

This template is to be used only by programs that have received specific written approval from the University Provost's Office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual new degree program.

MASTER'S DEGREE PROGRAM

College/School: Herberger Institute for Design and the Arts
Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.
Department/Division/School: School of Arts, Media and Engineering (CAME)
Proposing faculty group (if applicable): N/A

Name of proposed degree program: Master of Science (MS) in Digital Culture
Proposed title of major: Digital Culture
Master's degree type: MS - Master of Science
 If Degree Type is "Other", provide degree type and proposed abbreviation:
Is a program fee required? Yes, a program fee is required.
Note: for more information about program fee requests, visit <https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees>
 Is the unit willing and able to implement the program if the fee is denied? Yes, we are able to implement the program.
Requested effective term and year: Fall 2021
 (The first semester and year for which students may begin applying to the program)

Delivery method and campus or location options: select all locations that apply

☐ Downtown Phoenix
 ☐ Polytechnic
 ☒ Tempe
 ☐ West
 ☐ Other:

☐ **Both on-campus and** ☐ ASU Online* - (check applicable campus(es) from options listed above)

☐ ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and [Philip Regier](#) (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process.

PROPOSAL CONTACT

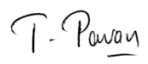

Name: Kayla Elizondo-Núñez **Title:** Education Coordinator
Phone number: 480-727-2849 **Email:** kelizond@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program.

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

College/School/Division Dean name: Pavan Turaga

Signature:		Date: 5/19/20
College/School/Division Dean name: (if more than one college involved)	Steven J. Tepper	
Signature:		Date: 5/19/2020

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

1. PURPOSE AND NATURE OF PROGRAM

A. Provide a brief program description

The MS in Digital Culture program is designed for practitioners, makers, and theorists in design, arts, and humanities who have an interest in software and system development and seek to enhance their practice through expanded engagement with interactive, embodied media design in an interdisciplinary environment. It should be noted that all project work seeks to develop the analytical skills required in design and execution - in all projects students are required to undertake background work so they are familiar with key works and current and projected trends. In this way, the program can be tailored to fit the needs of those students seeking more theoretical work suited to using the MS as a stepping-stone towards a PhD.

The program allows students to explore new avenues for real-time media creation that seek to go beyond current paradigms. Students of the program will use relevant technology, programming, and media, with the intent to better studies in the arts, sciences, and humanities. Coursework also explores current practices in various contexts (performance environments, health and wellbeing, social media and communication) as well as engineering-based approaches, such as in electronics, fabrication, and programming, to develop experiential systems with social impact.

The MS in Digital Culture will replace our current MA in Digital Culture program. Due to the computational skill required in coursework, a master of science is more appropriate. The MS will draw from current core courses and electives. New electives are typically added each semester and students can complete their 21 elective credits from any of these graduate elective courses.

B. Will concentrations be established under this degree program? ☐ Yes ☒ No
(Please provide additional concentration information in the curricular structure section – number 7.)

2. PROGRAM NEED

Explain why the university should offer this program (include data and discussion of the target audience and market).

The study of digital culture has application to technology-related industries as well as new approaches in culture and the arts. The state of Arizona is fast developing a new profile wherein technological innovation and modern culture play key roles. Looking beyond today's needs and technology, students and faculty will explore and create in the areas of the integration of human physical experience and computational practice-based methods. Arizona is becoming a hot spot for the technological arts, as seen by Wonderspaces in Scottsdale and the planning of a Meow Wolf installation/hotel in downtown Phoenix, both of which focus on multiroom, physically immersive art attractions/experiences. By providing graduates that can support and serve in the development of new technologies and their applications through the fusion of technology with cultural and aesthetic concerns, ASU is positioned as a leading media-development university.

The face of art and culture is rapidly changing with technology fully embedded into many aspects of this and other areas of life. Sharing of experiences, stories and media through web logs (blogs) and electronic communities; participatory art-making and creativity forums on the web; podcasting; portable recording and playback media;

creation and production on home computers; gaming; digital movies and effects; mediated public spaces and electronic design are only a few of the new activities that are defining and evolving cultures. Graduates of the Master of Science in Digital Culture will be prepared to assist in the establishment, evolution and proliferation of this culture at the state, national, and international level, contributing significantly to establishing the necessary cultural profile for attracting and maintaining the contemporary “creative class” that drives technology-based economies.

The target audience is makers and practitioners already in their respective fields who are looking for a way to augment and update their skills, as well as engage with other creatives in an interdisciplinary environment.

There is a growing demand for a Master of Science Degree from students currently in the BA in Digital Culture who would like to continue with more advanced studies. Of our graduated students from the Master of Arts in Digital Culture, 8 out of 14 came from the BA in Digital Culture. The Master of Science in Digital Culture would also provide an option for students who wish to customize the program with more theoretical work and plan to continue their research in doctoral studies. The MS in Digital Culture will admit students from a variety of backgrounds and we expect to admit students such as those we accept into our MA program; students have come from backgrounds in English, counseling, computer science, art, and design. With these transdisciplinary students and our variety of courses in programming, fabrication, and theory, students have the opportunity to customize their experience, while gaining digital culture concepts from their core courses.

The most recent Emsi reports indicate demand for positions requiring a master's degree in the digital arts to increase 8.9% over five years (2018-23); the median salary is \$35.02. Target occupations for applicants with a digital arts background include: software developers, 16.91% increase (93,198 openings), median hourly salary \$48.50; graphic designers, 4.08% increase (31,384 openings), median hourly salary \$20.62; web developers, increase of 9.81% (15,596 openings) and median hourly salary of \$28.19; computer user support specialists, increase of 8.4% (65,490 openings), median hourly salary \$24.22; and film and video editors, increase of 9.54% (5,110 openings), median hourly salary \$27.10.

