UNIVERSITY
OF MIAMI
FACULTY SENATE

Faculty Senate Office
Ashe Administration Building, #325
1252 Memorial Drive
Coral Gables, FL 33146

facsen@miami.edu
web site: www.miami.edu/fs
P: 305-284-3721
F: 305-284-5515

MEMORANDUM

To: Julio Frenk, President

From: Tomás A. Salerno
             Chair, Faculty Senate

Date: April 1, 2019

Subject: Faculty Senate Legislation #2018-55(B) – Create a Department of Interactive Media,
             School of Communication

****

The Faculty Senate, at its March 27, 2019 meeting, voted to unanimously approve the School of Communication's proposal to create a Department of Interactive Media effective fall 2020. In the interim, the existing department of Cinema and Interactive Media and the new department of Interactive Media will co-exist, allowing for the existing department to determine a new name.

The Faculty Senate does not approve budget concepts, therefore no budget information is included here.

This legislation is now forwarded to you for your action.

TAS/rh

Enclosure

cc: Jeffrey Duerk, Provost and Executive Vice President for Academic Affairs
       Gregory J. Shepherd, Dean, School of Communication
       Kim Grinfeder, Director and Associate Professor, MFA in Interactive Media

CAPSULE: Legislation #2018-55(B) – Create a Department of Interactive Media, School of Communication

APPROVED: _____ DATE: 4/24/19
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Gregory Shepherd

EFFECTIVE DATE OF LEGISLATION: _____IMMEDIATELY_____
(pending any additional approval by the Board of Trustees)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

UNIVERSITY OF MIAMI

Proposal Submission Checklist

Proposals are to be submitted to the Office of Assessment and Accreditation (OAA), if applicable, the Graduate Council (for graduate programs excluding Law and Medical), if applicable, and the Faculty Senate. Refer to the Procedures for Program Changes document for information on the approvals and notifications needed for program changes and the Proposal Submissions Specifications document for an explanation of the process and a list of the materials required.

(Please note that change approvals can take 2 semesters to complete.)

FORM INSTRUCTIONS:
1. Save/download the form as a pdf.
2. After completing the information below, print and scan the form.
3. Insert it with the background materials that are specified, in the order listed, and submit to facsen@miami.edu.
Please note: *only scanned versions can be accepted.*

Include this checklist at the beginning of each proposal.

KEY CONTACT PERSONNEL INFORMATION

First Name
Kim

Last Name
Grinfeder

Proponent's Title
Associate Professor & Director of the M.F.A. in Interactive Media

Department, if applicable

School/College
Communication

E-mail
grinfeder@miami.edu

Phone
305-284-6253

Title of Proposal
Proposal to establish a Department of Interactive Media in the School of Communication

(-continue to next page-)

MANDATORY MEMORANDA AND FORMAT

Please check that each item listed below is included in the proposal package of materials, in the ORDER as listed. The applicable title (i.e. Letter of Explanation, Memo from the Dean, etc.) is to precede each section in the materials.

Only proposals conforming to this format will be accepted.

1. This completed checklist.

---

2. Letter of explanation. (2-3 pages only, double spaced, 12 pt font)

⦿ Yes   ○ No

If no, explain why:

[ ]

---

3. A memo from the dean(s) signifying approval of the faculty of the relevant School(s) / Colleges(s).

⦿ Yes   ○ No

If no, explain why:

[ ]

---

4. A memo that all affected or relevant School / College Council(s) have approved.

⦿ Yes   ○ No

If no, explain why:

[ ]

5. A memo from the department chair(s) signifying approval of the faculty of the relevant department(s).

⦿ Yes   ◯ No

If no, explain why:

---

6.   A memo from the Office of Accreditation and Assessment (OAA) if the proposal involves academic programs (degrees, certificates, majors, minors, concentrations, specializations, tracks, etc.) such as new programs, closing programs, or program changes (such as changes in requirements, program length, modality, name, location).

(To be submitted by OAA to the Graduate Council or the Faculty Senate, as appropriate.)

◯ Applicable   ⦿ Not applicable.

If not, explain why:

Email attached from Dr. Patty Murphy.

---

7.   A memo from the Graduate School Dean signifying approval of the Graduate Council (for graduate programs only).
(To be submitted to the Faculty Senate by the Graduate Council.)

◯ Applicable   ⦿ Not applicable.

If not, explain why:

No new academic programs or changes in existing programs being proposed.

8. Academic Deans Policy Council (ADPC) approval, for interdisciplinary issues and as appropriate. Please consult with the <u>Dean of the Graduate School</u> or the <u>Secretary of the Faculty Senate</u> to check if this is needed.

