Executive Memorandum 24-013

March 8, 2024

From: Stephen Perez, President

Subject: Approval of the School of Media, Entertainment, Technology, and Immersive Experiences (METX)

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve the following reorganization within the College of Communication and Education.

- Changing the name of the School of Communication to the School of Media, Entertainment, Technology, and Immersive Experiences with a new abbreviation of METX. Currently the School of Communication includes the Department of Journalism and Public Relations (JOUR), Department of Media Arts, Design, and Technology (MADT), and the Communication Arts and Sciences Department (CMSD & CMST). The Communication Arts and Sciences Department will not be included in the newly-named School of METX.
- The Computer Animation and Game Development program within the College of Engineering, Computer Science, and Construction Management, will be transferred into the School of METX and the College of Communication and Education.
- This reorganization will be effective July 1, 2024.

Policy Title:	EM 24-013 Approval of the School of Media, Entertainment, Technology, and Immersive Experiences
Contact:	College of Communication and Education
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

Academic Reorganization Request
CAGD | JOUR | MADT
Fall 2023

As stated in EM 22-013: This policy applies to organization of colleges, schools, departments, units, programs, and off-campus satellite campuses in Academic Affairs that include faculty. This includes creating, expanding, consolidating, shifting, or discontinuing any of these units. It does not apply to any non-Academic Affairs unit or to Complementary Units (see EM 20-019).

Description

Provide a brief description of the proposed reorganization including:

- Specific details of the request (e.g., creating, adding, or removing departments).
- Addition of, or changes to, unit abbreviations (note: college abbreviations are three letters, department abbreviations are four). Contact Curriculum Services for more information.

This proposal seeks to formalize and expand collaborations among three Chico State programs that currently exist as independent programs/departments across two colleges:

- Computer Animation and Game Development, College of Engineering, Computer Science, and Construction Management (ECC)
- Journalism and Public Relations, College of Communication & Education (CME), and
- Media Arts, Design, and Technology (CME)

The academic reorganization includes transferring the CAGD program from ECC to CME as part of the existing School of Communication, a move that has involved several years of planning between CME and ECC and has progressed with support from the CME Dean and ECC Dean Wentz, interim Dean Lau, and interim Dean Watkins, assuming that a transition space plan will be part of the work going forward.

Additionally, this proposal includes renaming the **School of Communication** to the **School of Media, Entertainment, Technology & Immersive Experiences (METX)**. The renaming of the school reflects the new interdisciplinary approach to collaboration across the programs in order to better prepare students for the changing demands of industry in media and technology.

Currently, the School of Communication includes the Department of Journalism and Public Relations, Department of Media Arts, Design and Technology, and the Communication Arts and Sciences Department (CMSD & CMST). The Communication Arts and Sciences Department will not be included in the newly named School of Media, Entertainment, Technology & Immersive Experiences (METX).

The abbreviations of the units will remain as follows (in alphabetical order):

- Computer Animation and Game Development - CAGD

![California State University Chico logo]

- Journalism and Public Relations - JOUR
- Media Arts, Design and Technology - MADT

The proposed school abbreviation is **METX**.

CHICO STATE

METX

Media, Entertainment, Technology & Immersive Experiences

The current School of Communication was created in 1990 when a much larger department was divided into three manageable units. The school was never fully realized as an academic unit and today is one in name only, with limited collaboration among the departments. The new organization and functionality of the School of METX would retain the three-unit structure, but with long-term planning for curriculum synergy. No additional "school director" would be needed and therefore would not necessitate any additional faculty, administrative positions, or other resources that are not currently part of departmental planning.

Background

- Provide a history of the academic unit and discuss how the proposed changes are necessary to address any existing concerns (e.g., growth, changes in industry standards).

From a strategic perspective, the College of Communication and Education does not recognize or use the School of Communication for recruiting or as a mechanism for addressing curriculum or industry needs from the participating departments. This academic reorganization is the result of long-term strategic planning to meet changing needs of our students and the industries they are preparing to enter.

Changes in media and technology industries, and the need to innovate across CAGD, JOUR, and MADT programs to meet student interests and needs, have inspired collaboration to attract diverse students who want to prepare for careers in these dynamic fields. The departments of CAGD, JOUR, and MADT have been working together to innovate while being housed in two separate colleges. Revitalizing the school with the updated name provides a framework to bring together these three units to meet industry needs and drive the future of digital storytelling.

