

Table VII.1. Proposed Program Implementation: College of the Arts and Communication

	BA in Art History	BA in Music Studies with emphasis in Popular Music	BA or BFA in Integrated Arts	Establish Undergraduate BFA Majors
Supports Mission	Yes	Yes	Yes	Yes
Employee Demand	Moderate	Strong	Strong	Strong
Student Demand	Moderate	Moderate/Strong	Strong	Strong
Competitiveness	Most New Jersey colleges and universities	No comparable programs in US	Ramapo - BA Contemporary Arts; TNCJ - Interactive Media (w/o music); NJCU - BA Media Arts (w/o music)	Montclair, Kean, New Jersey City University
Longevity	Yes	Yes	Yes	Yes
Supports University Initiatives	Establish new undergraduate majors; convert concentrations to majors, as appropriate.	Expand career opportunities; diversify undergraduate curriculum	Programmatic collaboration among programs/departments; respond to changing technological trends	Enrollment Enhancement
Overlap Efficiencies	BA, BFA, MFA Art; existing concentration	BA Music, BM	Undergraduate courses in music, art and communication	Utilizes existing courses and specializations
Existing Faculty Expertise	Yes	Yes	Yes	Yes
New Faculty Positions Needed	No	No	No	No
Other Resources Needed	Library materials	Music equipment (amps, etc.); some library holdings	No	No
Implementation Time Frame	Fall 2008	Fall 2009	Fall 2010	Fall 2010
Priority	High	High	High	High
Recommendation	Implement Spring 2009	Implement Fall 2009	Implement Fall 2010	Implement Fall 2010

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	Honors Program: Integrated Arts	MA in Professional Communication	MA in Visual Arts Management	Institute for Music and Business
Supports Mission	Yes	Yes	Yes	Yes
Employee Demand	N/A	Yes	Moderate	N/A
Student Demand	Moderate	Moderate	Moderate	N/A
Competitiveness	N/A	Montclair - MA Communication Studies; Kean - Communication Studies; Seton Hall - MA Strategic Communication; FDU - MA Corporate and Organizational Communication	Montclair - MA Fine Arts concentration in Museum Mgt; Seton Hall - MA in Museum Professions	SUNY Potsdam; Belmont U
Longevity	Yes	Yes	Yes	Yes
Supports University Initiatives	Expand Honors tracks	Expand graduate offerings	Expand graduate offerings	Develop institutes and centers which support academic program and provide external funding opportunities
Overlap Efficiencies	Undergraduate courses in music, art and communication	Potential overlap with proposed MFA in Creative and Professional Writing	MFA; MBA	Music Programs, MBA, MM; proposed Center for Entrepreneurship in the CCOB
Existing Faculty Expertise	Yes	Yes	Yes	Yes
New Faculty Positions Needed	No	No	No;	No
Other Resources Needed	No	Potential need for technical equipment	Library materials; external advertising to metro area	Director and clerical support; office space
Implementation Time Frame	Fall 2008	Fall 2010	Fall 2010	Based on external funding
Priority	High	High	Low	Moderate
Recommendation	Implement Fall 2010	Implement Fall 2010.	Develop proposal including feasibility study, programmatic focus, and enrollment projections. Confer with other departments on potential overlap of course offerings. Determine whether appropriate and feasible to implement in Fall 2011.	Implement when external funding is attained.

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	Renewal of the Center for Computer Art and Animation	Institute for Media Trends and New Practices
Supports Mission	Yes	Yes
Employee Demand	N/A	N/A
Student Demand	N/A	N/A
Competitiveness	None in New Jersey	None in New Jersey
Longevity	Yes	Yes
Supports University Initiatives	Develop institutes and centers which support academic program and provide external funding opportunities	Develop institutes and centers which support academic program and provide external funding opportunities
Overlap Efficiencies	BFA; MFA	BA, MA Communication
Existing Faculty Expertise	Yes	Yes
New Faculty Positions Needed	No	No
Other Resources Needed	Director and Grad assistant	Director and Grad assistant
Implementation Time Frame	Based on external funding	Based on external funding
Priority	Moderate	Moderate
Recommendation	Develop goals and objectives for updated implementation; identify potential funding sources and proposal priorities.	Implement when external funding is attained.