

**Office of the President
California State University, Chico**



Executive Memorandum 16-005

March 24, 2016

From: Paul J. Zingg, President

Subject: Approval of Department Name Change from Communication Design to Media Arts, Design, and Technology

Upon the recommendation of the Academic Senate and the concurrence of the Provost, I approve the Department Name Change from Communication Design to Media Arts, Design, and Technology effective immediately.

Policy Title:	EM 16-005
Contact:	College of Communication and Education
Supersedes:	N/A
Revision:	N/A
Enabling Legislation or Executive Order:	N/A

Major Unit Name Change

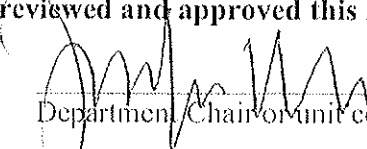
Current Name: Communication Design

Propose Name Change to: Media Arts, Design, and Technology

Rationale for Change (Note: If the rationale exceeds this space, attach additional pages):

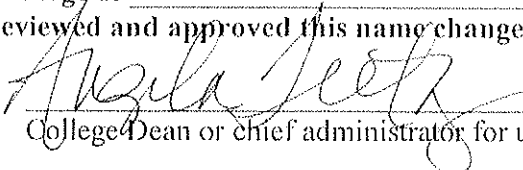
Signatures Required

The Department of Communication Design
has reviewed and approved this name change


Department Chair or unit coordinator, director, etc.

10/14/15
Date

The College of Communication and Education
has reviewed and approved this name change


College Dean or chief administrator for unit

10/16/15
Date

Send completed form to Curriculum Services at Undergraduate Education zip 680

Curriculum Review Completed

1/25/16
Date

Note: College Dean or chief administrator for unit will advertise the proposed name change to the campus community via a Memorandum Of Intent. The department will be notified of EPPC review date.

It is difficult for interested students, potential students, parents, and other community members to find our programs because Communication Design is not a common name for an academic department that houses similar programs. In addition, potential employers and graduate programs do not easily identify the name Communication Design with our programs. We are often confuse with Communication Arts and Sciences. Media Arts, Design, and Technology better represents our programs: Media Arts, Mass Communication Design, Graphic Design, Broadcasting, Instructional Design, and Web Design and Publishing. The Department conducted research on other similar programs across the United States and agree unanimously to change our name to Media Arts, Design, and Technology.

RESPONSE DUE: December 7, 2015

FROM: Angela Trethewey, Dean
College of Communication and Education

SUBJECT: Intention to Change Name
From: Communication Design
To: Media Arts, Design, and Technology

EXPLANATION: It is difficult for interested students, potential students, parents and other community members to find our programs because Communication Design is not a common name for an academic department that houses similar programs. In addition, potential employers and graduate programs do not easily identify the name Communication Design with our programs. We are often confused with Communication Arts and Sciences. Media Arts, Design, and Technology better represents our programs: Media Arts, Mass Communication Design, Graphic Design, Broadcasting, Instructional Design, and Web Design and Publishing. The Department conducted research on other similar programs across the United States and agreed unanimously to change our name to Media Arts, Design, and Technology.

Any responses or concerns about the above change should be directed to:

Liz Wasinger, ASC, College of Communication & Education

AND

Jennifer Meadows, Chair, Communication Design