Top posting companies for digital arts master's programs include: Oracle Corporation, 130,607 unique listings; Anthem, Inc., 115,588 unique listings; Virtual Vocations, 81,035 unique listings; Cybercoders, 43,614 unique listings; and Amazon, com., Inc., 33,421 unique listings.

3. IMPACT ON OTHER PROGRAMS

Attach any letters of collaboration or support from impacted programs (see checklist coversheet). Please submit as a separate document.

See Appendix III for Statements of Collaboration and Impact.

4. PROJECTED ENROLLMENT

How many new students do you anticipate enrolling in this program each year for the next five years?

Note: The Arizona Board of Regents (ABOR) requires that nine master's degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.

5-YEAR PROJECTED ANNUAL ENROLLMENT					
Please utilize the following tabular format	1 st Year	2 nd Year (Yr. 1 continuing + new entering)	3 rd Year (Yr. 1 & 2 continuing + new entering)	4 th Year (Yrs. 1, 2, 3 continuing + new entering)	5 th Year (Yrs. 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	12	20	30	40	55

5. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable)

Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.
N/A

6. STUDENT LEARNING OUTCOMES AND ASSESMENT

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact uoeee@asu.edu with any questions.

See Appendix II for Assessment Plans, approved by UOEEE.

7. CURRICULAR STRUCTURE

A. Curriculum Listing

Required Core Courses for the Degree			
Prefix and Number	Course Title	New Course?	Credit Hours
AME 520	Understanding Activity	No	3
AME 530	Experiential Media Studies I	No	3
AME 532	Media Synthesis	No	3
Section sub-total:			9
Electives			
<i>Students choose 21 credit hours from an approved course list. Other courses may be used with approval of the academic unit.</i>			
Prefix and Number	Course Title	New Course?	Credit Hours
AME 511	Advanced Interactive Sound	No	3
AME 515	Machine Vision and Pattern Recognition	Yes	3
AME 535	Mobile Development	No	3
AME 544	Media Installations	No	3
AME 570	Programming for Social and Interactive Media	No	3
AME 580	Practicum	No	6
AME 598	Topic: Musical Microcontrollers	No	3
AME 598	Topic: Creative Art Practice and Research	Yes	3
AME 598	Topic: Designing for Public Participation in Science	No	3
AME 598	Topic: Sensible Heatscapes	No	3
AME 598	Topic: Interactive Materials	No	3
AME 598	Topic: Interaction Design Practice and Theory II	No	3
AME 598	Topic: Site-Responsive Sonic Art	No	3
AME 598	Topic: Approaches to Light	No	3
AME 598	Topic: Reading the Algorithm	No	3
AME 598	Topic: Technologies of Representation	No	3
AME 598	Topic: Acousmatic Composition	No	3
AME 598	Topic: Enacting Performance Environments	No	3
AME 598	Topic: Rapid Prototyping through Somatic Research	No	3
AME 598	Topic: Science Fiction Studio: The Primer	No	3
AME 598	Topic: Responsive Environments	No	3
AME 598	Topic: Web Audio for Collaborative Situated Media	Yes	3
AME 598	Topic: Animating Virtual Worlds	No	3
AME 598	Topic: Interaction Design Research and Practice I	No	3
AME 598	Topic: Programming for the Internet of Things`	No	3

AME 598	Topic: Mobile Systems Architecture	No	3
AME 598	Topic: Socio-Technical Futures	No	3
AME 598	Topic: Expressive Robotics	No	3
AME 598	Topic: Spatial audio and VR for Martian Experiences	No	3
AME 598	Machine Learning for Media Arts	No	3
Section sub-total:			21
Culminating Experience(s) <i>E.g. – Capstone course, portfolio, written comprehensive exam, applied project, thesis (must be 6 credit hours with oral defense)</i>			Credit Hours
AME 593 Applied Project Under faculty guidance, students will develop a product, performance, app, installation, or other unique project that showcases student skill at the end of the program.			3
Section sub-total:			3
Total required credit hours			33

- List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc.).
- Omnibus numbered courses cannot be used as core courses.
- Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval. Courses that are new, but do not yet have a new number can be designated with the prefix, level of the course and X's (e.g. ENG 5XX or ENG 6XX).

B. Will concentrations be established under this degree program? ☐ Yes ☒ No

8. COURSES

A. Course Prefix(es): Provide the following information for the proposed graduate program.

- Will a new course prefix(es) be required for this degree program?

Yes ☐ No ☒

B. New Courses Required for Proposed Degree Program: Provide course prefix, number, title, credit hours and description for any new courses required for this degree program.