The faculty in CAGD, JOUR, and MADT have been collaborating and discussing this potential move for many years. The formal collaboration began in 2016 with the creation of the interdisciplinary METX course, in which faculty from the three programs team-teach students in the development AR/VR storytelling projects using cutting-edge media technologies.

In 2017 JOUR faculty solicited consultation from alumni in the field about the development of programs that prepare students for cross-functional team collaboration in technology, gaming,

visual design, and AR/VR storytelling. The support from our alumni was resoundingly positive based on industry growth and the need for students to have greater cultural competencies, collaboration, and communication skills for their future careers. (Additional details provided below in the Consultation section.)

There has been an increase in similar types of programs throughout the country including:
- University of Oregon Reality Lab
- UC Berkeley Center for New Media
- Arizona State University LA Content Studio
- Marist Games & Emerging Media (Facilitated by both the School of Communication and the Arts and the School of Computer Science and Mathematics)
- Michigan State Games for Entertainment and Learning Lab

Also noteworthy is the need for game developers, visual designers, writers, and communicators in the AR/VR and gaming industries to have improved competencies in diversity and inclusion. The gaming industry in particular has faced criticism for the lack of diverse representation in games. USC Annenberg School provides a dedicated Inclusion Initiative to research and prepare students for promoting greater diversity and inclusion in entertainment as they enter the field. Additionally, Chico State alumni in the gaming industry have noted the increase of DEI review and anti-racism comms teams to ensure product development considers representation and anti-racism from product conception through development. The development of a School of METX positions our programs to address these industry and cultural demands through shared curriculum and program design. For example, JOUR already offers courses that focus on gender, sexuality, race, and diversity in media (JOUR 211 & 411).

Rationale
- Provide a detailed rationale for the proposed reorganization including specifics of the requested changes.
- Discuss impact to faculty and staff (e.g., change in department or reporting).
- Describe the financial implications of the reorganization.

The reorganized School of METX would be presented as a centralized creative media hub that prepares students for dynamic careers across media, gaming, immersive technology and entertainment. The collaboration across programs that emphasizes specific skill development paired with a shared focus on ethics, mediated communication and technology will position graduates to make a valuable contribution to this growing industry. A solid foundation of ethical perspectives, visual skills and collaboration is critical for students in all three programs, each of which prepare students for professional use of creative technologies in a range of careers that engage in visual storytelling.

The School of METX additionally holds potential for coordination of a centralized creative media hub – the Wildcat Media Network – for Chico State's student-led media organizations. Such a grouping could foster collaboration, including the potential for shared communication technology

resources, as well as increase campus visibility and, ultimately, support. Greater visibility would likely raise student awareness of these student-centered programs and increase interest in participation. These organizations could include, but are not limited to:

- KCSC – AS-sponsored internet radio (MADT internships)
- MadTech Group – media design (MADT)
- The Digital Filmmakers Guild – student run independent film club (MADT)
- Milk Crate Productions – A defunct video production company that used the now out-of-date Studio B, but has potential student interest for return (MADT)
- The Orion – campus news coverage (JOUR)
- Seufferlein Sales (College of Business)
- Tehama Group Communications – full-service PR (JOUR)
- Watershed Review (ENGL)

The School of METX also provides a valuable opportunity to build a unique offering in the CSU that combines media arts, design, writing and cultural competencies for ethics in emerging and immersive technology.

Opportunities for Cross-functional Skill Development for Students in the School of METX:

- Learn to develop collaboration, management and leadership skills by working with others to create diverse media including new and immersive experiences
- Develop insight into the project management cycle and storytelling functions for game and media development through collaborative media projects
- Build an ethical foundation for evolving immersive technology, game development and marketing and artificial intelligence in the industry
- Prepare for career readiness in each speciality area as well as in the field in general through applied and experiential coursework as well as industry-specific internships
- Develop a variety of different media communication skills, including journalistic reporting, technical and business writing skills, and public presentation and oral communication skills
- Encourage students from different professionally oriented majors to learn and work together, which mirrors the team structure utilized by most media industry jobs.
- Employ a hybrid format that allows scheduling flexibility, which allows students to complete their degrees in a timely manner and is in line with GI 2025.
- Promote exposure to both Mac and PC platforms (JOUR/MADT labs use Macs; CAGD labs use PCs).
- Enhance cultural understanding of issues related to diversity and inclusion in media representation and learn practical mechanisms for action in diverse specialty areas within the media landscape.

