

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 Office of the University Provost 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 Office of the University Provost [[mailto: curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)]. The name change **may not** be implemented until the Office of the University Provost 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: Dean's Office
Proposing Faculty Group
(if applicable):

Proposal Contact

Name:	Stephani Etheridge Woodson	Title:	Director, Design and Arts Corps
Phone Number:	4808613438	Email:	swoodson@asu.edu

Existing Program Information

Program Type:	Certificate	Academic Level:	Graduate
Degree Type:	Certificate <i>If other specify</i> _____		
Name:	Socially Engaged Practice in Design and the Arts	Concentration (if applicable)	()

Proposed Program Name

Name:	Community-Engaged Practices in Design and the Arts	Concentration (if applicable)	()
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Plan code(s) for the program:

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

HISEPGRCT

Requested effective date: Fall 2021

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:

Changing the certificate name will 1) Reflect the diversity of community-engaged practices across multiple disciplines and Herberger Institute schools (Socially Engaged Practice is a specific form of community-engaged practice used in the Visual Arts); 2) Address transformations across the arts and design industries such that the new name will be a solid value-add for student job placements; 3) Appeal to a larger student constituency in order to expand enrollment and support recruitment efforts; and, 4) Reflect the ASU Charter and further the Herberger Institute mission.

The certificate as it currently exists is low enrollment with confusing pathways and an abundance of approved courses that are no longer offered. The current name too reflects a focus on the visual arts rather than serving the multiple degrees and disciplines offered in the Herberger Institute (see, for example: <https://www.nytimes.com/2016/02/07/education/edlife/social-practice-degrees-take-art-to-a-communal-level.html>).

Advisors in the Herberger Institute Office of Student Success report that students find the name confusing, do not understand what it signifies and are not able to leverage the certificate in job placements after graduation. Data from the Strategic National Arts Alumni Project shows that almost 85 percent of arts and design alumni find themselves working in locations for which they did not train (<http://snaap.indiana.edu/usingSNAAPData/valueForTheField/reports.cfm>) and the Bureau of Labor Statistics reports that the average tenure for workers in their job placement is 4.2 years (younger workers have an even smaller tenure) (<https://www.bls.gov/news.release/tenure.nr0.htm>).

In order to serve the needs of a changing marketplace and to focus on transferable skills this certificate focuses on how to leverage the creative industries in partnership with multiple institutions, industries and environments. Paying particular attention to soft skills (communication, pluralism, professionalism, context-specific residencies, etc.) and to more strategic skills (creative project planning, management, creative measurement, etc.) the certificate provides students real world experiences with community partners. However, the current name does not reflect the diversity of the placements nor speak to community-engagement beyond narrow visual art frames. The new name will be simple to understand for both community and industry partners and students and provide value to all constituencies and disciplines (including those external to the Herberger Institute).

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

The name change will serve students across the Herberger Institute better while also clarifying the certificate focus, and will grow enrollment. Herberger will have a communication plan in place to notify current students and applicants that the last time students will be able to complete the program with the old name will be Summer 2021.

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:



Stephani Etheridge Woodson.

Signature _____ Date: 10/2/2020

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)

Graduate College (if applicable)
Name:

Elizabeth Wentz



Signature: _____ Date: 4 / 6 / 21

Office of the University Provost
Name: _____

Signature: _____ Date: / / 20

Watts College of Public Service and Community Solutions - Statement of Support

From: [Stephani Etheridge Woodson](#)
To: [Curriculum Planning](#)
Cc: [Kimberly Fullerton](#)
Subject: FW: Requesting a letter of support for the rename of our certificate HISEPGRCT
Date: Friday, February 5, 2021 2:40:41 PM
Attachments: [image001.png](#)
[image002.png](#)

Please see the below statement from watts,

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: William Terrill <wcterrill@gmail.com>
Date: Friday, February 5, 2021 at 1:07 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Christine Buzinde <Christine.Buzinde@asu.edu>
Subject: Re: Requesting a letter of support for the rename of our certificate

Hi Stephani,

No objections from Watts, we support. Thanks, 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 Fri, Feb 5, 2021 at 12:37 PM Stephani Etheridge Woodson <swoodson@asu.edu> wrote:

Hello Christine and I met earlier this week and the School of Community Resources and Development (CRD) no longer has any concerns about overlap (we also had a lovely conversation

and look forward to plotting together in the future). I was hoping to follow up with you to get a statement from you all for the graduate college (and ultimately CAPC). The grad college will not move forward until they hear directly from you that you all no longer have any objections.

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
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[COVID-19 Resources for Students](#)