N/A

9. FACULTY, STAFF, AND RESOURCE REQUIREMENTS

A. Faculty

- Current Faculty** – Complete the table below for all current faculty members who will teach in the program. If listing faculty from an academic unit outside of the one proposing the degree, please provide a support statement from that unit.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Diana Ayton-Shenker	Professor of Practice	PHD	Humanities	low
Grisha Coleman	Assoc. Prof.	MFA	Movement/Dance	medium
Ed Finn	Assoc. Prof.	PhD	English	low
Lauren Hayes	Asst. Prof.	PhD	Music	medium
Todd Ingalls	Assoc. Director/ Assoc. Prof.	MA	Music	high

Suren Jayasuriya	Asst. Prof.	PhD	Engineering	medium
Stacey Kuznetsov	Asst. Prof.	PhD	Computer Science	low
Byron Lahey	Clinical Asst. Prof.	PhD	Arts	low
Robert LiKamWa	Asst. Prof.	PhD	Engineering	low
Tejaswi Linge-Gowda	Instructor	PhD	Computer Science	low
Donald Marinelli	Professor of Practice	PhD	Humanities	low
Ariane Middel	Asst. Prof.	PhD	Science	low
Stacey Moran	Asst. Prof.	PhD	Rhetoric	low
Adam Nocek	Asst. Prof.	PhD	Philosophy	low
Loren Olson	Clinical Assoc. Prof.	BS	Animation/Computer Science	low
Garth Paine	Assoc. Prof.	PhD	Music	low
Xin Wei Sha	Prof.	PhD	Mathematics	low
Christy Spackman	Asst. Prof.	PhD	Science	low
Kim Swisher	Lecturer	MM	Composition	low
Seth Thorn	Instructor	PhD	Music	low
David Tinapple	Assoc. Prof.	MFA	Arts	low
Pavan Turaga	Interim Director/ Assoc. Prof.	PhD	Engineering	high
Christian Ziegler	Asst. Prof.	MA	Media Arts	low

2. **New Faculty** - Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

No additional faculty are required for this program.

3. **Administration of the program** - Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The program will be administered by the Arts, Media and Engineering curriculum committee and a graduate admission committee. The admission committee evaluates applications and admits students. The curriculum committee oversees the program, makes curricular decisions, and assesses student progress.

- B. **Resource requirements needed to launch and sustain the program:** Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc.

No new facilities or resources are required for this program.

APPENDIX I
OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS

(This information is used to populate the [Graduate Programs Search](#)/catalog website.)

1. Proposed title of major: Digital Culture**2. Marketing description** (*Optional - 50 words maximum. The marketing description should not repeat content found in the program description.*)

The Master of Science in Digital Culture is designed for students interested in the computational arts. The program offers courses from a variety of disciplines, such as sound design, critical media theory, experiential media, and engineering. Students can pull from these courses to create a unique experience based on their background and interests.

3. Provide a brief program description (*catalog type (i.e. will appear in Degree Search) – no more than 150 words*):

The MS in digital culture program is designed for practitioners and makers in design and the arts who have an interest in software and system development and seek to enhance their practice through expanded engagement with interactive, embodied media design in an interdisciplinary environment. The program allows artists and designers to explore new avenues for real-time media creation that seek to go beyond current paradigms. Coursework also explores current practices in various contexts (performance environments, health and wellbeing, social media and communication) as well as engineering-based approaches to develop experiential systems with social impact.

4. Delivery/Campus Information Options:

On-campus only (ground courses and iCourses)

5. Campus(es) where program will be offered:

ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content.

Note: Office of the Provost approval is needed for ASU Online campus options.

☐ ASU Online only (all courses online and managed by ASU Online)

All other campus or location options (please select all that apply):

☐ Downtown Phoenix ☐ Polytechnic ☒ Tempe ☐ West ☐ Other: _____
☐ **Both on-campus and** ☐ ASU Online* - (check applicable campus(es) from options listed above)

Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and [Philip Regier](#) (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process.

6. Admission Requirements:

Applicants must fulfill the requirements of both the Graduate College and the Herberger Institute for Design and the Arts.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in a related field such as arts, humanities, design, media studies, computer science, engineering.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. three letters of recommendation
4. letter of intent

5. professional resume
6. portfolio
7. writing sample
8. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

Writing samples can include research writing, published articles, and other scholarly work.

Due to the transdisciplinary nature of the program, portfolio submissions will vary based on the prospective student's background. Materials may illustrate the types of skills the prospective student possess. Portfolios can be submitted in the form of a website, photos, video, PDFs, and other physical documentation. Examples include games they have designed and programmed, music they have composed, performances (submitted as video), and websites they have created or programmed.

The letter of intent should explain the how the student's educational, professional, and personal experiences inform their research and creative interests, and should elaborate on any aspect of their background that supports candidacy to the School of Arts, Media and Engineering.

7. Application Review Terms (if applicable session):

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.

Note: It is the academic unit's responsibility to display program deadline dates on their website.

Terms	Years	University Late Fee Deadline
<input checked="" type="checkbox"/> Fall (regular)	(year): 2021	July 1st
<input type="checkbox"/> Session B	(year):	October 1st
<input type="checkbox"/> Spring (regular)	(year):	December 1st
<input type="checkbox"/> Session B	(year):	February 8th
<input type="checkbox"/> Summer (regular)	(year):	May 14th
<input type="checkbox"/> Summer B	(year):	May 14th
<i>Note: Session B is only available for approved online programs.</i>		

Program admission deadlines website address: <https://artsmediaengineering.asu.edu/degree-programs/digital-culture-ma>

8. Curricular Requirements:
Curricular Structure Breakdown for the Academic Catalog:

(To be completed by the Graduate College)

Required Core (9 credit hours)

AME 520 Understanding Activity (3)
 AME 530 Experiential Media Studies I (3)
 AME 532 Media Synthesis (3)

Electives (21 credit hours)
Culminating Experience (3 credit hours)

AME 593 Applied Project (3)

9. Comprehensive Exams:

Master's Comprehensive Exam (when applicable), please select from the appropriate option.

N/A

10. Allow 400-level courses: ☒ **Yes** ☐ **No**

Note: No more than 6 credit hours of 400-level coursework may be included on a graduate student plan of study.

