AMP – New Program Ideas
(10/27/10)

The following new program ideas were gathered from various AMP feedback avenues during the 2009-2010 academic year:

- American studies – interdisciplinary program
- Art restoration (concentration)
- Arts – interdisciplinary program
- Computer engineering
- Creative writing minor
- Disabilities studies
- English as a second language – graduate degree
- Gaming certificate (for the gaming/gambling industry, not computer gaming)
- Healthcare management degree
- Historical preservation
- Human communications combined with specific minors (e.g. HCS & biology minor for healthcare communications/education)
- International studies – interdisciplinary programs combining geography, history, culture (e.g. Latin American/Caribbean studies)
- Liberal arts degree – interdisciplinary program, provides a productive exit from the university for those who cannot otherwise find a program that suits them
- Project management certificate
- Science – interdisciplinary program
- Speech labs
- Software engineer certificate (undergrad level for local industry)
- Supply chain management certificate
- Sustainability – interdisciplinary program
- Computer/Video gaming track – Such an undergraduate program could combine computer science, communications/journalism and art coursework. What exists out there in terms of
say visual simulation? This type of program has the potential to attract a different mix of students to our campus.

- Film/Video/Cinema – This program at the undergraduate level could and does cut across several departments and existing programs: English (Pressler); other departments teach coursework involving viewing, reacting to and studying cinema; communications/journalism has taught critical analysis, movie (Ellerbach) and media/video production courses (Carlin, Garris, Borrell) and me) also could be adapted to longer forms of production beyond news pieces and commercials such as documentaries.

- Non-Profit Studies Graduate Certificate: This is a growing and underserved area, given the growth in the nonprofit part of the modern American economy and the stated needs of nonprofits to communicate to a wide variety of stakeholders in such areas as policy advocacy or for membership campaigns. Faculty in departments such as Political Science, Psychology, Social Work, and Communications/Journalism have existing coursework and research interests related to the nonprofit sector. For example, communications/journalism currently teaches courses on nonprofit issues in classes such as 400-level PR Campaigns & Research and the graduate Fundraising class (Com 570). Putting together classes already on the books, but housed in different departments, into a nonprofit certificate is a low-cost way for us to attract nontraditional students, especially mid-career individuals, to our campus without drawing people out of the existing master’s degree programs.

- Students are currently devising their own “new programs” through double major and major+minor combinations. Investigate which are the most common packages of each to see what students want that we don’t have.

- Concerns
  - Given limited resources, there are concerns that resources will be put first towards the development of new programs, rather than pre-existing needs in current programs.
  - While several interdisciplinary programs are feasible, there is currently no mechanism to appoint faculty who cross disciplines and departments. Other schools have joint appointments, but we seem to lack the framework to obtain people whose work doesn’t neatly fit into one area.