◯ Yes ⦿ No

If no, explain why:

No interdisciplinary issues in proposal.

9. Additional required documents as listed on the "<u>Proposal Submissions Specifications</u>," i.e. market analysis, budget information, assessment of library collections, etc. as specified.

List additional documents included:

Executive Summary
Budget
Letter of support from Gregory Shepherd, Dean, School of Communication
Letters of support from chairs of all four existing School departments
Letter of support from chair of School Council, School of Communication
Minutes from February 15, 2019 meeting of full faculty, School of Communication
Email from Dr. Patty Murphy

End form.

University of Miami
School of Communication

ACTION REQUEST: Approval to establish a Department of Interactive Media

TITLE: Department of Interactive Media

EFFECTIVE DATE: Fall 2020

Executive Summary

The School of Communication requests approval to establish a Department of Interactive Media. This proposal is the result of extensive discussions among faculty, administration, and department chairs in the School of Communication reflecting efforts to transform the School's Interactive Media curricular initiatives into a more permanent structure. The proposed change will position the School to compete successfully for the best students and faculty working at the intersection of interactive technology, communication, and design. The School currently offers an MFA in Interactive Media, a stem-designated undergraduate major and minor in Interactive Media, and a minor in Game Design. Existing interactive media curricula are also the focus of three UM cognates. Interactive media is currently housed in the Department of Cinema and Interactive Media.

The proposed Department of Interactive Media will:

- Practice communication design and research in the areas of information design, game design, computational media, human-centered design, and interaction design.
- Teach and assess technological innovation, particularly as it intersects with society, through social impact and the evolution of digitally mediated experiences.
- Collaborate with other disciplines to improve communication through technology.

The School has a current enrollment of 33 M.F.A. candidates in Interactive Media, continuing the strong demand since its launch five years ago. There are 13 interactive majors since the Board of Trustees approved the major in summer 2018. There are 40 minors in the program. Over 252 students are enrolled in interactive media cognates.

Eleven full-time faculty have expressed an interest to join the new department, including two who plan to request joint appointments and two seeking secondary appointments. We also anticipate at least one additional hire in the next 1-2 years to accommodate growth in our interactive media programs. Housing this new department within the School of Communication will provide the financial stability, facilities, and relevant faculty to support and grow the existing graduate and undergraduate curriculum. The School already houses the Emerging Media Lab, the User Experience Lab, the Interactive Media Center, and an Extended Reality Lab (currently under construction), all of which are used by students and faculty engaged with the existing Interactive Media curriculum.

The dean and faculty of the School of Communication believe that the new Department of Interactive Media is the organizational unit needed to sustain and enhance the University's reputation for excellence in emerging media that has been achieved since the inception of the M.F.A. program. The creation of a new department is fully supported by the Department of Cinema and Interactive Media, the other three departments in the School, the School Council and the dean. School faculty expressed support and formally voted unanimously to establish the new department on February 15, 2019. Supporting documentation is attached to this proposal.

Prior to its launch as a separate department in fall semester 2020, the existing Department of Cinema and Interactive Media will continue to function as a single entity as it has for the last six years. A subcommittee comprised of faculty transferring into the new department will be established and meet regularly to address matters regarding the new Department of Interactive Media. In early April 2019 faculty in the existing Department of Cinema and Interactive Media will meet to determine a new department name and select a new department prefix; we will subsequently seek Faculty Senate approval for these changes.

Mission

The Department of Interactive Media strives to foster active learning in design and research of technologies that improve society and people's lives. Students will explore the role that interactive technologies play in communication and how they shape our world. The department will cultivate cross-disciplinary innovation at the University of Miami at both the graduate and undergraduate level. This will be done by growing the undergraduate program, offering new cognates, creating new graduate-level programs through partnerships across campus, online graduate programs and certificates, and cross-disciplinary teaching and collaborations.

Goals

1. Promote the imaginative use of emerging technologies across the university through an applied curriculum.
Measure: Be the leading academic unit related to media innovation on campus through the quality of admitted students, active alumni network & job placement in the field.

2. Elevate the department's visibility and reputation in communication, technology, and design through its academic degrees, research, and creative output.
Measure: Grow the undergraduate program to 150 students and graduate programs to 60 students. Increase faculty contributions to indexed publications and juried festivals.

3. Expand the department's reputation as one of the top communication design programs in the world, known for its exceptional faculty and innovative curriculum.
Measure: Attract educators with a proven track record in related industries, increase the quality of students, contributions to indexed publications and juried festivals, and improve rankings on relevant lists.

4. Develop a cutting-edge STEM curriculum within the School of Communication that delivers innovative solutions to contemporary communication and design challenges.
Measure: Create targeted assessments that measure student learning by leveraging emergent instructional models. Increase collaboration with industry partners and develop recruiting relationships with innovation centers, research facilities, and industry leaders.

Market Analysis & Demand

Design, and especially the design of interactive products and systems, is crucial to both mass media and broader communication industries. These industries recognize the importance of user experience and systems thinking and therefore demand experts in this area.

The School of Communication launched its M.F.A. in Interactive Media in 2013. In 2018, the program accepted its sixth cohort of students and is currently the second largest graduate program at the School. The Department of Cinema and Interactive Media launched an undergraduate minor in Interactive Media in 2014, an undergraduate minor in Game Design in 2018, and a B.S.C. in Interactive Media in 2018. Since launching the first minor, undergraduate courses have filled every semester and demand continues to

grow. The popularity of these courses reflects student interest and professional aspirations due to employer demand for design and technology skills. The market for tech talent is flourishing internationally, in the U.S., and locally. According to the Bureau of Labor Statistics, the technology industry's unemployment rate remained steady in the first quarter of 2017, at 2.5 percent, compared with an overall rate of 4.1 percent. Competition for technical expertise is going to become more acute. For example, the Department of Labor forecasts the United States will have one million more tech jobs than candidates to fill them by 2024 if trends continue. The World Economic Forum *Future of Jobs Reports* lists user experience and human-machine interaction designers and innovation professionals as emerging in-demand roles. For example, CNN shares some favorable statistics for UX designers in their *Best Jobs in America Report*: Median pay: $89,000 top pay: $138,000, 10-year job growth: 18%. Glassdoor reports the national average salary for an interaction designer at $75,000 with a top pay of $137,000. Glassdoor lists game designer salaries between $56,000 and $112,000. The Higher Education Video Game Alliance states that alumni of game-based programs also earn higher salaries: an estimated average salary of $76,200 annually for full-time positions, or $24,000 more than the U.S. national average for college graduates with full-time jobs.

Library Collection

Since the establishment of the M.F.A. in Interactive Media, faculty have found library resources sufficient for teaching, learning and research purposes. A number of databases and critical electronic resources, such as *SNL Kagan*, and online access to programs like *Lynda.com* have already been purchased by the library at the request of other School programs. Given the highly interdisciplinary nature of scholarship and creative work in the Communication discipline, the current holdings in Richter meet the needs of this program.

Selection of Department Chair

The initial consultative committee for selecting the chair of the Department of Interactive Media will be the voting faculty of the new department and the Dean. Nominations for the chair will be made by the appointing agent and by members of the consultative committee following procedures established in section A13.2 of the *UM Faculty Manual*. Once established, the department will select one member to represent the department on the School's Council.

Proposed Faculty

Dr. Alberto Cairo (anticipated joint appointment)
Dr. Ching-Hua Chuan
Clay Ewing, MFA
Lindsay Grace, MFA (anticipated joint appointment)
Kim Grinfeder, MPS
Ali Habashi, MSE (anticipated secondary appointment)
Dr. Barbara Millet
Zevensuy Rodriguez, MPS
Dr. Michelle Seelig
Lien Tran, MFA
Rechna Varma, MBA (anticipated secondary appointment)

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION

Office of the Dean
5100 Brunson Drive
Coral Gables, FL 33146-2105

Phone: 305-284-3420
Fax: 305-284-2454
www.com.miami.edu

MEMORANDUM

February 25, 2019

To: **Tomas Salerno, Chair**
        Faculty Senate
From: **Greg Shepherd, Dean**
        School of Communication
Re: **Creating a Department of Interactive Media**

On February 15, 2019, the faculty of the School of Communication voted unanimously in favor of creating a new Department in the School—a Department of Interactive Media. This area has grown significantly in the School, with its own undergraduate major and graduate MFA program. It is currently housed with our cinema programs in a combined Department of Cinema and Interactive Media, but faculty across the School recognize that it is time for the establishment of a separate Department of Interactive Media (this move was also unanimously approved by faculty in the Department of Cinema and Interactive Media as well as being unanimously supported by the School Council). And I am enthusiastic in my support of this new structure as well.

Please let me know if you have any questions or concerns.

UNIVERSITY OF MIAMI
SCHOOL OF COMMUNICATION

To: Kim Grinfeder, Director, Interactive Media Program
From: Christina Lane, Chair, Department of Cinema and Interactive Media
Date: February 24, 2019
Re: Creation of a Department of Interactive Media

Dear Kim,

As Chair of the Department of Cinema and Interactive Media (CIM), I fully support the creation of a new department of Interactive Media within the School of Communication. I see this new department as a major advancement for the School, our faculty, and our curriculum, which will help take full advantage of resources and increase possibilities for innovation and interdisciplinary learning.

The entire faculty in the current CIM department is not only supportive but feels enthusiastic toward this change. On December 5, 2018, the faculty voted unanimously (24-0) for the creation of the new Interactive Media department.

I look forward to facilitating the departmentalization and continuing to work with the Interactive Media faculty in many positive and fruitful ways during the coming transition and over the long-term.

Sincerely,

Christina Lane, Ph.D.
Chair and Associate Professor
Department of Cinema & Interactive Media
clane@miami.edu

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION

DATE: February 27, 2019
TO: Professor Kim Grinfeder, Director, Interactive Media Program
FROM: D. Millette, Chair, Department of Communication Studies
RE: Support for Creating a Department of Interactive Media

Dear Kim,

The Department of Communication Studies faculty strongly support establishing an independent *Department of Interactive Media* within the School of Communication. This new department will provide comprehensive and creative educational opportunities for students in our School and University by focusing on the cutting edge discipline of interactive media in our communication field.

Please let me know if I can provide additional information to facilitate the creation of this new department.

Respectfully,

DM

Diane M. Millette, Ed.D.
Associate Professor and Chair
Department of Communication Studies
University of Miami School of Communication
3008 Wolfson Building
5100 Brunson Drive
Coral Gables, FL 33146
Office: 305-284-2340 Fax: 305-284-5216
E-mail: millette@miami.edu

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION

Journalism and Media Management   Phone: 305-284-5350
P.O. Box 248127   Fax: 305-284-5205
Coral Gables, FL 33124-2105   http://com.miami.edu

February 22, 2019

Memo To: **Kim Grinfeder**

From: **Sam Terilli, Chair, Department of Journalism and Media Management**

Subject: **New Department of Interactive Media**

The Department of Journalism and Media Management fully and enthusiastically supports the long overdue creation of a new department of interactive media (or any similar title) in the School of Communication. Please let me know if you need anything further. Thank you.

Sam Terilli

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION

Department of Strategic Communication
PO Box 248127
Coral Gables, FL 33124-2105

Phone: 305-284-4544
Fax: 305-284-5216
http://com.miami.edu

To: Kim Grinfeder, Director, Interactive Media Program
From: Alyse Lancaster, Chair, Department of Strategic Communication
Re: Support for the Creation of a Department of Interactive Media
Date: Feburary

Dear Kim,

The Department of Strategic Communication fully supports the creation of an independent Department of Interactive Media within the School of Communication. Our department is enthusiastic about the addition of this department to the School and are excited about the interdisciplinary research and creative opportunities it will help to foster.

If I can provide any additional information expressing our department's support of this new department, please let me know.

Kind regards,

Alyse R. Lancaster, Ph.D
Associate Professor and Chair
Department of Strategic Communication
University of Miami School of Communication
3004 Wolfson Building
5100 Brunson Drive
Coral Gables, FL 33146
Office: 305-284-2843 Fax: 305-284-5216
E-mail: alancaster@miami.edu

Cc: Dr. Paul Driscoll, Vice Dean for Academic Affairs

MINUTES OF THE SCHOOL FACULTY MEETING

HELD: Friday, February 15, 2019, 2:00 p.m., CIB 2055

Dean Shepherd chaired the meeting, which began at 2:10 p.m.,

The CIM faculty unanimously support the departmentalization of Interactive Media. A number of faculty will have secondary appointments with the new department, which will be initiated in Fall, 2020 after it has received a budget. A motion was made to accept the departmentalization, and it was unanimously approved.

Paul Driscoll reported that the Department of Strategic Communication proposes to change its three tracks in the Advertising major to two tracks, the Strategic Management track and the Creative track. This change will be effective for Fall, 2019. Students currently enrolled in the General track will not be affected, and will be able to continue on to graduation. The School of Communication faculty supported this change.

Classes will become visible to students on March 18, advising starts March 25, and registration begins on April 8. The deadline for Chairs to get Bulletin changes to Dr. Driscoll is March 1.

Cong Li noted that they are still in the process of accepting graduate applications. With 244 applications, there has been a 14% increase from last year, due to the new MS in Media Management and the MFA program. This is good news as the SoC budget is contingent on graduate student enrollment.

Dia Kontaxis reminded the faculty of important research dates. The deadline for the SoC Creative Activity and Research Awards is February 28 and March 20 is the School of Communication Research Day. Micro-grants of up to $500 are also available during the academic year on a rolling basis. She also urged faculty to encourage their graduate students to apply for awards of up to $2,000 for research by the March 8 deadline. Sallie Hughes will be presenting information on graduate student grants on February 20. Brown bag lunches have also started and are held on Thursdays from 12:30 – 1:30 pm at the Center for Communication, Culture and Change.

The Dean Search is not being conducted with a search firm. The Committee has an excellent pool with many applications – including several sitting Deans. The job announcement requested applicants with a terminal degree. If they come from industry, they are also required to have some academic experience. The goal is to have 8 – 10 applicants for airport interviews around March 1, then this list will be narrowed down to 3 – 4 finalists for campus interviews.

Dean Shepherd recommended that the faculty think holistically in looking at the candidates and realize that people can learn and grow if they have the right qualities. The Provost is putting a lot of priority on finding someone with a vision on how to lead

SoC to the future. If the Provost is unhappy with the airport interview candidates, he will let the Search Committee know. They will select the final three candidates but the Provost will make the final decision from those three.

Dean Shepherd indicated that one priority for the new Dean would be to increase interdisciplinary collaboration. SoC does not have critical mass in any area to compete with the top programs. The only way to get critical mass is to figure out how to combine. The next Dean will need to think about what it means for the kind of students we attract. Everything changes if SoC really decides to be integrative.

The Dean noted that the Provost does value what SoC does and loves the mix of artists, social sciences and designers. He is very impressed with SoC students, as was the Board of Trustees with the student debaters who presented before them on February 8. The new Dean will need to focus on budget (senior leadership can assist here), curriculum and fund-raising.

The joint JD/MS program is a variation of what Journalism and Media Management has with the Law School on the MA side. The JD/MS program is what has always interested the Law School. The SoC faculty unanimously approved the addition of this program.

SoC will now have three Senators instead of two, thus they need to replace one Senator with an expiring term and vote for a new Senator, and alternates. Voting was done by ballot and the results were as follows:

Senators: Grace Barnes (continuing term to 2020)
             Ana François
             Dave Steinberg
Alternates: John Soliday (continuing term to 2020)
             Victoria Dunleavy
             Tom Musca

The numbers for the incoming class are good and with the new University Villages going up rapidly, it is expected that more upper classmen will live on campus. This year is the 10th anniversary of Philadthropy, and all of the departments were encouraged to invite their students to participate. It will be dedicated to the Parkland students.

Dean Shepherd noted that this was his last faculty meeting and he thanked the faculty for their work.

There being no further business, the meeting was adjourned at 3:24 p.m.

GJS/ld

Garcia, Cristina Maria

From:	Murphy, Patty
Sent:	Monday, March 11, 2019 1:35 PM
To:	Garcia, Cristina Maria
Cc:	Driscoll, Paul D
Subject:	RE: Proposal to establish a Department of Interactive Media in the School of Communication

I sent the Faculty Senate an email stating that a memo from my office is not required for this change.

From: Garcia, Cristina Maria <cristina.garcia@miami.edu>
Sent: Monday, March 11, 2019 11:10 AM
To: Murphy, Patty <pattymurphy@miami.edu>
Cc: Driscoll, Paul D <pdriscoll@miami.edu>
Subject: RE: Proposal to establish a Department of Interactive Media in the School of Communication

Hello Ms. Murphy,

I wanted to follow-up on Dr. Driscoll's request below. Please let me know if there are any updates.

Best,

Cristina Garcia | Senior Administrative Assistant
School of Communication | University of Miami
O: (305) 284-8048 | E: cristina.garcia@miami.edu
5100 Brunson Dr. | Coral Gables, Florida 33146
com.miami.edu

From: Driscoll, Paul D
Sent: Tuesday, March 5, 2019 3:29 PM
To: Hardeman, Robyn <rhardeman@miami.edu>; Murphy, Patty <pattymurphy@miami.edu>
Cc: Garcia, Cristina Maria <cristina.garcia@miami.edu>; Grinfeder, Kim <grinfeder@miami.edu>
Subject: Proposal to establish a Department of Interactive Media in the School of Communication

Hi Robyn and Patty,

Attached is a proposal to establish a Department of Interactive Media in the School of Communication. I believe the checklist is complete save for a letter from Dr. Murphy's office. I am hoping she can assist me in making the March 11 materials deadline.

I know it's a big ask, Patty, but would you be able to review both this and the Strategic Communication Department's proposal and send letters to Robyn to complete the submissions? Alternately, if you would send copies to me and Ms. Cristina Garcia, my administrative assistant copied here, an electronic copy of your letters, we will resubmit the whole

1