11. Committee:

Required number of thesis committee members (must be at least 3 including chair or co-chairs): N/A

Required number of non-thesis option committee members (must be a minimum of one): 1

12. Keywords: List all keywords that could be used to search for this program. Keywords should be specific to the proposed program – limit 10 keywords.

Interactive, art, experimental, experiential, engineering, technology, design, media, computer science, interdisciplinary

13. Area(s) of Interest

A. Select one (1) primary area of interest from the list below that applies to this program.

- | | | | |
|-------------------------------------|---|--------------------------|--|
| <input type="checkbox"/> | Architecture & Construction | <input type="checkbox"/> | Interdisciplinary Studies |
| <input type="checkbox"/> | Arts | <input type="checkbox"/> | Law & Justice |
| <input type="checkbox"/> | Business | <input type="checkbox"/> | Mathematics |
| <input type="checkbox"/> | Communication & Media | <input type="checkbox"/> | Psychology |
| <input type="checkbox"/> | Education & Teaching | <input type="checkbox"/> | STEM |
| <input checked="" type="checkbox"/> | Engineering & Technology | <input type="checkbox"/> | Science |
| <input type="checkbox"/> | Entrepreneurship | <input type="checkbox"/> | Social and Behavioral Sciences |
| <input type="checkbox"/> | Health & Wellness | <input type="checkbox"/> | Sustainability |
| <input type="checkbox"/> | Humanities | | |

B. Select one (1) secondary area of interest from the list below that applies to this program.

- | | | | |
|-------------------------------------|---|--------------------------|--|
| <input type="checkbox"/> | Architecture & Construction | <input type="checkbox"/> | Interdisciplinary Studies |
| <input checked="" type="checkbox"/> | Arts | <input type="checkbox"/> | Law & Justice |
| <input type="checkbox"/> | Business | <input type="checkbox"/> | Mathematics |
| <input type="checkbox"/> | Communications & Media | <input type="checkbox"/> | Psychology |
| <input type="checkbox"/> | Education & Teaching | <input type="checkbox"/> | STEM |
| <input type="checkbox"/> | Engineering & Technology | <input type="checkbox"/> | Science |
| <input type="checkbox"/> | Entrepreneurship | <input type="checkbox"/> | Social and Behavioral Sciences |
| <input type="checkbox"/> | Health & Wellness | <input type="checkbox"/> | Sustainability |
| <input type="checkbox"/> | Humanities | | |

14. Contact and Support Information:

Office Location (Building Code & Room):	Stauffer B 217
Campus Telephone Number: (may not be an individual's number)	480-965-9438
Program Email Address: (may not be an individual's email)	AMEED@asu.edu
Program Website Address: (if one is not yet created, use unit website until one can be established)	https://artsmediaengineering.asu.edu/
Program Director (Name):	Pavan Tragi
Program Director (ASURITE):	pturaga
Program Support Staff (Name):	Kayla Elizondo-Núñez

Program Support Staff (ASURITE):	kelizond
Admissions Contact (Name):	Kayla Elizondo-Núñez
Admissions Contact (ASURITE):	kelizond

- 15. Application and iPOS Recommendations:** List the Faculty and Staff who will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Kayla Elizondo-Núñez	kelizond	yes	yes

APPENDIX II

Assessment Plan

MS in Digital Culture

MS1565025454
Approved

HI-Herberger Institute
for Design and the Arts

Mission

The School of Arts, Media and Engineering offers an MS in Media Arts and Sciences, which is jointly conferred by the Herberger Institute for Design and the Arts and the Ira. A. Fulton Schools of Engineering. MAS MS students research experiential media, studying the integration of the human physical experience with computation and digital media. We strive to create, and communicate in a hybrid physical-digital world and prepare new media and digital culture experts in the arts, design, sciences, and engineering. Through collaborative discovery and team-based research, we seek to improve the human condition, producing hybrid systems and models that evolve human ability, facilitate learning, enhance scientific discovery, advance communication, empower creativity, assist the disadvantaged, and improve quality of life.

Outcome 1

Students will be prepared to evaluate historic and modern issues surrounding media arts and sciences enabling them to conceptualize potential issues facing an establishment and provide creative solutions.

Concepts

Students will utilize knowledge of experiential media, verbal and written communication, analysis of information, critical analysis, and academic writing to construct cultural and theoretical awareness of media arts and sciences.

Competencies

Students will develop competence in knowledge construction & intellectual fusion.

Assessment Process: Review AME 530 grading rubric for the final research paper and gather grades for MS in Digital Culture students. Review AME 530 class evaluation.

Measure 1

Overall performance on final research paper in AME 530 Experiential Media Studies I, as evaluated by faculty-developed grading rubric.

Performance Criterion 1

80% of students will earn a level of satisfactory or better (equivalent to a B) on final research paper in AME 530 Experiential Media Studies I, as evaluated by faculty-developed grading rubric

Measure 2

Overall student reported effectiveness of AME 530 Experiential Media Studies I on class evaluation

Performance Criterion 2

students will rate AME 530 a minimum of 3.5/5.0 based on student evaluations of the course

Outcome 2

Students of the media arts and sciences program will prove expertise in developing new media systems through project creation and follow-through, creative problem solving in design, and collaboration in project design.

Last Action:
October 15, 2020 9:17 AM

Last User:
Kayla Elizondo (kelizond)

MS in Digital Culture

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Concepts

Students will elaborate skills in design methods, responsive media, system development and knowledge of computational thinking.

Assessment Process: Review AME 593/532 grading rubric for the final applied project and gather grades for MS in Digital Culture students.

Measure 1

Overall performance on final project for AME 593 Applied Project, as evaluated by faculty-developed grading rubric.

