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PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY

TITLE OF PROPOSAL

Merger of the Unit for Cinema Studies (LAS) and the Program in Media Studies (College of Communications) into a Department of Media and Cinema Studies in the College of Communications.

SPONSORS:

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BRIEF DESCRIPTION:

The College of Communications will become a four-year college with the Fall semester, 2008. This institutional change requires the growing B.S. Degree in Media Studies to be housed in a department rather than within a two-year program. Additionally, with the field of cinema studies now drawing significantly on a media-studies approach, and the Roger Ebert Film Center to open in the College of Communications, it is an appropriate time to merge the Unit for Cinema Studies and the Media Studies program into a Department of Media and Cinema Studies.

JUSTIFICATION:

Justification for Departmental Status

Since its founding in 1927 as a School of Journalism, and continuing since its restructuring as a College of Communications in 1968, the undergraduate degree programs in the College have been junior-senior exclusively. The change to a four-year College is currently underway, however, with sophomores admitted for the first time this academic year (Fall 2007) and high school seniors now being admitted for the first freshman class of the Fall 2008. In order to function successfully and responsibly in a four-year structure, the two-year Media Studies program must be reorganized into a department.

In the College, Journalism has had department status since 1927 and Advertising since 1950. When the Media Studies degree was introduced in 1984, the enrollment was strictly limited to 50 majors in order to best use the existing resources of the College and not to intrude on the student numbers in journalism and advertising. In anticipation of the move to a four-year college, the enrollment cap on the B.S. in Media Studies was lifted in the Fall 2003 and it has grown from 50 to 112. The projection in terms of a four-year college structure, as well as the merger with Cinema Studies (which now has 52 majors), is 200 majors, a conservative estimate based on heavy enrollments in similar programs around the country. With the College understood as a four-year unit, and the increase in the number of courses offered and faculty housed within the Department of Media and Cinema Studies as a result of the merger, Media and Cinema Studies warrants the same departmental structure as the other two B.S. degree-granting units in the College.

Justification for Merger of Cinema Studies and Media Studies

In the same period during which the College has been moving toward a four-year structure, informal discussions have been taking place with the Unit for Cinema Studies. They were stimulated by the announcement that a new Roger Ebert Center for Film Studies and Research was being projected for the College. Dean Yates appointed a College of Communications/Unit for Cinema Studies Working Group in February 2007, asking it to “examine...the possibility of bringing the Unit for Cinema Studies into the College of Communications,...in light of the current reorganization of the College.” The unanimous conclusion in their June 29, 2007 Report was to explore further and explicitly the details of a unified department within the College of Communications. On October 16, 2007 a Media and Cinema Studies Working Group unanimously recommended a merger with two concentrations within the College’s current major in Media Studies, renaming it a major in Media and Cinema Studies. (A proposal for the renaming and revision of the major is being submitted separately.) Additionally, both the undergraduate Minor in Cinema Studies and the graduate Minor in Cinema studies were judged to be educationally sound and academically successful. (Proposals for moving the minors are being submitted separately.) They serve a wide range of undergraduate and graduate students within the university, and their curricula as developed currently in the Unit for Cinema Studies will continue with their own identity in the new Department. Both the

Media Studies faculty and the Cinema Studies faculty unanimously endorsed the October 16 Report and its recommendations and both faculties voted unanimously for this merger.

As the Reports indicate, over the past few decades the field of cinema studies has shifted from a nearly exclusive focus on film to a more multi-media attention to film's relationships to TV, print, radio, video, the internet, and other new and emerging media. In reconceptualizing its scholarly and pedagogical mission, cinema studies has moved beyond an almost exclusive focus on the history, criticism, and theories of film (defined as a distinct medium in terms of production, distribution, and exhibition) to a more inclusive focus on "the cinematic" in the context of an increasingly mediated world in which multiple media constantly interact with one another. Thus, as the Report concludes "there is every reasonable scholarly, pedagogical and administrative logic to combining the mission of the Unit for Cinema Studies and the Program in Media Studies in the College of Communications." In terms of their educational character, both units are and have always been strongly interdisciplinary. While their curricula and course structures and research agendas reflect different domains of scholarship, the basic interdisciplinarity between the units produces creative overlap and a common educational purpose. The Unit for Cinema Studies has received national recognition for the quality of its program and has served as a model for other universities developing their own programs in Cinema Studies. It is the unanimous expectation among the media studies and cinema studies faculties that this program will flourish in an interdisciplinary Department of Media and Cinema Studies, and in the process remain competitive with the national trends toward mergers of a similar kind.

