

This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Provost's office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean's Office to the University Provost's Office [mailto: curriculumplanning@asu.edu]. The name change **may not** be implemented until the Provost's Office notifies the academic unit that the name change proposal has completed the approval process.

College/School/Institute: Herberger Institute for Design and the Arts
Department/Division/School: School of Arts, Media and Engineering
Proposing Faculty Group
(if applicable)
Program type: Undergraduate Concentration
Name of existing program: Digital Culture (Technological Entrepreneurship)
Proposed new name: Digital Culture (Graphic Information Technology)


Proposal Contact

Name: Kayla Elizondo **Title:** Education Coordinator
Phone number: 480-727-2849 **Email:** kelizond@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

College/School/Division Dean name:

Signature  **Date:** / / 20

College/School/Division Dean name:
(if more than one college involved)

Signature **Date:** / / 20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

University Approval(s)

Vice Provost for Graduate Education Name: _____

Signature: _____ **Date:** / / 20

Executive Vice President and Provost of the University Name: _____

Signature: _____ **Date:** / / 20

Name of existing program: Digital Culture (Technological Entrepreneurship)

Proposed new name: Digital Culture (Graphic Information Technology)

Program type: Undergraduate Concentration

If graduate/undergraduate degree or concentration is selected, indicate degree type and major (e.g., BA, MBA, PhD)
BA

Plan code(s) for the program:

If this is a degree program that has multiple concentrations, list all plan codes impacted.
HIDGCTEBA

Requested effective date: 2016-17

Select the catalog year for which students can begin applying into this program with the new name.

Note:

1. Name changes can only be implemented so as to be effective for a fall semester.
2. All existing and continuing students will be moved to the new name.
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

Briefly describe the proposed change and rationale for the change:

Program changes within Technological Entrepreneurship, who we worked with in our DC concentration, have led to an increase in courses from Graphic Information Technology (GIT). The name change will reflect that the concentration is actually driven by courses offered by GIT.

Discuss the impact of this change on current students and/or enrollment:

Current students enrolled in the Technological Entrepreneurship program will be notified by email regarding the program name change to Graphic Information Technology, prior to the change; in addition, students will be educated on the reason behind the name change and will be encouraged to voice any questions or concerns about the change. AME will ensure that the student understands that the name change will not impact the quality of their education. The program name change will make it more apparent to students what the major entails. The name is much more straightforward and makes it increasingly obvious that DC is working in conjunction with GIT. It will increase retention and impact enrollment by having a name that is closer related to what the major is. Students will not go into the major expecting a curriculum that is mostly entrepreneurship.