

Add Policy and Academic Structure Request Management

New Request

Date Submitted: 01/02/20 1:48 pm

Viewing: **School Name Change: from DSCI to School of Emerging Media and Technology**

Last edit: 01/03/20 4:56 pm

Changes proposed by: czingron

Reviewer

Comments

In Workflow

1. DSCI Director
2. CI Dean
3. Provost
4. Educational Policies Council
5. Faculty Senate Chair
6. Board of Trustees

Approval Path

1. 01/02/20 4:59 pm
Scott Bogoniewski (sbogonie):
Approved for DSCI Director
2. 01/03/20 4:57 pm
Amy Reynolds (areyno24):
Approved for CI Dean

Proposal Type	Academic Administrative Structure		
Proposal Name	School Name Change: from DSCI to School of Emerging Media and Technology		
Proposed Effective Catalog Year:	2020-2021	Effective Term:	Fall 2020
Level of Request	Department Level		
Department	School of Digital Sciences		
College	College of Communication and Information		

What actions are you taking?

Change the name of the School of Digital Sciences (DSCI) to Emerging Media and Technology (EMAT)

Why are you taking these actions?

As faculty re-designed the Digital Sciences curriculum with a goal of aligning the curriculum to demands from industry (particularly in the area of web development and programming), faculty expertise and student interest, their research showed that the school name did not adequately convey to students, their parents, or employers the subject matter of the school or its programs. A report produced by Eduventures specifically for the Kent State University School of Digital Sciences; internal data around student recruiting and student outcomes; Digital Sciences' faculty analysis of peer programs; and, focus groups with high school students all led to the conclusion that the school name needed to change to reflect the new curriculum, national peers and current industry jobs both regionally and nationally.

Therefore, in addition to the curricular changes we have proposed, we also are proposing a name change for the school that clearly conveys what the school offers students and industry: The School of Emerging Media and Technology (hereafter, EMAT).

Units consulted (other departments, programs or campuses affected by this proposal):

Units Consulted
College of Aeronautics and Engineering
College of Communication and Information
Department of Management and Information Systems
College of Education, Health and Human Services
College of Applied and Technical Studies
Department of Computer Science

Other Units Consulted:

see above

Proposal Summary to Establish or Revise an Academic Administrative Structure

The quality of the faculty, students and programs.

The School of Emerging Media and Technology is a multidisciplinary unit that draws full-time faculty from across Kent State. In 2017, the school moved into the College of Communication and Information. Prior to 2017, the school was centrally managed out of the provost's office.

Since 2017, the College of Communication and Information's (CCI's) strategic hiring plan has

focused on a cluster-hiring approach with emerging media and technology skills as the top priority.

CCI conducted several national searches that all resulted in successful faculty hires from nationally-ranked and/or recognized programs.

The recent faculty hires in CCI have been formally assigned joint appointments between Emerging Media and Technology (EMAT) and the other four schools within the college (the schools of Communication Studies (Comm); Information (iSchool); Journalism and Mass Communication (JMC); and, Visual Communication Design (VCD)). This provides stability and guarantees that a core of highly qualified, full-time faculty is always available to teach in Emerging Media and Technology.

Currently, six full-time, tenure-stream faculty have joint appointments in the school. Additionally, four tenure-stream and one non-tenure track Professional-in-Residence hires are planned between 2020 and 2022.

These faculty will all have joint appointments with the School of Emerging Media and Technology and another school in CCI. The new curriculum can be offered with our current faculty only, but the new hires allow us to grow the size of the program and to expand in new areas as they emerge. All of these planned hires were approved as part of CCI's Strategic Hiring Plan, submitted to the university (Fall 2017) as part of the faculty UESP (early separation) process.

Current and Planned EMAT faculty:

- Abraham Avnisan, Assistant Professor, (Fall 2019 start, 75% EMAT/25% JMC)
- Michael Beam, Associate Professor (Fall 2014 start, currently 75% EMAT, 25% Comm)
- Scott Bogoniewski, Interim Director and Professional-in-Residence (Fall 2017 start, 100% EMAT)
- Mina Choi, Assistant Professor (Fall 2019 start, 25% EMAT, 75% Comm)
- David Robins, Associate Professor (Fall 2004 start, currently 75% EMAT, 25% iSchool)
- David Silva, Assistant Professor (Fall 2019 start, 75% EMAT, 25% Comm)
- Tang Tang, Professor, (Fall 2018 start, 25% EMAT, 75% JMC)
- Future hire, Assistant Professor (Projected Fall 2020 start, 25% EMAT, 75% VCD)
- Future hire, Non-tenure track Professional-in-Residence (Projected Fall 2020 start, 100% EMAT)
- Future hire, Open Rank (Projected Fall 2021 start, 75% EMAT, 25% iSchool)
- Future hire, Open Rank (Projected Fall 2021 start, 25% EMAT, 75% JMC)
- Future hire, Assistant Professor (Projected Fall 2022 start, 25% EMAT, 75% iSchool)

Centrality and coherence to the mission and strategic directions of the university and other academic units.

Faculty re-designed the Digital Sciences curriculum (now Emerging Media and Technology) with the goal of better aligning the curriculum to demands from industry (particularly in the area of web development and programming) as well as to match faculty expertise and student interest.

Research showed that the current curriculum and the school name does not adequately convey to students, their parents, or employers the subject matter of the school or its programs.

