

Proposal to Create a School of Arts and Media: Frequently-Asked Questions

(compiled by the Chairs of the departments of Music, Theatre, Art, and Communication, and the Multimedia Graduate Program, in consultation with Interim Dean Rountree, 11/1/2011)

<p>Why is the School being proposed?</p>	<p>The programs involved share similar pedagogies, opportunities, and challenges that are dramatically different from the rest of the College. Working collectively, in a unified organizational structure will provide the optimum potential to seize opportunities and meet challenges collectively rather than individually.</p> <p>One of the greatest challenges for these programs is securing funds for equipment, activities, productions, and student products. Increasing external funding from gifts and grants is essential; creating a School provides a much more cohesive and exciting incubator for cultivation of grants, special initiatives, and fundraising activities.</p>
<p>Why form a school? Why not just work together?</p>	<p>An organization structure will provide a bond that will keep the departments working together through changing environments and chair transitions. A loose agreement among colleagues to work together is much less likely to provide stability and a unified vision over time.</p>
<p>What are some advantages of forming a School?</p>	<p>Advantage 1: Efficiencies. Many of the unique opportunities of the units can be performed more efficiently in a unified manner, such as student recruitment, publicity for events, fundraising, facilities management.</p>
	<p>Advantage 2: Planning and Vision. Working together, the programs can develop a shared vision, goals, and implementation steps, can prioritize use of their resources and equipment, and channel energies into important initiatives.</p>
	<p>Advantage 3: External Support and Image. Formation of the School will provide excitement and the opportunity to celebrate the accomplishments of the units, connect with new patrons and donors, and be seen as a stronger 'player' in the arts and media.</p>
<p>Is this a grab for additional funding from the College or the University?</p>	<p>No. There will be no new funding. Existing funding necessitates creating the School in a cost-neutral manner, a goal to which the dean and chairs have made a commitment. Release time for the Director and staff time for the School office will be covered by re-allocation from existing resources within the departments involved.</p>

How will cost-neutrality possibly be achieved?	The Chairs recommend the Director be a faculty 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.
Will the RPT process be changed?	No. Creation of the SAM cannot change current RPT processes, which are governed by RPT policy.
How will the Director be selected?	The Chairs recommend that the Director be selected in a manner similar to a Chair.
How will course data reported to the System (such as SFR) be affected?	Course data reporting to the system is expected to be unchanged.
Did the department faculty support this initiative?	The vote by faculty and staff in the four departments was overwhelmingly positive (June, 2011). The proposal and votes can be found in the <i>Proposal to Create a School of Arts and Media</i> document online at: http://www20.csueastbay.edu/class/arts-media.html
Will this change how budgets are allocated within the College?	No. Resources and faculty lines will continue to be allocated by the dean – the departments in SAM will go through the same process to receive resource allocations as all other departments.
Are the departments being merged?	No.
Is the curriculum being merged?	No.
Will the department faculty still have control over their curriculum?	Yes. Creation of the School does not alter the current governance processes and policies; Curriculum will continue to be the purview of the Departments and their faculty.
How will faculty lines be assigned?	The Dean will continue to serve as the primary point of authority within the College for the allocation of faculty and staff positions.
What will be the role of the Director?	The Director is not expected to serve as a Dean, a 'mini-dean', or a "mega-chair". The Director will have no formal role in RTP or curricular approvals. The Dean of the College will maintain authority over allocation of positions and resources, although the Director will serve in a coordination of those resources, especially resources that are shared by the departments in the School. Primarily, the role is one of leading, coordinating, supporting, and advocating. The activities of the Director are expected to include the following: Serving as a liaison and spokesperson for the Arts and Media – on campus and beyond; Leading meetings of faculty and the Department

	<p>Chairs; Facilitating a shared vision and strategic steps that fit the unique missions of the units; Mentoring faculty and chairs</p>
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