Performance Criterion 1

80% of students will earn a level of satisfactory or better (equivalent to a B) on the final applied project, as evaluated by faculty-developed grading rubric.

Measure 2

Overall performance on final project for AME 532 Media Synthesis.

Performance Criterion 2

80% of students will earn a level of satisfactory or better (equivalent to a B) or better on the final project, as evaluated by faculty-developed grading rubric.

Outcome 3

Graduates of the master's program will be able to adapt transdisciplinary knowledge construction beyond the classroom including design concept, media creation, and project management for organizations.

Concepts

Students will demonstrate ability to translate knowledge, make connections among disciplines, and evaluate their professional competencies.

Assessment Process: Send out department survey to faculty and students and gather results for review.

Measure 1

At the end of each semester, graduating students will be surveyed by UOEEE using the Graduate and Law Student Report Card to determine their preparedness to work in a professional environment as measured by professional development and career preparation.

Performance Criterion 1

75% of students will respond they were satisfied or very satiated with the 1) professional development and the 2) career preparation they received at ASU.

Competencies

Students will elaborate on competence in critical thinking, effective communication, and knowledge translation

Last Action:
October 15, 2020 9:17 AMLast User:
Kayla Elizondo (kelizond)

MS in Digital Culture

MS1565025454

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HI-Herberger Institute
for Design and the Arts

Measure 2

Faculty will assess student preparedness at the end of the first semester, development at the end of the third semester, and professional qualifications upon graduation using a program-custom assessment rubric.

Performance Criterion 2

75% of students will develop and demonstrate adequate or better skills and knowledge necessary for professional or continued academic success in fields related to Media Arts and Sciences.

APPENDIX III**Statements of Collaboration and Impact****Herberger Institute for Design and the Arts – Official Submission**

From: [Kathryn Maxwell](#)
To: [Amanda Morales-Calderon](#); [Erin Froncek](#)
Cc: [Curriculum Planning](#)
Subject: MS DC proposal
Date: Wednesday, May 20, 2020 12:12:23 PM
Attachments: [MS DC.docx](#)
[MS DC Director Letter of Support.docx](#)

Hi Amanda,
Hope you are well.

I am attaching the Master of Science Digital Culture proposal form. I have also attached a letter of support from the Interim Director of AME.

I am in the process of obtaining new impact statements from CISA, The College, Fulton and New college as the originals were requested under an incorrect degree name. Once I have those together, I will send, however, I wanted to get the proposal in for at least the first look.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Student Success
Professor of Printmaking

ASU Herberger Institute for Design and the Arts
Dixie Gammage Hall, Rm. 132
PO Box 872102
Tempe, AZ 85287-2102
p: 480.965.0050
f: 480.727.6529

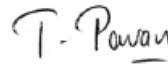
School of Arts, Media and Engineering



To who it may concern,

I wholeheartedly support the creation of the M.S. degree in Digital Culture. The M.S. degree will help us attract students seeking STEM oriented coursework coming from non-STEM backgrounds. Thus, it would go a long way in helping us increase the reach and impact of our course and curriculum.

Sincerely,



Pavan Turaga
Interim Director
School of Arts, Media and
Engineering

Herberger Institute for Design and the Arts
Ira A. Fulton Schools of Engineering
School of Arts, Media and Engineering

PO Box 878709 Tempe, AZ 85287-8709
(480) 965-9438 Fax: (480) 965-0961
<http://ame.asu.edu>

The College of Liberal Arts and Sciences

Hi Kathryn,

Despite the change in name, our statement of impact stands. I think there are some good opportunities as well for cross listing courses with our Digital Humanities certificate.

All the best,
Jeffrey

Jeffrey J Cohen
Dean of Humanities
The College of Liberal Arts and Sciences at Arizona State University

From: Kathryn Maxwell <K.Maxwell@asu.edu>
Date: Wednesday, May 20, 2020 at 4:17 PM
To: "Jeffrey Cohen (Dean)" <Jeffrey.J.Cohen@asu.edu>
Cc: Kathryn Maxwell <K.Maxwell@asu.edu>
Subject: request for impact statement

Dear Dean Cohen:

The School of Arts, Media and Engineering requested an impact statement from Humanities one year ago for a proposed Master of Science in Media Arts and Design. This was granted under that name. (Please see attached.) The unit was incorrect in the name of the degree which is the Master of Science in Digital Culture. This is the same proposal with the correct degree title. It will replace the MA in Digital Culture. I have attached the original proposal you would have received for the incorrectly named MS in Media Arts and Sciences.

Would you please be so kind as to supply an impact statement for the MS DC so I can complete the revised packet for review?

Thank you for your assistance.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Student Success
Professor of Printmaking

ASU Herberger Institute for Design and the Arts

Dixie Gammage Hall, Rm. 132
PO Box 872102
Tempe, AZ 85287-2102
p: 480.965.0050
f: 480.727.6529

New College of Interdisciplinary Arts and Sciences

Hi Kathryn,

Please see below. Thank you, Patty

Patricia Friedrich, PhD
She, Her, Hers
Associate Dean of Academic Programs and Faculty Affairs,
New College of Interdisciplinary Arts and Sciences
Professor of Sociolinguistics,
School of Social and Behavioral Sciences



Arizona State University
P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Scott Barclay <Scott.W.Barclay@asu.edu>
Date: Friday, May 22, 2020 at 2:18 PM
To: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Cc: Scott Barclay <Scott.W.Barclay@asu.edu>, Nicole Roberts <Nicole.A.Roberts@asu.edu>
Subject: FW: request for impact statement

The School of Social and Behavioral Sciences in the New College of Interdisciplinary Arts and Sciences is supportive of the introduction of the Master of Science in Digital Culture, which is to be taught by the School of Arts, Media and Engineering under the auspices of the Herberger Institute for Design and the Arts. We identify no negative impact on our current programs or courses from this proposed action.

