



RESOLUTION

concerning a

MODIFICATION

of an existing program to offer a

BACHELOR OF ARTS DEGREE PROGRAM IN
MEDIA ARTS

at

WESTERN CONNECTICUT STATE UNIVERSITY

October 5, 2006

RESOLVED, That the Board of Trustees for the Connecticut State University System approves Western Connecticut State University's proposal to modify its Bachelor of Arts degree program in Communication—Media Arts Option and offer a Bachelor of Arts degree program in Media Arts with options in Media Studies and Media Production, and be it further

RESOLVED, That the president of Western Connecticut State University provide appropriate documentation to the Board of Governors for Higher Education.

A Certified True Copy:

A handwritten signature in cursive script that reads "David G. Carter, Sr." written over a horizontal line.

David G. Carter, Sr.
Chancellor

ITEM

Licensure and Accreditation of a Bachelor of Arts degree program Media Arts with options in Media Studies and Media Production at Western Connecticut State University

BACKGROUND

This proposal is a modification of the current B.A. in Communication--Media Arts option to create a new B.A. program in Media Arts. It maintains the strengths of the current specialization while creating foci more aligned with the Media Production and Media Studies. Media Production graduates will be prepared to seek careers in television production, advertising production and video and film art. The Media Studies option is designed to allow students to examine the many contributing aspects of media theory and to explore the properties of media artifacts and to increase their awareness of the cultural contexts of mediated messages. Its new design is intended to more precisely target the educational experiences necessary to prepare majors as media scholars and industry executives. Graduates will also be prepared for continuing graduate level education.

ANALYSIS

The program provides core courses for all Media Arts majors; each option will allow students to concentrate on requirements highly focused in either media production or media studies. The modification also addresses workforce and economic development needs in the state of Connecticut that are suited for Media Arts majors. Based on Connecticut Department of Labor projections and information in Occupational Outlook, demand exceeds supply in marketing, advertising and promotion and public relations specialties, as well as radio/television broadcasting, the motion picture industry and internet and print publishing.

Over the past five years, the number of Media Arts majors has increased by 50% (88 in 2001 to 132 in 2006), with 12-15 graduating each spring. The seven full-time faculty, library holdings, specialized equipment and facilities, and fiscal support currently used in the existing option will effectively serve the needs of the program. As the program grows, additional faculty may be required; equipment will be replaced as technology changes.

The B.A. in Media Arts curriculum has a strong assessment component, which includes periodic portfolio evaluations and a capstone course with a senior thesis requirement. Alumni follow-up surveys are also used for program improvement. Program faculty encourage internships for all students.

CHANCELLOR'S RECOMMENDATION

Approve the proposal from Western Connecticut State University to offer a Bachelor of Arts degree program in Media Arts.