The renaming of the school, along with its reorganization, reflects our desire to focus on a collaborative approach to careers in media that is designed to build visibility, attract students and meet the needs of this industry as it grows and changes. Game technology has become pervasive in numerous industries with many using game technology for education, training, and

diverse forms of storytelling. This is a potential growth area for education in the North State and the California State University system. Building on the unique offerings of CAGD's Bachelor's degree, this will be the only program of its kind in the CSU. The entertainment and creative industry in California contributes nearly 15% of the state GDP. The game industry by itself has eclipsed movies and music with the United States leading all nations and California accounting for over 50% of the U.S. game industry. The vitality of this section of the economy is important to California and is influencing other sectors of the economy thus METX becomes a unique starting point for CSU, Chico.

The School of METX will be promoted as a collaboration of programs that prepares students their specialty areas while also providing a foundation for careers in television and film production, media studies, journalism, public relations, game design, social media, and emerging and new immersive technologies. Future careers in these fields will increasingly involve a wide range of media and mediated experiences and will often require professional-level literacy in cross-media solutions that incorporate media arts, design, and game development.

Consumers are engaged in gaming an average of 12.8 hours a week – more than one work day. Research from 2023 shows that 95% of Americans view video games as beneficial even if they don't play them (ESA, 2023). The report states, "Games don't simply entertain. They also create opportunities to sharpen our skills and stimulate our minds. Video games are seen as a tool for building problem-solving skills, teamwork and collaboration, communication, conflict resolution and leadership skills." It is this expansive application of visual media, game development, and narrative media that makes the creation of a School of METX a useful foundation for the broad application of game development for educational purposes, civic and social justice engagement, and entertainment as social commentary so valuable.

The following are some examples of real-world scenarios where cross-media literacy is essential.
- A graduate applies for a job with a start-up that develops and markets compelling stories delivered as video programs, online games, and print-based materials. The startup requires employees with knowledge and skills related to producing content in these media formats.
- An upper-division game design student wishes to further their academic career by attending graduate school where they can apply their game design expertise to issues in education and sustainability. Their experience in the School of METX provides the preparation they need to make important contributions to the development of immersive games for teaching about environmental protection.
- An animation student wishes to apply their skills to projects in which animation is used to explore scientific concepts and principles. They are prepared to effectively communicate about their projects to educators and stakeholders.

- A public relations graduate starts a job in the gaming industry that requires an understanding of the development process and the cultural competency to facilitate inclusive and anti-racist design.
- A journalism student gets a job on a technology and entertainment beat. They need to be prepared to cover evolving AI influence on AR/VR and the ethics of tech changes in the industry.

Curriculum Benefits:
- Co-listed METX projects (2018-present) developed as a cross-listed course in the curriculum of all three programs. Detailed information about the course and the projects can be found on the METX website. The goal of the initial METX course has been to allow students to work in interdisciplinary teams, just as they will in their professional careers while getting hands-on experience with industry hardware, software and processes. The successful collaboration and innovative projects have built a foundation for the reorganization of the school.
- Evaluation of current courses with potential for shared content to increase instructional efficiency for all three professionally oriented programs and move students toward graduation. The initial priority is shared courses in digital media literacy, visual design and storytelling, photographic skills and media ethics.
- Complementary skills offered in each program to help students specialize and find their place as strategic and ethical storytellers in the ever-evolving media, journalism, and entertainment landscape.
- Current planning is underway for an interdisciplinary sports media minor with a shared curriculum across the programs. Indeed, JOUR will be offering the first course in the program in the Spring semester via the intent list.

Impact on Faculty & Staff
As a result of the increased collaboration between MADT and JOUR, the units have moved to a shared ASC, thus reducing one staff line. There are no increases in faculty and staff that are not already present in individual departments, such as regular career progression and appropriate staffing.

ECC has been approved to hire a tenure-track faculty member to support CAGD in AY 24-25. The budget line for that new hire would be assumed by CME. If the program moves, the Dean will work to ensure adequate staffing moving forward, given budget and enrollment demands, to support nearly 400 majors and 200 FTES per semester. One effective strategy may be to seek approval to convert an additional 1.0 lecturer to a tenure-track position to ensure investment in the program and ongoing stability.

Faculty and Staff overview
- MADT: 2 Full Professors, 3 Associate Professors, 7 instructors, 3 FERP faculty.
- JOUR: 1 Full Professor; 3 Associate Professors; 2 Professionals-in-Residence (Lecturer, 3-year, 1.0); 2-4 part-time lecturers; 1 FERP faculty.