BUDGETARY AND STAFF IMPLICATIONS:

a. Additional staff and dollars needed

The Unit For Cinema Studies has 2.0 faculty FTE equivalents spread over 5 positions: 3 @ .50; 2 @ .25. The Unit also has one full-time academic professional who is Associate Director. The College of Communications and the College of Liberal Arts and Sciences in concert with the Provost's office will need to negotiate the transfer or support of requisite FTE faculty lines to maintain the integrity of the Cinema Studies concentration and to ensure that classes are not unduly impacted or interrupted. (See Appendix A for a list of Cinema Studies and Media Studies faculty.)

In addition, the Unit has 21 zero-time faculty. There are no budgetary implications whether or not these faculty move their zero-time lines.

b. Internal reallocations (e.g. changes in class size, teaching loads, student-faculty ratio, etc.)

While the current Cinema Studies faculty successfully run the major at present, we anticipate an increase in enrollment with the move to the College of Communications. Therefore, it will strengthen the quality of the major if a faculty position is added to

attenuate the dependence on courses taught in other programs and departments by zero-time faculty.

c. Effect on course enrollment in other departments and explanations of discussions with representatives of those departments.

No new classes are proposed and no significant enrollment shifts in existing classes are anticipated. Class sizes may increase in some courses, but enough choices and electives are offered to ensure that increases in each class will be minimal.

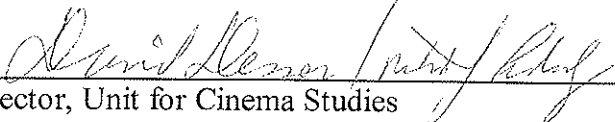

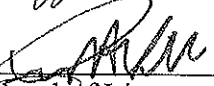
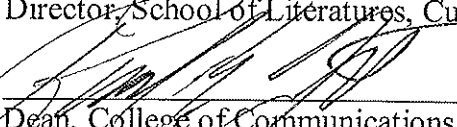
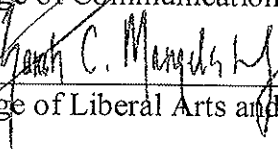
d. Impact on the University Library

Currently the English Library primarily serves the needs of Cinema Studies on campus, while the Communications Library serves the needs of Media Studies on campus. There is no need for this to change.

e. Impact on computer use, laboratory use, equipment, etc.

With the same number of courses offered in the same format, no net impact is seen on computer and laboratory use, and on equipment. (See Appendix B for an explanation for how office and storage space will be handled.)

CLEARANCES:

 Director, Unit for Cinema Studies	4/18/2008 Date
 Director, Institute of Communications Research	4/17/08 Date
 Director, School of Literatures, Cultures, and Linguistics	4/3/08 Date
 Dean, College of Communications	4/21/08 Date
 Dean, College of Liberal Arts and Sciences	4/16/08 Date
Chair, Educational Policy Committee	Date

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

Name will be changed, as will the headers for all entries in the program of study.

EFFECTIVE DATE:

Fall 2008

PUBLIC HEARING

October 1, 2008 (Wednesday)

Proposal: Merger of The Unit for Cinema Studies (LAS) and the Program in Media Studies (MEDIA) into the Department of Media and Cinema Studies (MEDIA)

MEETING SUMMARY

Speakers/Participants

Abbas Aminmansour, Chair Senate Committee on Educational Policy

Cliff Christians, Director Institute of Communications Research

Ronald Jackson, Associate Dean, College of Media

Karen Carney, Associate Dean, Liberal Arts and Sciences

Sarah Projansky, Associate Professor Cinema Studies/Gender and Womens' Studies Program

Ramona Curry, Associate Professor in English and Affiliate Professor in Cinema Studies

Richard Leskosky, Interim Director, Unit for Cinema Studies

Kristi Kuntz, Assistant Provost for Undergraduate Education

Welcome to attendees (from Abbas Aminmansour, Chair Senate Committee on Educational Policy)

(The Hearing is taped and will have web access, so that the public, those not attending, can view and hear the proceedings.)

