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RESOLUTION

concerning

LICENSURE APPLICATION

B.A. DEGREE - TECHNOLOGICAL MEDIA FOR THE ARTS

WESTERN CONNECTICUT STATE COLLEGE

May 6, 1977

RESOLVED, Under the authority granted the Board of Trustees in Chapter 164, Section 109 and 10-326 of the General Statutes, Western Connecticut State College is hereby authorized to seek licensure and implement a program leading to a Bachelor of Arts degree in Technological Media for the Arts effective September 1977, or as soon thereafter as is feasible, subject to approval by the Commission for Higher Education.

A Certified True Copy:



James A. Frost
Executive Secretary



STATE OF CONNECTICUT

BOARD OF HIGHER EDUCATION

P.O. Box 1320

HARTFORD, CONNECTICUT 06101
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BOARD OF TRUSTEES
FOR THE STATE COLLEGES

June 28, 1978

Robert M. Bersi, President
Western Connecticut State College
181 White Street
Danbury, Connecticut 06810

Dear President Bersi:

The Board of Higher Education, at a meeting held on June 27, 1978,
approved the following Resolution:

RESOLVED, to extend licensure for a program in Technological
Media for the Arts at Western Connecticut State College,
Danbury, Connecticut, for a period to December 31, 1980,
with a Progress Report due by June 30, 1979.

Congratulations on achieving this recognition. We wish you success in
future educational endeavors.

Sincerely yours,

A handwritten signature in cursive script that reads "Donald W. Skinner".

Donald W. Skinner
Associate Director for Accreditation

DWS/gad

cc: Dr. James A. Frost, Exec. Dir.
Bd. of Trustees for State Colleges

Copies
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STATE OF CONNECTICUT
WESTERN CONNECTICUT STATE COLLEGE
181 WHITE STREET • DANBURY CONNECTICUT 06810



Tel. 792-1400
Ext. 230

Vice-President for Academic Affairs

April 14, 1977

Dear President Bersi:

On Thursday, April 14, 1977, we met at Western Connecticut State College as a consultant team to evaluate your proposed undergraduate program in Technological Media for the Arts. The attached report contains our evaluation and recommendations.

Abraham J. Cohen
Abraham Cohen
Supervisor of Library and
Audiovisual, Education
House, White Plains, N.Y.

Simpson Kalisher
Simpson Kalisher
Freelance Photographer
Roxbury, Connecticut

Joel Persky
Joel Persky
Deputy Chairman, Department
of Television and Radio,
Brooklyn College, N.Y.

Stanley J. Quinn, Jr.
Stanley J. Quinn, Jr.
Director, Radio-TV Center,
University of Connecticut
Storrs, Connecticut

CONSULTANTS REPORT ON PROPOSED PROGRAM IN TECHNOLOGICAL MEDIA FOR THE ARTS

OVERVIEW

The committee recommends approval of the proposed program of Technological Media for the Arts. We commend the College for its insight into present and future occupational needs as they are shaped and molded by rapid changes in technology. The liberal arts student and the greater community will benefit from the successful implementation of the proposed program. The relevance of this program is clearly demonstrated by the committee's recommendation that certain courses be required of all undergraduate students (e.g. Sight, Sound, Motion); just as SPT 263 Persuasion and Propaganda in Media be required of all Technological Media majors.

PROGRAM

We feel the lack of historical perspective. We strongly recommend the history that encompasses film, graphics, photography, print media and electronic media be required of all majors.

In addition, electives that broaden students' ethical, analytical, and social awareness should be offered. This might include such courses as (a) broadcast speech and writing, (b) ethical responsibilities of media in a democracy, (c) the process of mass communication: structure, control and impact (newspapers, magazines, radio, television), and (d) theories of mass communication.

Furthermore, the committee recommends that within the nine hours of both photography and film, attention should be paid to the historical and aesthetic development of those arts.

In addition, we strongly urge that the division explore the placement of all students into an internship program in professional media for one semester during the four years of study. Said internship should be closely monitored so that the intern and the outside organization are compatible and the experience is one that is productive for both parties.

FACULTY/STAFF

In light of this ambitious program it does not appear to be feasible for just the existing staff to instruct this program as well as continue with their regular teaching and support duties. Also, because of the specific nature of the proposed program it is highly desirable that adjunct instructors that are actively involved in their craft be employed to teach a number of the courses. Besides exposing students to working professionals the addition of adjunct staff will broaden the educational experiences of the students.

