Academic Strategies Committee: Recommended Academic Program Approval Requests

Oregon State Board of Higher Education
January 6, 2012
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Oregon State University seeks Board approval to offer an instructional program leading to a Bachelor of Arts, Bachelor of Science, or Bachelor of Fine Arts degree in Digital Communication Arts.

1. Describe the purpose and relationship of the proposed program to the institution’s mission and strategic plan.

The Oregon State University (OSU) College of Liberal Arts proposes a new major in Digital Communication Arts to address the rapidly increasing demand for a curriculum that embraces new communication technologies along with the demands of digital media communication technology applications. The proposal noted that this generation of students must become nimble, strategic, and fluid in order to seize the opportunity and to understand the responsibility that the application of new communication technology brings to society. The Digital Communication Arts degree program at Oregon State University will give students foundational knowledge in the areas of production, storytelling, digital design, technological applications, and the social effects of media communication. Graduates with a Digital Communication Arts degree will have the skills necessary to succeed as a media communication professional in a highly dynamic, technical, and diverse international environment. Along with currently available positions as producer or animator, graduates will hold many jobs not yet classified or created, including social media director, director of corporate integrity, scientific visualization specialist, social networker, user operations analyst, social media strategist, media coordinator, web marketing developer, or corporate tweeter.

The proposed major in Digital Communication Arts is well aligned with the mission and goals of Oregon State University. As Oregon’s land grant institution, the proposed major in Digital Communication Arts meets the needs of the state of Oregon by producing students capable of advancing technological changes in communication. These advances will serve to improve communication amongst the citizens of Oregon. For the foreseeable future, changes in personal communication, entertainment, and marketing will be even more dramatic than in recent years. Digital Communication Arts graduates will be prepared to lead media enterprises, make artistic and cultural contributions, enhance communication, and play an active role in the creation and distribution of media products and services in Oregon, the nation, and the world.
2. **What evidence of need does the institution have for the program?**

The B.A./B.S. in Liberal Studies, New Media Communications Option from which this proposal springs has grown dramatically over the last seven years, as follows: Fall 2005—25; Fall 2006—65; Fall 2007—155; Fall 2008—211; Fall 2009—299; Fall 2010—340; and Fall 2011—440. This program growth has occurred largely with no public recruitment, fundraising, or marketing efforts. The creation of the Digital Communication Arts major for current New Media Communications Option students will provide a transcript visible degree and generate even more interest in the form of an “official” major.

Students graduating with a degree in Digital Communication Arts will find jobs in such dynamic fields as social media, advertising, digital media, media analytics/research, relationship management, digital video and film, direct marketing, event production and planning, marketing and e-marketing, game development and gaming, graphic design, e-commerce, media planning and buying, media and public relations, mobile marketing, multimedia, internet operations, podcast and webcast, product development, project management, sales/business development, software development, traffic management, user experience and usability, web development, web policy and governance, internet/web security, and many more communication technologies available positions. Employment in these fields is growing rapidly and many of the digital communication arts jobs are so new that the Bureau of Labor Statistics is just beginning the process of creating categories for them.

3. **Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?**

There are no Oregon University System institutions that offer a Digital Communication Arts undergraduate degree program. The closest programs in terms of content and proximity are at the University of Oregon. However, these majors vary significantly from the proposed broad-based interdisciplinary Digital Communication Arts degree. The University of Oregon’s degree programs in Digital Arts and in Communication are described below:

- **Digital Arts:** A major that prepares students for a career in the fields of the visual arts, digital arts, and design. Courses include ceramics, digital arts, drawing, fibers, metalsmithing and jewelry, multi-disciplinary arts, painting, photography, printmaking, and sculpture.

- **Journalism-Communication Studies:** The program is deeply rooted in the field of journalism made possible by the University’s national ranking in this field. The program focuses on the convergence of new media forms with time-honored traditional media. Communication Studies caters to those interested in new online news outlets and literary journals along with traditional print media. Students have professional opportunities as beat reporters, editors, and experts in crafting streaming video.
While these two programs share some elements with the Digital Communication Arts major, they are in no way duplicative and serve different purposes and potential student employers.