The Senate Committee on Educational Policy received a proposal for the merger of the Unit for Cinema Studies in the College of Liberal Arts and Sciences and the Institute of Communications' Media Studies program (housed in the College of Media). Plans are to merge the two programs, with the outcome of a Department of Media and Cinema Studies. The Public Hearing is a required element of the Senate Rules for program mergers.

Also attending and invited to speak were representatives for the College deans (Media and Liberal Arts and Sciences) and other members of faculty, administration and the public.

The College of Media's Associate Dean for Research and Faculty Development, Ronald Jackson commented on the College of Media's excitement about the unfolding of important events—the development of the College of Media to a four-year college; the prospect of developing a film center; and now the College's proposal for the Cinema/Media Studies merger. College of Media faculty and administration are looking forward to the assimilation of new students and faculties resulting from a merger of the units.

Interim Director for the Unit of Cinema Studies, Richard Leskosky indicated his support for the proposal as well as the support of the Cinema Studies faculty and affiliates (zero percent appointees) who are all looking forward to serving the needs of the students under the new configuration.

On the prospect of a successful merger, Cliff Christians, the Director of the Institute of Communications Research (the academic home of the College of Media's Media Studies Program), gave a warm welcome to prospective new faculty on behalf of the Institute and the College of Media.

The Media Studies degree was first established in 1984 within a two-year bachelor's degree program. Now, for the first time, the College of Media has admitted the first freshman class, with the prospect of Media Studies being organized as a department. During the same time of establishing the new department, the recommendation is to move Cinema Studies into the College. Soon thereafter, and at an appropriate time, the initiation of a new Film Center for the College of Media will move forward. The rationale for this plan was unanimously approved at every level. Two different College of Media/Unit for Cinema Studies working groups unanimously, throughout the process, approved and endorsed in a June 29 and an October 16 report, pursuing a merger of the two concentrations (without any dissent of any of the Colleges or Units (ICR Media Studies/College of Media; Unit for Cinema Studies/LAS; Linguistics/LAS).

Dr. Christians reasoned that the educational rationale for the merger can be supported since Cinema Studies' focus today is not only films, but is, pedagogically, multi-faceted within the world of Media. Dr. Christians said that there is unanimous agreement the rationale is compelling—the programs, though merged, would remain competitive among the humanities programs.

Professor Abbas Aminmansour announced that the proposal will be on the Ed Policy October 13 meeting agenda, and at that time, it is possible there may be a vote on the merger. If anyone wishes to attend, the committee meets from 1:10 p.m. to 3:00 p.m. in Room 232 English Building. If the merger is approved at that meeting, then the proposal goes to the Senate in early November. Then, if passed by the Senate, the proposal goes to the University Senate Conference, where it is looked at from a global perspective. The last groups reviewing the proposal will be the University Board of Trustees, and in the end, the Illinois Board of Higher Education (IBHE).

Next, Professor Aminmansour opened the discussion for questions from the floor.

Ramona Curry, an associate professor in English and an affiliate professor in Cinema Studies, expressed approval for the merger. She noted that she has vigorously opposed several previously proposed mergers of Cinema Studies with other units within LAS.

Professor Curry explained that over the past five or six years, Cinema Studies has acquired several line-weight faculty appointments to the Unit, in addition to a number of 0% affiliates. However, Professor Curry is concerned that the merger may have an impact on the long-standing strength of Cinema Studies to attract the collaboration of many other faculty members from across LAS and the campus. As an

umbrella organization, Cinema Studies has been able to attract affiliate faculty with expertise in various disciplines. There are approximately 23 affiliates (of whom 19 are tenure track faculty, three are Academic Professionals, and one is non-tenure track faculty) many grounded in FLB (scholars of Italian, French, etc.), where the Unit originated more than 30 years ago.

