

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

EP.10.24

Office of the Provost and Vice Chancellor
for Academic Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



November 10, 2009

Abbas Aminmansour, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

Dear Professor Aminmansour:

Enclosed is a copy of a proposal from the College of Media to redesignate the Department of Advertising as the Charles H. Sandage Department of Advertising. A signed copy of the proposal and cover letter will be distributed as soon as it is available.

This proposal has been approved by the Faculty of the College of Media. It now requires Senate review.

Sincerely,

A handwritten signature in cursive script that reads 'Kristi A. Kuntz'.

Kristi A. Kuntz
Assistant Provost

KAK/dkk

Enclosures

c: C. Livingstone
J. Slater
R. Yates

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

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College of Media
Office of the Dean
119 Gregory Hall, MC-462
810 South Wright Street
Urbana, IL 61801



November 16, 2009

Kristi Kuntz, Assistant Provost
Office of the Provost and Vice Chancellor
Academic Affairs
Swanlund Administration Building
MC-304

Kristi:

The College of Media's Department of Advertising faculty, the College Committee on Courses and Curricula voted to approve the following proposal to:

Rename the Department of Advertising to "The Charles H. Sandage Department of Advertising"

The College faculty assembly also was asked to vote in the manner the College has used previously, and the proposal was approved 4 to 1. I believe faculty attention to his vote was limited because it is simply not a controversial matter, and the Advertising faculty and College Committee on Courses and Curricula had already voted unanimously to endorse the proposal.

Dr. Charles H. Sandage founded the Department of Advertising in 1959. He developed the first undergraduate and graduate degrees in advertising at Illinois—which is one of the reasons scholars, educators and professionals refer to him as "The Father of Advertising Education."

College of Media's former dean Ronald Yates, former Chancellor Richard Herman, Interim President Stanley Ikenberry, the University of Illinois Foundation, and Media alums have endorsed this commemorative new name.

The proposal in final form is ready for review and approval by the Senate Educational Policy Committee, and then immediate implementation by our College's Advertising unit. (A public hearing to present the proposal would be welcomed as soon as possible.)

Please direct correspondence regarding the proposal to me at the address noted above.

Sincerely,

A handwritten signature in black ink, appearing to read "Walt Harrington". The signature is fluid and cursive, with the first name "Walt" being more prominent and the last name "Harrington" written in a more compact, connected style.

Walt Harrington, Interim Dean

College of Media

Enclosure

cc: Dr. Jan Slater, Head Department of Advertising



I L L I N O I S

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Renaming the Department of Advertising (College of Media), the Charles H. Sandage Department of Advertising.

SPONSOR: Jan Slater, Professor and Department Head, Department of Advertising, 333-1602, slaterj@illinois.edu

COLLEGE CONTACT: Walt Harrington, Interim Dean, College of Media, 333-2350, wharrington@ad.uiuc.edu

BRIEF DESCRIPTION: The Department of Advertising requests renaming the department in commemoration of its founder and the man deemed by scholars, educators and professionals as “the father of advertising education” Dr. Charles H. Sandage. Renaming the department – The Charles H. Sandage Department of Advertising does not alter or effect the department’s academic mission, its curriculum, faculty resources or enrollment.

JUSTIFICATION: Advertising education began in the United States in 1946, right here at Illinois. Charles H. Sandage arrived on campus with a directive to determine if advertising could become an educational discipline. At the time, there were only a few advertising courses at Illinois, some taught in the College of Commerce (later the College of Business) and some in the School of Journalism (later the College of Media). The challenge at Illinois, Sandage would say “was to develop a program in advertising education that would be recognized as a worthy member of the university family of individual intellectual disciplines.”

Sandage developed the first graduate degree in advertising in 1947, established a major in advertising in 1949, was instrumental in moving the School of Journalism to the College of Communications (changed to the College of Media in 2008), established the Department of Advertising in 1959 (the first such department in the country), and remained the head of that department until 1966.

Sandage also influenced advertising scholarship. He worked with the Academy of Advertising, one of the first scholarly organizations, to develop a prototype for an academic journal. Because of Sandage’s intellectual creativity that brought theory, research and professional practice more closely together, the Academy undertook the task of funding a journal, and the *Journal of Advertising* first appeared in 1972 with Sandage as the honorary editor. Today, the *Journal* is the official publication of the American

Academy of Advertising, and considered the premiere advertising journal. It provided a stimulus to scholarship and has made significant contributions to the body of knowledge.

The naming of the department coincides with the 50th anniversary of the founding of the department. In his 20 years at Illinois, Sandage developed the foundation of advertising education that would be copied throughout the world. He made advertising a discipline worthy study and scholarship. And he led the department to be recognized as the pre-eminent location for an advertising degree. He educated far more advertising professors with doctorates and master's degrees than any other educator in the University States. He is the only advertising educator inducted into the Advertising Hall of Fame, the industry's highest award recognizing the extraordinary achievements of advertising leaders.

By naming the Department of Advertising after its founder and the father of advertising education, the University of Illinois would finally take ownership of and be recognized as the first and most prominent home of advertising education and scholarship. The department faculty has voted (November 4, 2009) unanimously in support of the renaming; advertising alumni have enthusiastically endorsed renaming.

BUDGETARY AND STAFF IMPLICATIONS:

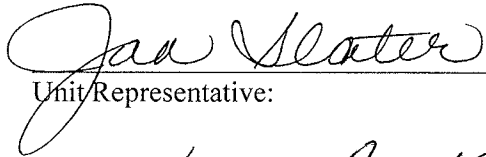
- a. Additional staff and dollars needed – NONE – although the department recognizes that there would be incidental costs of changing letterhead, business cards and office signage.
- b. Internal reallocations (e.g., change in class size, teaching loads, student-faculty ratio, etc.) - NONE
- c. Effect on course enrollment in other units and explanations of discussions with representatives of those departments - NONE
- d. Impact on the University Library –NONE
- e. Impact on computer use, laboratory use, equipment, etc. - NONE

DESIRED EFFECTIVE DATE: As early as possible

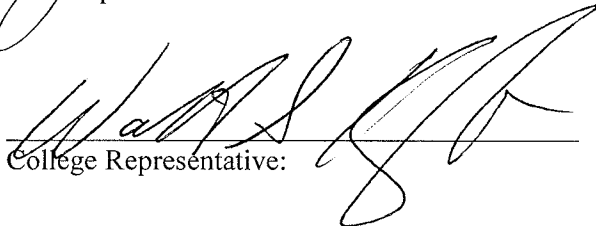
STATEMENT FOR PROGRAMS OF STUDY CATALOG: There would be no change to the description of the program of study in the catalog

CLEARANCES:

Signatures:


Unit Representative:

11-04-09
Date:


College Representative:

11/16/09
Date:

Graduate College Representative:

Date:

Provost Representative:

Date:

Educational Policy Committee Representative:

Date: