACADEMIC UNIT (revised 11/22/11)

Current Unit Name: Doesn't Yet Exist

Type of Change requested: XX Formation; __Dissolution; __Name Change; __Merger

New Unit Name: School of Arts and Media (SAM) that will include the Departments of Art, Communication, Music, Theatre and Dance, and the Multimedia Program.

Proposed effective date of the change (catalog date): 2013.

Criteria or reason for this action:

The CSUEB Departments of Communication, Art, Theatre/Dance, Music, and the Multimedia Graduate Program share many common core values and guiding principles, including:

- Commitment to the integrity of each discipline;
- A firm dedication to high quality offerings;
- A commitment to a rich mix of applied instruction, small-group activities, and scholarly study;
- An opportunity to serve as external representatives of the University.

Our programs also share many academic elements, including:

- Faculty coordination of performances, productions and exhibits in addition to regular teaching and scholarly activities;
- Individualized and small-group teaching environments;
- Performances, exhibits, and productions as well as scholarship in history, literature, theory, and research;
- A need for technological currency and costly equipment;
- Public visibility and University representation through exhibitions, performances, and publications,
- Student recruitment expectations.

Situational Context. The challenges of the current time are apparent: declining budgets, shrinking faculty, and increasing demands on arts and communication programs, both locally and nationally. Maintaining excellence in academic quality, scholarship, and creative and/or scholarly endeavors is increasingly difficult. Doing “more with less” has a finite scope; many will say that the limits have been reached. There is a real danger that, acting individually, each of the programs in communication, art, theatre/dance, music, and multimedia will continuously become smaller and less robust versions of themselves.

Acting collaboratively presents the greatest opportunity for positive outcomes. An organized structure, which brings the faculty, staff, and chairs together for planning, decision-making, and leadership, has the potential to create a shared identity, a louder voice of advocacy, a common strategic plan, and a collaborative program of publicity and outreach that will be an enormous asset in recruitment, publicity, and fundraising initiatives.

While maintaining disciplinary and departmental identities, and adhering to all faculty governance structures and contractual requirements, a School structure, within the College of Letters, Arts, and Social Sciences, will facilitate collaboration on the following objectives:

- Identify the most critical priorities;
- Protect staff and resources by pursuing shared solutions;
- Focus available energies and resources into targeted directions;
- Seek innovative ways to explore cost-savings and to create new models for the future;
- Create a greater sense of faculty ‘community’ among related disciplines;
- Conduct regular meetings of leaders from the arts and communication units;
- Share initiatives in community outreach, fundraising, student service-learning, and joint student activities;
- Make a public statement that says “the arts and media” are important;

- Encourage a more fertile atmosphere for curricular development, interdisciplinary courses and programs, and team teaching;
- Share marketing materials and recruitment events, thus more effectively utilizing budget and personnel allocations.

It is important to note that the new School is not a merging of the departments; the departments will maintain their traditional role in governance and curriculum; the department chair and the dean will continue to play the same roles in governance and RTP, as set in current governance documents. The Dean will continue to be the primary point of authority for the allocation of positions and other resources. The role of the School, and the Director, then becomes one of leading, coordinating, supporting and advocating; serving as a spokesperson for the Arts and Media; mentoring faculty and chairs; facilitating a shared vision; and creating partnerships for opportunities and outside funding.

A Proposal to Create a School of Arts & Media (June 1, 2011) was developed by the Department Chairs of Music, Theatre/Dance, Communication, and Art, and the Director of the Multimedia Program, in collaboration with the faculty and staff of the units involved, and the Interim Dean of the College of Letters, Arts, and Social Sciences. The document builds 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. A poll conducted in each department by the department chair indicated support from the faculty and staff (39 Yes; 4 No).

A. Mission of the academic unit:

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

The mission for each of the four departments and one program will not change.

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

The mission of the individual degree programs will be unchanged. The establishment of a School of Arts and Media will seek to enhance the departments' individual integrity and mission so as to further endow majors in each program with the ability to value artistic and communication practices from around the world. Steeped in the study of hundreds of years of experience, students will also be able to ride the rapid innovations in technology and media into inspired thought and creativity. Collectively, faculty, staff, and majors will devote themselves to the creative and scholarly processes that benefit humanity and engage the community in cultivating artistic and communicative expressions through visual, performing arts, music, and the myriad forms of media.

B. Curricular implications:

Does the new name/unit reflect past changes in curriculum? NO Explain.

The proposed change is a structural one, not contingent on curriculum changes. However, it should be noted that the Multimedia Graduate Program is a multi-disciplinary curriculum shared by these departments. The creation of this program certainly reflects one of the many areas in which the programs already work together successfully.