- CAGD: 1 Full Professor, 3 Full-Time Three-Year Contract Lecturers, 3 Full-Time One-Year Contract Lecturers, 8 Part-Time Lecturers (10.1 FTEF)
- Administrative staff
  - JOUR and MADT now share an ASC
  - CAGD has a full-time ASC who would continue to support the CAGD unit

Program & Faculty Skill Sets
- MADT: Graphic Design, Media Criticism & Film Studies, Videography, Web Design
- JOUR: Reporting/Journalism, Media Literacy, Representation in Media, Public Relations, Media Relations, Crisis Communication, Media Law, Ethics, Photojournalism, Introductory Web Design, Introductory Graphic Design
- CAGD: Game Design, Project Management, Agile Development, Game Programming, 3D Modeling, 3D Scanning, 3D Animation, Motion Capture, Rigging, Virtual Production, Virtual Reality, Development Pipeline, Visual Design, Visual Storytelling

Each unit will, initially, maintain its structure and independence while collaborating with the others. The renaming of the school and addition of CAGD to CME will not impact the availability of classes for entitled faculty (outside of ongoing university enrollment challenges). One driving factor in the renaming of the school is to improve visibility for recruitment and enrollment across the three units.

Financial Implications of the Reorganization
The formal cross-listing of courses across programs in METX will result in the more efficient fielding of shared curricula. For example, students in several of the majors and minors within the departments are required to complete foundational courses on the following topics:
- Graphic design
- Web design
- Media writing
- Digital audio and video
- Photography

Currently, there is some overlap in course offerings by two or more of the departments slated to be part of METX. Once these departments are within the same school, they can more formally establish a cross-listing strategy that will allow a streamlining of courses and corresponding reduction in expenses.

Additionally, the School of METX will outline recommended GE offerings from JOUR/MADT and shared electives for student collaboration and cohesive exposure to industry best practices and core competencies.

Physical Space
After discussions between the programs, among the Deans, and with Tom Ussery (Space and Facilities Utilization Specialist), the near term plan would be for CAGD, JOUR, and MADT to

remain in their current physical spaces for administrative and pedagogical functions, thereby eliminating costs associated with moving locations or a physical reorganization. The current CAGD labs were specifically built to support the program's power, data, air and security needs and would be costly to relocate at this time.

Given considerable campus spatial movement with the opening of the new BSS Building as well as a plan for a new building for the College of Business, there may be opportunities for more innovative opportunities for collaboration among the programs going forward. Over the next three to five years, CME plans to facilitate a physical relocation of the programs to enable students to better collaborate across the programs, space and resources allowing. In the near term, CME is interested and willing to assess their current space allocations to determine if there are more immediate opportunities to support ECC's interest in developing lab space in Plumas Hall. In the longer term, the Wildcat Media Hub will become part of the University's next capital campaign to align with our college's long-term strategic goals designed to meet student, curricular and industry demands.

Consultation Process

- Provide evidence of consultation with faculty, staff, administrators, students, and other related stakeholders in the collaborative preparation of the reorganization request.
- Evidence may include, but is not limited to: dates, times, minutes, and vote counts from meetings, lists of attendees, correspondence, etc.
- A letter of support from the dean or appropriate administrator should be included with the proposal.

The faculty in CAGD/JOUR/MADT have been collaborating for years on innovative curriculum, co-teaching and in departmental service including hiring and personnel committees. In 2017, many full-time members of the three departments joined together in a fall "meet-and-greet" to get to know each other in anticipation of innovation through collaboration.

Client feedback on JOUR/MADT/CAGD 458 METX project-based course
Previous METX clients (Lundberg, Sierra Nevada, Red Bluff Rodeo, Bidwell Mansion, Big Creek Ecological Reserve etc.) have offered valuable insight into the METX approach. Feedback has verified the continued need for this type of work and student exposure to specialized, interdisciplinary media development. We plan to continuously revise and improve the collaborative projects that form the core of METX.

Chico State Alumni Consultation
- 2017 JOUR faculty trip to Seattle to explore AR/VR industry career development and curriculum planning. This trip resulted in a spring 2018 student trip to Seattle for exploration of PR and tech industry careers.
- Ongoing consultation with key JOUR alumni:
  - Todd Bishop (News, 1996), co-founder of GeekWire, business and tech journalist
  - Michael Beadle (PR, 1996), senior director of Public Relations at Ubisoft

- ○ Matt Kiser (News, 2007), entrepreneur and founder of WTF Just Happened Today, a national politics news publication
- ○ David Hufford (PR, 1993), head of Microsoft Analyst Relations and Comms for Xbox, Microsoft 365, Microsoft Security, Windows and Bing (member of Chico State University Foundation Board)

Program and Leadership Meetings and Votes
The faculty across programs have been discussing ideas and working toward expanding opportunities for collaboration for several years. During spring 2023, CAGD, JOUR and MADT moved to more formal discussion and votes.

