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University Curriculum Committee

February 2, 2009

TO: Daniel Holland, Chairperson, Academic Senate
FROM: Carlyn Morenus, Chair, University Curriculum Committee
RE: Executive Summary of Major in Graphic Communications Proposal

The University Curriculum Committee has approved and is forwarding for Academic Senate review the attached proposal for a new Major in Graphics Communications, B.S.

The Department of Technology provided a reasonable rationale for changing the Graphic Communications Sequence in the Major in Industrial Technology into a B.S. degree in Graphic Communications.

- The Department of Technology program offerings have changed significantly since the early 1990s. At that time the Department truly did operate on a sequence model; the Industrial Technology major had a significant core and the sequence requirements were limited to 24-28 hours. Major curriculum changes in 1996 reduced the IT core and set the stage for moving sequences to major status.
- The purpose of the move toward major-oriented programs is to establish a curriculum structure that will allow Technology's disciplines to better serve students by maintaining contemporary offerings that are not constrained by the Department as a whole.
- A look at ISU's definition of a "major" and at the catalog requirements for TEC sequences reveals that they do indeed look more like majors than sequences. With the exception of technology related courses, there is little, if any, topical crossover among sequence areas.
- The professional organization and departmental accreditation agency, the National Association for Industrial Technology (NAIT) is in the process of changing its name because of perceived archaic nature of industrial professions and lack of recognition by students, faculty, and the industries it serves.
- Graphic Communications has developed its own curricular content separate from Industrial Technology and can be accredited by the Accreditation Council for Collegiate Graphic Communications (ACCGC).
- Graphic Communications is a high graduate-demand industry in Illinois. Only one other B.S. degree program in Graphic Communications exists in the state of Illinois, at Western University in their Department of Engineering Technology.
- Additional benefits of major status for Graphic Communications:
 - Increased degree recognition and program status for students;
 - Increased recognition of program from employers hiring graduates;
 - Improved program marketing through enhanced visibility to students and parents;
 - Improved faculty recruitment through increased program visibility; and
 - Increased industry involvement through resource-sharing donations.

The University Curriculum Committee supports the proposal to add the new degree in Graphic Communications.

Attachments