Scott Barclay
Director and Professor
School of Social and Behavioral Sciences



Arizona State University
New College of Interdisciplinary Arts and Sciences
"A small college experience with major university resources"

Scott.W.Barclay@asu.edu
602-543-8577

From: Kathryn Maxwell <K.Maxwell@asu.edu>
Date: Wednesday, May 20, 2020 at 4:34 PM
To: Patricia Friedrich <Patricia.Friedrich@asu.edu>

Cc: Kathryn Maxwell <K.Maxwell@asu.edu>

Subject: request for impact statement

Dear Patricia:

The School of Arts, Media and Engineering requested an impact statement from New College one year ago for a proposed Master of Science in Media Arts and Design. This was granted under that name. (Please see attached.) The unit was incorrect in the name of the degree which is the Master of Science in Digital Culture. This is the same proposal with the correct degree title. It will replace the MA in Digital Culture. I have attached the original proposal you would have received for the incorrectly named MS in Media Arts and Sciences.

Would you please be so kind as to supply an impact statement for the MS DC so I can complete the revised packet for review?

Thank you for your assistance.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Student Success
Professor of Printmaking

ASU Herberger Institute for Design and the Arts

Dixie Gammage Hall, Rm. 132

PO Box 872102

Tempe, AZ 85287-2102

p: 480.965.0050

f: 480.727.6529

Ira A. Fulton Schools of Engineering

Dear Kathryn,

Thank you for the note and updated proposal. FSE does not have any concerns with this proposal. Good luck!

-- Kyle Squires

From: Kathryn Maxwell <K.Maxwell@asu.edu>

Sent: Wednesday, May 20, 2020 4:27 PM

To: Kyle Squires <squires@asu.edu>

Cc: Kathryn Maxwell <K.Maxwell@asu.edu>

Subject: request for impact statement

Dear Dean Squires:

The School of Arts, Media and Engineering requested an impact statement from Engineering one year ago for a proposed Master of Science in Media Arts and Design. This was granted under that name. (Please see attached.) The unit was incorrect in the name of the degree which is the Master of Science in Digital Culture. This is the same proposal with the correct degree title. It will replace the MA in Digital Culture. I have attached the original proposal you would have received for the incorrectly named MS in Media Arts and Sciences.

Would you please be so kind as to supply an impact statement for the MS DC so I can complete the revised packet for review?

Thank you for your assistance.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Student Success
Professor of Printmaking

ASU Herberger Institute for Design and the Arts

Dixie Gammage Hall, Rm. 132

PO Box 872102

Tempe, AZ 85287-2102

p: 480.965.0050

f: 480.727.6529

College of Integrative Sciences and Arts

Kathryn,

CISA is delighted to support HIDA's proposal to change the name of the degree to MS in Digital Culture.

Best,
Duane

Duane Roen
Vice Provost, Polytechnic campus
Dean, College of Integrative Sciences and Arts
Arizona State University
Mail Code: 2780
7271 E Sonoran Arroyo Mall
Mesa, AZ 85212-6415
P: 480-727-1415

From: Kathryn Maxwell
Sent: Wednesday, May 20, 2020 4:04 PM
To: Duane Roen (Dean) <Duane.Roen@asu.edu>
Cc: Kathryn Maxwell <K.Maxwell@asu.edu>
Subject: request for impact statement

Dear Dean Roen:

The School of Arts, Media and Engineering requested an impact statement from CISA one year ago for a proposed Master of Science in Media Arts and Design. This was granted under that name. (Please see attached.) The unit was incorrect in the name of the degree which is the Master of Science in Digital Culture. This is the same proposal with the correct degree title. It will replace the MA in Digital Culture. I have attached the original proposal you would have received for the incorrectly named MS in Media Arts and Sciences.

Would you please be so kind as to supply an impact statement for the MS DC so I can complete the revised packet for review?

Thank you for your assistance.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Student Success
Professor of Printmaking

ASU Herberger Institute for Design and the Arts
Dixie Gammage Hall, Rm. 132
PO Box 872102
Tempe, AZ 85287-2102
p: 480.965.0050
f: 480.727.6529

College of Global Futures

From: Christopher Boone <Christopher.G.Boone@asu.edu>
Date: Tuesday, November 10, 2020 at 12:26 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: RE: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Dear Stephani,

The College of Global Futures is happy to support this proposal for the MS in Digital Culture.

Chris

Christopher Boone
Dean, College of Global Futures
Professor, School of Sustainability

 **College of
Global Futures™**
Arizona State University

<https://collegeofglobalfutures.asu.edu/>

PO Box 875502, Tempe, AZ 85287-5502

Executive Assistant: Lorraine.Protocollo@asu.edu

480-965-2236

The College of Global Futures embraces ASU's mission as being a comprehensive public research university,

measured not by whom it excludes, but rather by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. We support and foster a culture of inclusiveness, tolerance, and respect that promotes equal opportunity and diversity among faculty, staff, and students and through our engagement with diverse communities within and beyond the University.

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Tuesday, November 10, 2020 11:54 AM
To: Christopher Boone <Christopher.G.Boone@asu.edu>
Subject: Re: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello I am bumping this in your queue to make sure you do not have any concerns about this degree creation in the School of Arts Media and Engineering.