Professor Curry believes, too, it may be difficult to maintain cross-college affiliations. She differs on the theory that Cinema Studies is merging closely with Media Studies. Film has gone through various changes, but Cinema Studies remains very broad as a discipline, including an interest in the circulation of a film and its cultural implications—this is not necessarily the same approach taken in the social sciences that characterize traditional media studies. She believes Cinema Studies to be much more based in the humanities thus the merger has aroused discomfort among her cinema-affiliated English colleagues, where film study connects them academically. She feels studies in cinema do not usually employ statistical or survey based models, but rather draw on more abstract cultural and critical theory approaches.

Subsequently, what are the structural conditions built in that will maintain collegial-level relations for the sub-set of faculty that will remain in the LAS departments? Another concern is, the English Department currently offers 10-12 film studies courses a year, that are cross-listed with Cinema Studies. What will happen to the cross-listings when courses are anchored in Media? There are a number of English majors who are pursuing a minor in Cinema Studies. These students will want to feel connected. How will this relationship be maintained?

Dr. Cliff Christians responded that there is a trend towards Cinema Studies being encompassed in multi-faceted Media; however it is not exclusive, but a trend. Dr. Christians does not believe that this trend eliminates the existing framework of Cinema Studies. He agrees that cross-cultural affiliation is hugely important. For some time now, the College of Media has maintained faculty appointments from Cinema Studies. The last thing the College of Media would want is to disenfranchise the program. The College of Media honors cross-affiliation and its administration does not wish to narrow the program to an exclusive domain. The minors will not change, but will remain.

Professor Aminmansour inquired whether there has been discussion at the College level about the future status of College faculty outside of Media. LAS Associate Dean Karen Carney confirmed that the proposal indicates that there will need to be discussions with the two colleges and the Provost's office regarding faculty lines.

Unit for Cinema Studies Interim Director Richard Leskosky added that zero-percent affiliate faculty would be invited to hold a similar appointment in the College of Media and that courses would continue to be cross-listed.

Professor Ramona Curry inquired about the status of English 104 "Introduction to Film", which is cross-listed with Cinema Studies but anchored within the English Department. Karen Carney responded that English 104 would remain in LAS.

Cinema Studies Associate Professor, Sarah Projansky, commented that the proposal does not specifically mention English 104, but the option for students will be to take a certain number of courses. Once all major courses have been established following the merger, it is expected that every single English film studies course that is currently cross-listed with Cinema studies will count towards the new major.

Professor Curry further commented on curriculum issues and decisions by voting faculty that may result in low student numbers in some courses. Being a zero percent faculty member with voice, but not having voting privileges, creates anxiety that LAS 0% Cinema faculty might later find a previously well-filled course half-empty.

Professor Aminmansour asked if students who have already entered the Minor in Cinema Studies will be able to complete their program. Professor Christians responded that they will. Professor Aminmansour stated that regardless of the merger, any student currently pursuing a minor should be able to complete their program.

Professor Cliff Christians relayed that there will be two (2) minor concentrations—a graduate and an undergraduate. The plan is to bring along both minors without interruption or irregularities.

Professor Aminmansour announced to all to feel free to send him additional comments by letter or e-mail (aamin@illinois.edu) by Friday, October 3.

For clarity, Professor Aminmansour summarized there will be additional proposals put forward, presuming the approval of Proposal #1 (the subject of this hearing). Proposal #2, requests approval for the newly formed department to offer a revised B.S. degree in Media and Cinema Studies with two concentrations: Media Studies and Cinema Studies,. The Proposal #3 request is for permission to slightly modify the current undergraduate minor in Cinema Studies and transfer it to the newly formed department. Proposal #4 seeks to transfer the graduate minor in Cinema Studies without modification to the newly formed department. The College of Media has requested consideration of these proposals, if the re-organization proposal is approved. Aminmansour noted that while changes in curricula are within the charge of the Educational Policy Committee, transfer of programs is not within their jurisdiction.

Associate Dean Ronald Jackson recapped that part of what is meant about Media Studies in relation to Cinema Studies is that cinema studies can be broader—that there are multiple ways to approach the study of cinema and its relevance and place in Media. The move will mean two (2) concentrations and will allow faculty to maintain those multiple approaches and not necessarily result in a more narrow approach. He emphasized that the graduate and undergraduate minor is intact, and will be adjusted accordingly for the merger.