- Oct. 13, 2023: Meeting between CME Dean and ECC Interim Dean to discuss the academic reorganization, programmatic considerations and lab usage plans.
- Oct. 3, 2023: Meeting to discuss our CME 3-5 year strategic planning for collaborative space for our storytelling programs including JOUR, CME Dean, CME Dean's Fellow and Tom Ussery. The group discussed the CME strategic plan for program collaboration and opportunities for more physical integration between the programs.
- Aug. 28, 2023: Representatives from JOUR, CMSD, and CMST met with CME Dean to discuss the academic reorganization draft and gather feedback. Following this meeting the draft proposal was shared with CMSD and CMST faculty. No objections were raised and there may be potential for future collaborations as student and program needs evolve.
- May 12, 2023: JOUR held a department meeting in which the proposed move and structure of the new school were discussed with unanimous approval of the faculty in attendance.
- May 12, 2023: MADT held a department meeting in which the proposed move and structure of the new school were discussed with unanimous approval of the faculty in attendance.
- May 5, 2023: CAGD held a program meeting in which the proposed move and structure of the new school were discussed with unanimous approval of the faculty in attendance.
- March 23, 2023: Meeting with CME and ECC College Leadership and Department Chairs (Attending: Terence Lau, Angela Trethewey, David Alexander, Clarke Steinback, Janell Bauer, Tom Welsh). At this meeting the group discussed the potential of this change and decided to move forward with a formal reorganization request based on faculty support from all three programs.
- 2017: CMST was invited to participate in discussions about a fully constituted school with JOUR, MADT & CAGD. There was no interest at that time.
- 2012: JOUR Department Chair and MADT Department Chair communicated with CMST faculty about stronger collaboration among the programs and utilizing the School of Communication for messaging and collaboration. There was not a desire to move forward.

California State
University Chico

College of Communication
and Education
400 West First Street
Chico, CA 95929-0145

O 530-898-4015
cme@csuchico.edu

October 23, 2023

Dear Academic Senate Colleagues:

In a recent October 13th memorandum to campus, Terence Lau, Interim Provost and Vice President for Academic Affairs, indicated that Chico State can effectively respond to our current enrollment and budget challenges by leveraging our "potential to create exciting new interdisciplinary programs that will ignite imagination and passion for learning in our students, create new pathways for interdisciplinary research and co-teaching for faculty, increase enrollment, and new ways to rethink the value of higher education in California." The proposed Academic Reorganization to rename and reconstitute the School of Communication to the School of Media, Entertainment, Technology and Immersive Experiences (METX) is designed to do just that. I fully endorse this proposal.

This proposed reorganization would codify the collaborative work that the faculty in three units advocating for this proposal have been doing for the past several years in the context of cross-listed METX courses. This interdisciplinary effort has been driven by the faculty who are eager to collaborate and provide students with more robust experiences. The idea of METX began prior to our current budgetary and enrollment challenges. It was born of faculty interest in leveraging our shared interests to create richer learning opportunities for students. In METX courses, faculty across the three programs guided students who created narrative content for clients including Sierra Nevada Brewery and Big Chico Creek Ecological Reserve using cutting-edge media technologies including virtual reality, augmented reality as well as more traditional products such as websites and documentaries. The logistical and operational challenges of working across three departments and two colleges have been, at times, unwieldy. I believe this proposed reorganization would create more effective and efficient means of working across interdisciplinary lines, generating shared curricula, eliminating redundancies, and offering students more opportunities for the kind of project-based, cross-cutting team projects that will better prepare them for careers in industry. While there are like units across the country, a School like this would be the first of its kind in the CSU.

This proposed School is also in keeping with the College of Communication and Education's strategic goals. As Dean, I have long been interested in developing a multi-media, multi-platform storytelling hub that would bring together all our production-centered programs and activities into one state-of-the-art teaching and learning storytelling space. Indeed, we have included this on our CME 3-5 year strategic space plan. Additionally, we have shared this vision with VP Boura for inclusion in the next Capital Campaign. I have attached the document that I shared with VP Boura last year. Additionally, as I communicated to Interim Dean Watkins in a meeting earlier this month, I am willing to explore ways that we might leverage space currently assigned to us to provide ECC's programs room for growth. Contemporaneously, I am eager to explore opportunities that may accrue as new buildings come up on campus and extant space is repurposed.