Does it reflect plans for future curriculum changes? Explain (attach if needed)

The School for Arts and Media degree programs share the integration of technology, regular public performances and productions, and continued scholarship. Curricular changes within each of the degree programs will remain within the purview of the department. Future collaborative efforts will reflect the consensus among the faculty in the best ways to respond to the changes in the culture and society in relationship to the arts, media, technology and scholarship. Any shared curriculum proposals will be coordinated among the departments in the School.

Do any planned changes impinge on other academic units? NO. Explain

Which other units have been consulted?

- 2009-2011. The Chairs of Art, Communication, Music, Theatre/Dance and Multimedia have been in regular conversation since June 2009 regarding this topic. They have regularly updated and talked with faculty about a School of Arts and Media. The CLASS Council of Chairs began receiving updates in September 2009.
- Spring, 2011 Two open meetings for all faculty and staff in Communication, Art, Multimedia, Music, Theater and Dance. The faculty and staff in Art, Communication, Music, Theatre and Dance and Multimedia Graduate Program formally endorsed the proposal Spring 2011.
- Fall, 2011.
 - Review by Faculty and Staff in Art, Communication, Multimedia, Music and Theatre and Dance.
 - Review by the Council of Chairs in the College of Letters, Arts, Social Sciences.

What are the plans for avoiding unnecessary duplication?

The unit does not duplicate any other unit on campus.

C. Effect on the University:

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

The School of Arts and Media will direct students to all of the relevant degree programs at once. This is not only efficient for the students, it conveys the message that the School of Arts and Media is visible and inclusive of all the arts and media.

How does the new name/unit make clear the differences between the academic unit and others in the University? This new unit and name will reflect the increased integration of the arts and the media and convey the message that the disciplines collaborate in creative and scholarly endeavors.

What are the resource/cost implications of the change?

Limited budget absolutely mandates that the new structure be cost-neutral, created by reassigning administrative effort within the departments – not by reducing funding for instruction. The Chairs recommend the Director be a faculty member on course release, rather than an MPP. The School office will likely have limited staff support, perhaps a single person who might be reassigned from other duties. Past goodwill among the units involved bodes well for establishing and maintaining a culture of interdependence, shared goodwill, and collaboration.

Most importantly, all involved are committed to creating an atmosphere in which the School may be ‘born’ in a spirit of shared goodwill – a spirit that protects and builds upon the mutual respect of the faculty and the commitment of the staff involved. This restructuring is being proposed not to remedy a problem but to create an opportunity.

D. Comparisons:

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

Comparable academic units may be either organized as Schools or Colleges. Either is useful as an example of the grouping of disciplines. Several CSU campuses and a host of public and private universities in the country use a variation of “College of Fine Arts,” or “College of the Arts” for a college name. Other name variations may use or include terms such as “Media,” “Performance”, “Design”, “Visual Arts”, and “Creative Arts”, usually depending on a specific focus of the unit. Music, Art, Theatre, Design, and increasingly, Communication and Media Studies departments typically make up the disciplines in these units.

Nationally, numerous examples of “Schools” which are multidisciplinary also exist, with titles such as “School of Music and Theatre”, “School of Music and Dramatic Arts”, etc.

Sample Listing of Universities Using the Different Nomenclatures (CSU Campuses in Bold)

College of Arts & Media and other similar names

CSU Northridge (College of Arts, Media & Communication); Arizona State University; Pennsylvania State University; University of North Texas; Florida State University; & many other institutions

College of Fine Arts

San Diego State (College of Professional Studies & Fine Arts); University of Texas at Austin; University of Arizona; University of New Mexico; University of Nevada, Las Vegas; University of Utah; Carnegie Mellon University; University of Oklahoma; University of South Dakota; Boston University; University of Kentucky; Arkansas State University; UC Santa Barbara; & many other institutions

College of the Arts

CSU Stanislaus; CSU Long Beach; CSU Fullerton; Kennesaw State University; Ohio State University; Univ of South Florida; UC Santa Cruz (Division of the Arts); and other institutions.

Other college names that house Art, Performing Arts, Media, and Communication Departments include: College of Performing Arts, College of Art & Design, College of Arts & Architecture, College of Visual Arts, College of Fine & Applied Arts, College of Media, College of Media and Communication Studies, College of Media Arts (& Design).

Approval of the Department Chair/Director (s)

Art Department Chair _____ Phillip Hofstetter _____ date 12/5/2011

Communication Department Chair _____ Gale Young _____ date 12/5/2011

Multimedia Graduate Program Director _____ Rafael Hernandez _____ date 12/5/2011

Music Department Chair _____ Rafael Hernandez _____ date 12/5/2011

Theatre/Dance Department Chair _____ Thomas Hird _____ date 12/5/2011

Approval of the College Council _____ Kathleen Rountree _____ date 12/9/2011

Approval of the Dean _____ Kathleen Rountree _____ date 12/9/2011

Approval of the Provost/VPAA _____ James Houpis _____ date 12/19/2011