4. What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?

It is anticipated that the increased number of majors and the complexity of this growing field will create demands for greater numbers of tenure-track and adjunct faculty to develop coursework, keep up with changing technology, and engage in campus and community partnerships. Additional faculty assignments to the proposed Digital Communication Arts degree from other disciplines within the School of Arts and Communications will greatly increase the degree’s depth and capacity from the previous Liberal Studies, New Media Communications Option.

It is anticipated that the Digital Communication Arts major will be offered with modest budgetary impact since the degree is already in place for over 400 majors within the B.A./B.S. in Liberal Studies, New Media Communications Option degree program. It is anticipated that the proposed program will need to be capped to limit growth to ensure quality at approximately 500 students.

The existing New Media Communications Option program moved into newly remodeled facilities in 2008. The new facility has especially configured laboratory space adequate to meet the short-term growth of the program. Additional space resources are available on a shared basis from other disciplines within the proposed School of Arts and Communications. Most equipment purchases and maintenance needs will be met with Technology Resource Funding (TRF). Purchase of equipment unrelated to TRF (e.g., faculty research projects) may be funded by outside grants, donor contributions, or in-kind contributions.

All appropriate University committees and the OUS Provosts’ Council have positively reviewed the proposed program.

COMMITTEE RECOMMENDATION TO THE BOARD
The OUS Provosts’ Council and Academic Strategies Committee recommend that the Board authorize Oregon State University to establish an instructional program leading to a Bachelor of Arts, Bachelor of Science, or Bachelor of Fine Arts degree in Digital Communication Arts, effective Spring 2012. With this approval, a five-year follow-up review of this program will be conducted in 2016-17.

(Board action required.)
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Oregon State University seeks Board approval to offer an instructional program leading to a Master of Arts in Women Studies.

1. Describe the purpose and relationship of the proposed program to the institution’s mission and strategic plan.

The proposed M.A. in Women Studies is designed to prepare students for careers in higher education, government and non-government agencies, nonprofits, and the private sector, particularly in areas that engage matters of equality, diversity, and social justice. While gender is the primary focus of Women Studies, the discipline examines gender in light of intersectionality, and so race/ethnicity, social class, sexual identity, ability, age, and religion are also integral components of critical analysis of gender. Women Studies teaches students both to think critically about issues of gender and to work in the world as responsible and engaged citizens. An M.A. in Women Studies is well aligned with the mission and strategic plan of Oregon State University (OSU). Women Studies is uniquely poised to advance Phase II of OSU’s Strategic Plan in the signature area of Promoting Economic Growth and Social Progress by expanding the understanding of growth and progress to include economic and social justice for all.

2. What evidence of need does the institution have for the program?

OSU’s Women Studies program is one of the oldest in the country, founded in 1972-73 in the thick of the Women’s Movement (the first was founded at San Diego State in 1970). Across its 39-year history, Women Studies has grown from a loose collection of elective courses taught by women faculty members to a fully developed program with 4 tenured/tenure-track faculty members, 1 full-time instructor, 45 affiliated faculty, 8 graduate teaching assistants, and a number of part-time instructors who fill in on an as-needed basis. The program offers an undergraduate major, undergraduate minor, undergraduate certificate, graduate minor, and graduate primary and secondary areas in the Master of Arts in Interdisciplinary Studies degree program. In recent years, Women Studies has grown, both in the numbers of students in Women Studies courses and in the number of courses offered. The Women Studies program at OSU proposes now to offer a Master of Arts in Women Studies in response to increased student interest, the University’s emphasis on issues of diversity, student engagement, social justice, and social responsibility, and recent growth in faculty and curriculum size.
3. **Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?**

No other institution in Oregon offers a standalone graduate degree in Women Studies. Within the Oregon University System, the University of Oregon and Portland State University offer Women’s Studies as an undergraduate major and as an undergraduate minor or certificate. Willamette University has an undergraduate major and minor. Southern Oregon University, Western Oregon University, Eastern Oregon University, and Lewis and Clark College offer undergraduate minors.