In short, I enthusiastically support this proposed academic reorganization. It is precisely the kind of innovative and exciting thinking that our students deserve and our campus needs. Do feel free to contact me if I can provide additional information or answer questions.

Respectfully,

Angela Trethewey

November 6, 2023

Academic Senate Colleagues,

As Interim Dean of the College of Engineering, Computer Science, and Construction Management, and as a former Academic Senator, I am writing to express my support for a proposed academic reorganization that will formalize and expand collaborations among three Chico State programs:

- Computer Animation and Game Development (CAGD), College of ECC
- Journalism and Public Relations (JOUR), College of CME
- Media Arts, Design, and Technology (MADT), College of CME

The proposed reorganization will transition the CAGD program from ECC to CME. I support the reorganization and also support renaming the School of Communication to the School of Media, Entertainment, Technology & Immersive Experiences (METX).

My support lies in recognizing the existing synergy between the three departments and the future collaborations and innovations that will the reorganization will foster. A school of METX has the potential to meet future student interests and needs and to attract diverse students who want to prepare for careers in these dynamic fields where they will drive the future of digital storytelling.

The CAGD program is currently housed in O'Connell Hall with three dedicated lab-classroom learning spaces, a motion capture studio, a department office, and a number of faculty offices. ECC is currently housed in both O'Connell and Langdon Halls. The college also occupies lab spaces in the Plumas courtyard and hopes to expand its presence there as Anthropology transitions to its new building. ECC has many hands-on programs that require significant equipment and laboratory spaces to meet the learning objectives of our students. Many faculty are active in research that also requires equipment and facilities to conduct. Having spent seventeen years in ECC as faculty, chair, and now Interim Dean, I can attest to the acute shortage of laboratory spaces, flexible learning spaces, faculty research spaces, student collaboration spaces, and even faculty office spaces currently assigned to the College of ECC.

I recognize that space across campus is at a premium and that new buildings and existing building renovations are on the horizon. I feel that co-location of the three programs would best serve the School of METX and its students. I recommend that dedicated CAGD labs and learning spaces transition from ECC to CME facilities as it becomes practical to do so. My support of this reorganization is based on the assumption that they will. Dean Trethewey and I have met on this matter and I appreciate her willingness to explore options. Her recent offer to transition space adjacent to the Plumas courtyard (Plumas 002 and 002A) from CME to ECC is very much appreciated and will relieve some of the short-term space constraints in ECC.

I am glad to support this reorganization and the future collaborations that it will enable.

Sincerely,

Gregory Watkins
ECC Interim Dean

August 1, 2023

Dr. Janell C. Bauer
Chair, Associate Professor
Department of Journalism and Public Relations
California State University, Chico, CA 95929-600

Dear Dr. Bauer,

Thank you for sharing with me the exciting opportunity for Chico State's Journalism and Public Relations Department to create a new School of Media, Entertainment, Technology & Immersive Experiences.

I've always been extremely proud of my time at Chico State University, Chico as a student and how it helped launch my career in Communications. It's also been an absolute privilege and honor that I've been able to continue my relationship with the department over the years and have personally hired multiple Chico State PR students onto my teams immediately following their graduation.

I recently just celebrated my 20th anniversary at Ubisoft Entertainment, an international video game company based in Paris. During my tenure at Ubisoft, I've seen the video game industry change dynamically with the role of Communications continuing to increase and evolve. The prospect of Chico State students learning via an interdisciplinary experience to prepare them for working within the video game, entertainment and visual tech fields would be a huge win for them and the Journalism and Public Relations department.

The ability to gain a working knowledge of how these multidimensional disciplines come together in the 'real-world' would give students a common language between these areas of expertise and a definite advantage after graduation to quickly contribute, grow and the flexibility to work within any or all these fields.

Know that you have my full support with this endeavor, and I'd be more than happy to provide further insight, answer any questions or contribute in any way I can.

I wish you all the best and please keep me posted on this initiative.

Sincerely,

Beadle
CSU, Chico – Class of 1996

Michael Beadle
Senior Director of Communications
Ubisoft Entertainment
415-987-7057
michael.beadle@ubisoft.com