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



COVID-19 Resources for Students

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Monday, October 12, 2020 at 11:47 AM
To: Christopher Boone <Christopher.G.Boone@asu.edu>
Subject: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello! Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

Certificate in Complex Adaptive Systems Science
PhD in Sustainability (Complex Adaptive Systems Science)
MSUS in Sustainability Solutions
MA in Sustainability
PhD in Sustainability
Certificate in Sustainability

MS in Sustainability
MA in Applied Ethics (Science, Tech and Ethics)
MS in Global Technology and Development (Applied International Development)
MS in Global Technology and Development
PhD in Human and Social Dimensions of Science and Technology
MS in Public Interest Technology
MSTP in Science and Technology Policy
Certificate in Global Development and Innovation
Certificate in Responsible Innovation in Science
Certificate in Nonfiction Writing and Publishing

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



COVID-19 Resources for Students

Edson College of Nursing and Health Innovation

From: Katherine Kenny <Katherine.Kenny@asu.edu>
Date: Monday, November 16, 2020 at 10:02 AM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: RE: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Dear Stephani – thank you for providing the proposal for MS Digital Culture for review by the Edson College. I've reviewed with faculty and program coordinators and we do not see competition nor negative impact on our MS Simulation degree. We would like to offer the opportunity for your students to take two of our courses as electives if they are interested in health simulation

HCS 501: Foundations in Healthcare Simulation

HCS 503: Principles of Operations Management in Healthcare Simulation

On behalf of the Edson College of Nursing and Health Innovation, we support your proposal. Best to you as you move through the University approval process.

Kathy

Katherine (Kathy) Kenny, DNP, RN, ANP-BC, FAANP, FAAN
Associate Dean of Academic Affairs
Clinical Professor



500 North 3rd Street | Phoenix, AZ 85004
Ph: 602.496.1719 katherine.kenny@asu.edu
<https://nursingandhealth.asu.edu>

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Monday, October 12, 2020 at 11:49 AM
To: Katherine Kenny <Katherine.Kenny@asu.edu>
Subject: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

MS in Health Care Simulation

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



COVID-19 Resources for Students

Walter Cronkite School of Journalism and Mass Communication

From: Kristin Gilger <Kristin.Gilger@asu.edu>
Date: Tuesday, October 20, 2020 at 2:16 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: RE: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

We have no objections to the proposal. However, the proposal says "See Appendix III for complete list of electives," but there is no Appendix III. If you're including electives outside your unit, I'd like to request adding MCO 561 Defining the Digital Audience.

Kristin Gilger
Interim Dean
Reynolds Professor in Business Journalism
Walter Cronkite School of Journalism and Mass Communication
480-273-6128
@kristingilger
<http://cronkite.asu.edu>
<http://businessjournalism.org>

Co-author: ["There's No Crying in Newsrooms: What Women Have Learned about What It Takes to Lead"](#)

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Monday, October 12, 2020 11:56 AM
To: Kristin Gilger <Kristin.Gilger@asu.edu>
Subject: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

MS in Digital Audience Strategy
Master of Mass Communication
MS in Business Journalism
Certificate in Digital Audiences
PhD in Journalism and Mass Communication
Master of Mass Communication
MA in Sports Journalism
MA in Investigative Journalism

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



COVID-19 Resources for Students

W. P. Carey School of Business

From: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Date: Tuesday, October 13, 2020 at 7:34 AM
To: Stephani Etheridge Woodson <swoodson@asu.edu>, "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Subject: Re: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hi Stephani,

These statements are supposed to route "the dean" to "the dean," so I've added Steven here. We have no objections to the degree change from MA to MS and expect no cannibalization with the degrees noted below.

Warm regards,
Amy

Amy Hillman, PhD
Professor and Charles J. Robel Dean
Arizona State University | W. P. Carey School of Business
amy.hillman@asu.edu | Ph: 480.965.3402

wpcarey.asu.edu | news.wpcarey.asu.edu



Where Business is Personal®

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Monday, October 12, 2020 at 11:51 AM
To: Amy Hillman <AMY.HILLMAN@asu.edu>
Subject: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

MBA in Business Administration (Information Systems Management)
MS in Information Systems Management
MBA in Business Administration (Business Analytics)
PhD in Computer Information Systems

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



[COVID-19 Resources for Students](#)

Thunderbird School of Global Management

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Date: Wednesday, October 14, 2020 at 10:49 AM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: Re: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hi Stephani:

Thunderbird is happy to support your new MS in Digital Culture. We wish you all the success in launching this "new" program.

Lena

Lena C. Booth, Ph.D. | Associate Dean of Graduate Programs and Finance Professor | Thunderbird School of Global Management | 400 E Van Buren, Suite 800 | Phoenix, AZ 85004 | Phone: 602-496-7061 |
Email: lena.booth@thunderbird.asu.edu | Website: <http://www.thunderbird.edu>

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Times Higher Education/Wall Street Journal 2019



Thunderbird is a unit of the Arizona State University Enterprise

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Monday, October 12, 2020 at 11:50 AM
To: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Subject: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

MGM in Global Management (Creative Industries and Design Thinking)
MGM in Global Management (Data Science)
MGM in Global Management (Digital Audience Strategy)
MGM in Global Management (Global Digital Transformation)

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



COVID-19 Resources for Students

Mary Lou Fulton Teachers College

From: "Carole Basile (Dean)" <Carole.Basile@asu.edu>
Date: Monday, October 12, 2020 at 12:53 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: Re: Letter of Support or Concern with Herberger Institute MS in Digital Culture