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<th>Certificate</th>
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*Program title: Gender Studies*

The number of undergraduate programs available suggests strong statewide interest in Women Studies, and a timely opportunity for OSU to offer a graduate degree. At present, students must leave Oregon to receive a graduate degree in Women Studies. This program will give such students the option to remain in-state to pursue an M.A. in Women Studies.

4. **What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?**

The M.A. in Women Studies proposal draws on existing resources and courses already offered by core and affiliated faculty members in Women Studies. The proposal calls for three new courses which will be funded from the existing budget. As part of the proposed School of Language, Culture, and Society in the College of Liberal Arts, the Women Studies program will draw on the resources of the School and will utilize faculty members from other units to teach Women Studies courses or to cross-list courses from other units. The School is also utilizing funding opportunities through the Tenured Faculty Diversity Initiative and the Provost’s Initiative to hire new faculty members within the School. Women Studies has worked closely with the library for years, and so the library provides adequate resources for a graduate degree in Women Studies.
All appropriate University committees and the OUS Provosts’ Council have positively reviewed the proposed program.

**COMMITTEE RECOMMENDATION TO THE BOARD**
The OUS Provosts’ Council and Academic Strategies Committee recommend that the Board authorize Oregon State University to establish an instructional program leading to a Master of Arts degree in Women Studies, effective Winter 2012. With this approval, a five-year follow-up review of this program will be conducted in 2016-17.

*(Board action required.)*
Academic Strategies Committee

New Academic Program Proposal
Southern Oregon University—P.S.M. in Applied Mathematics

Southern Oregon University seeks Board approval to offer an instructional program leading to a Professional Science Master’s degree in Applied Mathematics.

1. Describe the purpose and relationship of the proposed program to the institution’s mission and strategic plan.

Southern Oregon University (SOU) seeks to deliver “academic programs, partnerships, public service, outreach, sustainable practices and economic development activities that address regional needs such as health and human services, business, and education.” SOU’s 2009-14 Master Plan calls for a substantial expansion of the University’s science and technology offerings. SOU offers a Professional Science Master’s (PSM) in Applied Computer Science, and the proposed PSM in Applied Mathematics is a natural next step.

2. What evidence of need does the institution have for the program?

SOU has been approached several times a year about offering graduate programs in mathematics. The top 15 paying jobs in the U.S. today all require extensive mathematical knowledge and skills. Potential business partners in the area have given positive feedback about the proposed program, and further outreach to business and agency partners is ongoing.

3. Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?

Although there are more traditional mathematics and statistics master’s degree programs in the state, there are no other applied mathematics PSM degrees approved or proposed by OUS institutions. There is a consortium of Professional Science Master’s degree programs in the state of Oregon in which SOU actively participates. The applied mathematics PSM at SOU will offer students an additional choice for expanding their mathematics training and employability. The Oregon economy, and particularly the southern Oregon economy, requires an increasingly technically trained and skilled workforce to attract the kinds of businesses that will sustainably build the economy.

4. What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?
The program can be launched with existing resources. Current faculty in the mathematics, computer science, and business departments have been designated to teach the courses in the program. As the program matures, SOU will need one (1.0 FTE) additional faculty member; alternatively, the University can assign existing faculty to the program for one or two years while backfilling their undergraduate teaching assignments with adjunct hires. SOU received a $14,000 grant, funded by the OUS consortium of PSM programs, to provide summer stipends for curriculum development, and faculty are encouraged to apply for additional grant funding to facilitate research and graduate student support. When revenue generated by the program allows, SOU will strengthen its library resources by purchasing current books and more journal subscriptions. SOU will not need to consolidate or eliminate any other programs in order to support the PSM in Applied Mathematics.

All appropriate University committees and the OUS Provosts’ Council have positively reviewed the proposed program.

COMMITTEE RECOMMENDATION TO THE BOARD

The OUS Provosts’ Council and Academic Strategies Committee recommend that the Board authorize Southern Oregon University to establish an instructional program leading to a Professional Science Master’s degree in Applied Mathematics, effective Fall 2012. With this approval, a five-year follow-up review of this program will be conducted in 2017-18.

(Board action required.)

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