



Oregon State University seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to a BA, BS in Arts, Media, and Technology degree.

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

Program: Oregon State University is proposing to offer a new BA, BS in Arts, Media, and Technology degree program beginning Summer Term 2019. The academic home of the proposed program will be the School of Arts and Communication in the College of Liberal Arts. The program will be offered exclusively at the OSU-Cascades branch campus in Bend. This will be a unique educational program in Oregon and the Pacific Northwest—one that provides broad multidisciplinary curriculum which is designed to integrate traditional arts with communication, entrepreneurship, and new technological skills.

The proposed program is in direct response to the 10-year undergraduate academic program review and subsequent action plan of OSU's existing BA, BFA, BS in Art degree program. As a result of this review, the proposed new undergraduate degree program will infuse studio arts curriculum into media and technology curriculum that will then be coupled with the integration of communication and entrepreneurship coursework to provide a rigorous education that is grounded in critical thinking, problem solving, and creative art and media productions.

In addition to traditional art students, the proposed BA, BS in Arts, Media, and Technology degree program will attract artists, designers, tinkerers, and builders—those with unorthodox perspectives and unconventional approaches to technology who wish to become successful as creative arts and design professionals. The degree program will produce graduates with diverse and adaptable skillsets, ready to address the opportunities and challenges of the 21st century. Specifically, the degree will provide students with skills in digital imaging, video, design, interactivity, gaming, and 3D output as well as basic visual studies fundamentals that are associated with creative communication, color theory, image output, and display. These are all desirable qualities that are today looked for by creative arts and media employers, organizations, and communities.

Mission and Strategic Plan: The proposed program contributes to OSU's mission as a land-grant institution, which by way of its leadership, academic programs, research initiatives, creative innovations, and its outreach activities are collectively designed to serve the needs of Oregon, the nation, and the world. The program also contributes to OSU's strategic plan by: (1) integrating experiential learning into the curriculum; (2) increasing the impact of OSU's creative and scholarly endeavors by leveraging the multidisciplinary culture at OSU-Cascades; and (3) responding to a void in the Central Oregon arts and design community.

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

In a recent Undergraduate Arts program review report, it was noted that "The population of Bend is predicted to grow from 80,000 to 120,000 in the next 20 years. With this growth, and the current art community being tied to and supporting the burgeoning tourist and retirement community, it seems likely that the art community will also grow. Bend has the potential to become a highly desirable destination for art enthusiasts and supporters."

According to the ONet Online Occupational outlook, there will be 300,000 job openings in the field served by the Arts, Media, and Technology degree program, including design, production, and various other creative fields for the 2012-2022 period in Oregon.

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

The proposed BA, BS, in Arts, Media, and Technology program has similarities to various Oregon college and university degree programs. However, it has a unique combination of elements that sets itself apart. Somewhat similar programs include the University of Oregon's Digital Arts and Media Studies degree program and Portland State University's Graphic Design degree program.

There currently exists an established partnership between OSU-Cascades and Central Oregon Community College such that students can pursue and attain a bachelor's degree in Bend after having completed an associate's degree at Central Oregon Community College.

The proposed program also complements several areas of study within the visual arts and communication degree programs on OSU-Main campus in Corvallis. These include the BA, BFA, BS in New Media Communications and the BFA in Graphic Design programs. The proposed program will also complement the existing BA, BS in Art program on the OSU-Cascades campus.

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 BA, BS in Arts, Media, and Technology courses will be taught in the new Academic and Dining Building (opened January 2017) and Tykeson Hall (opened September 2016). Additional facilities will be included in new buildings as part of the future growth of the OSU-Cascades campus. Additionally, there is also expressed industry support that includes studio space with specialized equipment, course project collaboration, experiential learning opportunities, and internships.

To ensure the program's success, full-time and tenure-track faculty will be practicing professionals. It is essential for the proposed program to stay relevant and to deliver the latest in professional practices. The new faculty hires will be a mix of artists and designers. The core faculty will consist of two full-time instructors and one tenure-track faculty member. Part-time faculty will be hired whose expertise ranges across fine arts, digital arts, graphic design, technology, and production.

There is current capacity at OSU-Cascades in advising, career services, and enrollment services to support the new students in the proposed major. In addition, based on a review with the OSU-Cascades library staff, and given the resources allocated to the existing Art degree program, no additional resources will be needed to support the proposed Arts, Media, and Technology degree program.

All appropriate University committees and councils, Faculty Senate, the OSU Board of Trustees, and the Statewide Provosts' Council have positively reviewed the proposed program.

Recommendation to the Commission

The Statewide Provosts' Council recommends that the Oregon Higher Education Coordinating Commission authorize Oregon State University to establish an instructional program leading to a BA, BS in Arts, Media, and Technology, effective Summer Term 2019.