We do not have any concerns about the renaming of the program. We do not foresee any impact.
Thanks. cb

Carole G. Basile
Dean
Arizona State University
Mary Lou Fulton Teachers College
[P.O. Box 871811, Tempe, AZ 85281-1811](mailto:Carole.Basile@asu.edu)

O: [480.965.3463](tel:480.965.3463) | M: [480.310.6887](tel:480.310.6887)

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Monday, October 12, 2020 at 11:52 AM
To: Carole Basile <Carole.Basile@asu.edu>
Subject: Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

PhD in Educational Technology
Certificate in Technology for Teaching and Learning
MEd in Learning Design and Technologies
MA in Learning Sciences
PhD in Learning, Literacies and Technologies
Certificate in Online Teaching for Grades K-12

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

 **Herberger Institute for
Design and the Arts**
Arizona State University

[COVID-19 Resources for Students](#)

Sandra Day O'Connor College of Law

From: Tamara Herrera <Tamara.Herrera@asu.edu>
Date: Tuesday, October 13, 2020 at 3:41 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: RE: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello Stephani,

The College of Law has reviewed the attached proposal for an MS in Digital Culture and supports this proposal.

Please let us know if you need anything additional.

Best,
Tamara

Tamara Herrera

Associate Dean of Faculty Development

Clinical Professor of Law

Sandra Day O'Connor College of Law

Arizona State University

111 E. Taylor Street

Phoenix, Arizona 85004-4467

tamara.herrera@asu.edu

480-727-7194

From: Stephani Etheridge Woodson <swoodson@asu.edu>

Sent: Monday, October 12, 2020 11:53 AM

To: Tamara Herrera <Tamara.Herrera@asu.edu>

Subject: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

Certificate in Law, Science, and Technology
LLM in Laws
MLS in Legal Studies

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

 **Herberger Institute for
Design and the Arts**
Arizona State University

[COVID-19 Resources for Students](#)

College of Health Solutions

From: "Deborah Helitzer (Dean)" <Deborah.Helitzer@asu.edu>
Date: Monday, October 12, 2020 at 2:27 PM
To: "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Cc: Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: Re: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

I am responding to a request from Stephani Woodson for provide support for a new degree in Digital Culture. The College of Health Solutions is happy to lend its support to your proposal.

Thanks,

Deborah
Deborah L. Helitzer, Sc.D.
Dean and Professor
College of Health Solutions
Arizona State University
550 North 3rd Street
Phoenix AZ 85004
602.496.2511
deborah.helitzer@asu.edu

Web: chs.asu.edu

For appointments and information, please contact Daniel Eckstrom (Daniel.Eckstrom@asu.edu)



From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Monday, October 12, 2020 at 11:54 AM
To: "Deborah Helitzer (Dean)" <Deborah.Helitzer@asu.edu>
Subject: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

DBH in Behavioral Health
MAS in Health Informatics
PhD in Speech and Hearing Science

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers



Watts College of Public Service and Community solutions

From: William Terrill <wcterrill@gmail.com>

Date: Tuesday, October 13, 2020 at 11:02 AM

To: Stephani Etheridge Woodson <swoodson@asu.edu>

Subject: Re: Request for a Letter of Support or Concern with Herberger Institute MS in Digital Culture

Good Afternoon Stephanie,

The Watts College of Public Service and Community Solutions is supportive of your proposed MS in Digital Culture.

If there is anything else I can assist with please do not hesitate to let me know.

Best regards,

Bill

William Terrill, PhD
Arizona State University
Associate Dean, Watts College of Public Service and Community Solutions
Professor, School of Criminology & Criminal Justice
Co-Editor, *Policing: A Journal of Policy & Practice*

On Mon, Oct 12, 2020 at 11:55 AM Stephani Etheridge Woodson <swoodson@asu.edu> wrote:

Hello!

Arts, Media and Engineering is moving its MA in Digital Culture to a MS in Digital Culture to more appropriately recognize the work and learning happening in that degree frame. We have received permission to disestablish the MA and are now seeking your input/support on our "new" degree. The graduate college suggests that the below programs might be impacted, so we are reaching out for your input.

MPP in Public Policy (Science and Technology Policy)
MA in Emergency Management and Homeland Security (Cybersecurity Policy and Management)
MA in Emergency Management and Homeland Security (Homeland Security)
MS in Program Evaluation and Data Analytics

with appreciation, Stephani

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

 **Herberger Institute for
Design and the Arts**
Arizona State University

[COVID-19 Resources for Students](#)

(NEW GRADUATE INITIATIVES)
PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

☒ **Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at:**

<https://provost.asu.edu/curriculum-development>.

☒ **Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**

- Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
- For questions regarding proposing new courses, send an email to: courses@asu.edu

☒ **Prepare the applicable proposal template and operational appendix for the proposed initiative.**

☒ **Obtain letters or memos of support or collaboration (if applicable).**

- when resources (faculty or courses) from another academic unit will be utilized
- when other academic units or degree programs may be impacted by the proposed request
- if the program will have an online campus option support will be required from the Provost's office and ASU Online. *(Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.)*

☒ **Obtain the internal reviews/approvals of the academic unit.**

- internal faculty governance review committee(s)
- academic unit head (e.g. Department Chair or School Director)
- academic unit Dean or their designee (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations

All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that Graduate Education strongly recommends that academic units establish after the program is approved for implementation.

☒ **Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

☒ **Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook, provided to students when they are admitted to the degree program and published on the website for the new degree, gives students this information. To be included in the handbook are the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and a link to the Graduate Policies and Procedures website: http://graduate.asu.edu/faculty_staff/policies.