The committee encourages the employment of capable graduate students to function as teaching assistants in laboratory and studio courses. It is strongly recommended that guest lecturers be invited in to address students and faculty as much as possible.

In addition, the requirements of this program are such that equipment failure and down time will seriously hinder everyday instruction. Thus, it is recommended that a minimum of one full time technician be employed to carry out the following functions: (a) preventive maintenance, (b) repair (about 85% of the present repair load, (c) become a resource for teaching students simple on-the-spot repairs.

It should be expected that this media technician will require off campus instruction through training courses offered by equipment manufacturers such as Sony, Panasonic, Ampex, and RCA. The College will discover that normally the cost of this new person will be offset by the amount of money saved on contract repair services.

EQUIPMENT AND FACILITIES

While the facilities are limited, this should not prevent the program from being implemented in September of 1977. However, long range planning should include upgrading of facilities and equipment. The existing facilities were not designed or constructed with this new program in mind. The sophistication of this program requires a sophisticated environment. It is our recommendation that a consultant and an architect be employed to suggest equipment acquisitions and to redesign the facilities so that more students may be served efficiently and productively.

April 14, 1977

Abraham J. Cohen
Simpson Kalisher
Joel Persky
Stanley J. Quinn, Jr.

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INSTITUTION RESPONSE TO CONSULTANT'S REPORT ON TECHNOLOGICAL MEDIA FOR THE ARTS

Western Connecticut State College appreciates the careful scrutiny given the proposed program on Technological Media for the Arts by the visiting consultant team. We make the following response to the recommendations made.

1. Overview -- The course Persuasion and Protaganda in the Media will be added to the requirements of the program. The course Sight, Sound and Motion will be available to all students on the campus and may be required by any departments which consider it appropriate to their majors.
2. Program -- A section on the history of each medium will be added to each of the introductory courses. Should this modification of proposed courses prove to be inadequate, a separate course will be designed to incorporate the recommended historical perspective prior to the graduation of the first class of majors.

Courses of the kind recommended by the consultants which deal with ethical and social awareness in the media already exist on campus in the fields of journalism, radio, and the social sciences and humanities. Students enrolled in the proposed program will be advised to include these in their program. The course Current Concepts in Media is designed to develop creative integrity and social responsibility by examining current philosophies in media and mass communication.

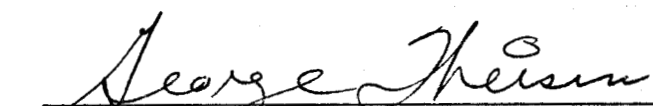
Two vehicles exist within Western to implement the recommendation for an internship: one is the Student Developed Study option through which students may plan internship; the other is the Cooperative Education option through which students may accept paid internships during the junior or senior year. In addition, "hands on" experience both on and off-campus is envisioned as part of the total four year sequence.

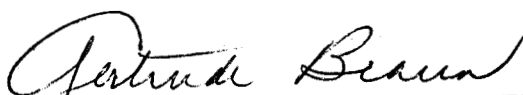
3. Faculty/Staff -- The college has every expectation of continuing to utilize adjunct instructors who have particular expertise in media fields. This is also true of guest lecturers. As monies are available, qualified graduate assistants will be employed in this program as they now are in other departments.

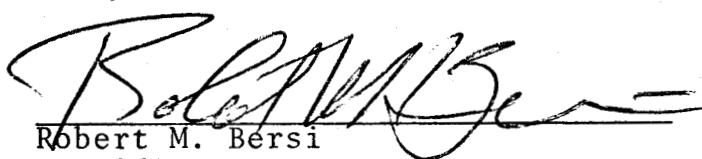
Upon licensure of the program, the college will seek approval

to create a technician position in the classified service. We are cognizant of the savings such a position offers both in time and money in the overall operation of this program.

4. Equipment and Facilities -- Highly sophisticated quarters for this program are already planned for the new campus. Meantime, John Deegan, Director of Institutional Research and Planning at Western, is a qualified architect. He will be asked to study existing facilities and recommend plans for their redesign.


George Theisen
Director of AV/TV Services


Gertrude Braun
Vice President for Academic Affairs


Robert M. Bersi
President

April 25, 1977