Digital Sciences in its current form offers five concentrations that to one degree or another now overlap with efforts in other colleges at Kent State. This happened because all of these disciplines are rapidly changing. Most notably, the College of Aeronautics and Engineering (CAE), the College of Arts and Sciences (particularly Computer Science), the College of Business Administration (particularly in Computer Information Systems (CIS), and the BS in Information Technology in the College of Applied and Technical Studies all have moved forward in ways that Digital Sciences in its current form no longer needs to fill the gap.

For example:

- Computer Science has developed a graduate concentration in Computational Data Science
- CAE has continued to develop their own Networking and Telecommunications major
- CIS is evolving their web programming emphasis into cloud development

Toward that end, our internal and external data and analysis showed that the school of Emerging Media and Technology should focus on providing the foundations of web, mobile and emerging media technologies.

Comparative advantage versus other structures.

As previously noted, a study by the educational research firm Eduventures (conducted on behalf of the School of Digital Sciences, DSCI) found that Digital Sciences is not a program or disciplinary name used by any other industry or academic institution beyond Kent State University.

Renaming of the school from DSCI to EMAT accurately reflects what students learn and what employers now recognize as the appropriate terminology that aligns with the jobs available in their organizations. It also allows the school to adapt to new developments in the field, which is important given the rapid pace of change in the professions and industries the school serves.

Many programs throughout the United States offer degrees in Emerging Media, New Media or some variation of this terminology, including New York University, Georgia Institute of Technology, Rensselaer Polytechnic Institute, Texas A&M, and Tulane University (see

<https://www.niche.com/colleges/search/best-colleges-with-digital-communication-and-media-multimedia/>).

In addition to these programs, we also looked at those offered at the University of California – Berkeley; the Massachusetts Institute of Technology; Columbia University; the University of Maine and Boston University. The common theme among all of the descriptions across these programs is their broad definition of the term, “media,” usually with an important, technology-facing qualifier before it such as “emerging.”

The Best Colleges website characterizes “Digital Technologies and Emerging Media” as programs in which:

Students explore foundational concepts influencing communication and messaging ... in the context of 21st-century media technologies. Students gain an understanding of platforms including social media, mobile apps, and video games. (see <https://www.bestcolleges.com/features/media-communications-degree-programs/>)

At the MIT Media Lab’s building dedication in 1986, MIT’s president at the time said, “the combination of computing and communication, as we know it now and can expect it to evolve in the decades ahead, will vastly expand human creative capacity.” (see <https://www.media.mit.edu/about/mission-history/>) Today, the phrase “emerging media” captures this important intersection of communication and media technologies as they continue to evolve in the 21st century.

The College of Communication and Information worked with IdeaBase and Kent Roosevelt High school to both survey (60 participants) and run focus groups (28 total participants in multiple focus groups) of high school student juniors and seniors to determine how they perceived the meaning of terms such as new media, emerging media and technology. These students’ views of these terms aligned with what we found from our review of how peers used the terms – the students had a similarly broad interpretation of their meaning, and noted that emerging and new media referred to technologies related to the internet or social media.

What makes the unit particularly appropriate for Kent State University.

The renaming of the school and the revision of the curriculum align with national trends and will help prospective students more readily identify the program. As previously noted, Digital Sciences is not an established or recognized discipline.

Bureau of Labor Statistics and Edvventures data show that web development and programming as well as the other areas under the umbrella of emerging media and technology are rapidly growing. The new name and new curriculum and the types of skills the new curriculum offers are exactly those that appear most in job ads and workforce profiles.

Demand for the unit and for the graduates of the unit.

The need for web developers is clearly documented in the report by Eduventures. The following points from that report summarize the need:

Degrees conferred nationally in fields related to web development have seen a 51% growth in the number of graduates since 2013.

In the region including and surrounding Ohio, the growth is slightly higher at 59%.

The demand for web developers is strong. Jobs titled “Web Developer” are projected to grow at 9% through 2028, both regionally and nationally.

The past year has seen the largest spike in postings for web developer positions.

A wide range of employer types--large firms to small agencies--hire web developers.

The types of skills we propose are exactly those that appear most in job ads and workforce profiles.

DSCI has newly-hired tenure-stream faculty who will develop and teach new and existing courses in the proposed curriculum. In addition, we have an established group of both full-time and part-time faculty who have taught effectively over the years.

Duplication and interrelatedness of the unit’s program(s) within the university, state, and region

There are very few programs in the state or region that teach web and mobile development in the humanities and social science framework we will be offering in EMAT. None exist right now at Kent State.

Efficiency and effectiveness of the unit in leveraging existing resources and expanding new resources.

We have always existed as an interdisciplinary program within the university and we continue to utilize courses from other units to meet our minor requirement. Current faculty can meet the needs of the new curriculum and future faculty hires are already built into the college's strategic hiring plan.

Administrative reporting structure.

There will be no changes in administrative structure as a result of the school name change.

Space and capital budget needs.

No impact on space and capital budget needs will occur due to this school name change.

A proposed operating budget with any one-time resource needs.

No impact on budget will occur due to this school name change.

Evaluation procedures including academic assessment procedures.

No changes in our evaluation and assessment procedures will occur due to this school name change.

A timetable for proposal implementation.

Approval by Provost: January 2020

Approval by EPC: January 27, 2020

Approval by Faculty Senate: February 10, 2020

Approval by Board of Trustees: March 4, 2020

Implementation/Effective: Fall 2020

Attach supporting documents (e.g., syllabus, letters of support, non-encroachment, e-mail communication)