Dr. Christians asked Cinema Studies Associate Professor Sarah Projansky to speak to the trend of Cinema Studies becoming more intertwined with Media Studies. Sarah acknowledged that Ramona Curry was the senior in the field and that their approach to study in cinema was similar. ICR's Media Studies

faculties present an excellent scholarly association; however they do not do work on following these trends.

Professor Projansky added, in light of advanced technology, there is common argument about how film is delivered and whether cinema, as previously defined, exists. The new department will provide a venue for that research.

Ramona Curry followed with an inquiry of ICR's relationship, in whole, in the College of Media and how ICR will relate to the proposed Roger Ebert Film Center—whether it will be a separate entity from the Campus or will it be a unit intrinsic to the University. What are the structural implications? Her concern is that Cinema Studies does not become, or be perceived as subservient to the other studies. She believes, too, that the new program organization also has potential for LAS faculty with zero percent affiliation or a non-regular faculty line to be left out “in the cold” in future cinema studies teaching and collegial connections on campus..

Dr. Christians responded that the ICR Director has the responsibility of developing Media Studies and Cinema Studies as a department. The question of where ICR students fit within the College following the merger is still unsettled. Also the relationship of the proposed Ebert Film Center to ICR is still in question; however, the location of it in the College of Media is established. The extent of collegial faculty connections to the Center has not yet been pursued. There have been no decisions to determine exactly how the Ebert Film Center will be connected to the Media and Cinema Studies Department. It is expected that cross-college listings will be maintained.

LAS Associate Dean Karen Carney asked if there had been specific plans for inviting the current zero-percent faculty to join the new department? Dr. Christians responded that faculty with appointments now will constitute the faculty to be. He emphasized that the program is not changing, but the curriculum is being put into a concentration of its own identity. The current faculty and governing structure now constitutes this department. *(Cinema Studies now has 2 FTE (0.5 of that line to be moved—needs to be clarified, per comment from the audience regarding director line and budget implications. [Professor Curry further explains: When the discussion of the merger began, the Unit for Cinema Studies had 2 FTEs (including three 0.5 FTEs and two 0.25 FTEs, but that due to subsequent departure from campus of two .5 faculty and shifts in affiliation of the two .25 faculty, only .5 FTE of Cinema Studies is actually in process of moving into the new College of Media department. Pending is, which College will acquire the remaining “unoccupied” 1 FTE currently in Cinema Studies? As Professor Aminmansour noted, the two Colleges will have to clarify this matter with the Provost.)]*

Professor Sarah Projansky added that processes have begun for movement of administrative positions, but has not flowed through to completion.

Professor Aminmansour added that this must be worked through between the two Colleges and with the Provost's office.

Professor Aminmansour summarized the discussions of the public hearing as follows:

1. The proposal under consideration addresses the merger of the Unit for Cinema Studies and the Program in Media Studies in to the proposed new Department of Media and Cinema Studies only, and does not have any impact on degrees or minor programs already in place.
2. Faculty currently having zero percent appointments with the Unit for Cinema Studies will be invited to become zero percent affiliates of the proposed department.
3. Cross-listed courses offered by the current units will remain intact.
4. The relationship of ICR and the Ebert Film Center within the College of Media is still under discussion. This matter is internal to the College.

Professor Aminmansour expressed that it was important for those in attendance to leave with clarity (correct impressions) on the issues.

Professor Richard Leskosky asked when the merger may become effective. Per Professor Aminmansour, if approved at the October 13 Ed Policy meeting, and proposals are submitted to the Senate for the early November meeting, then the proposal may be on the Board of Trustee's doc for the January 2009 meeting. It's all about the time sequence (when proposals are submitted and approved).

Assistant Provost for Undergraduate Education, Kristi Kuntz, will issue the formal letter explaining the processes—until we get the letter from Kristi Kuntz, there should be no reference to the merged programs as being a new department—this would include web sites or references in other printed materials—not until the approval process is entirely completed. It can be assumed that this will be beyond spring 2009.

Dean Karen Carney added that there are decisions that must be made now for next semester regarding staffing of courses, etc., and these will have to be addressed in the meantime. Professor Aminmansour concurred that final approval may be by fall semester or beyond. In any case, a letter will come from Kristi Kuntz.

Senate Committee Educational Policy Chair, Abbas Aminmansour, thanked all speakers for their participation, and reminded everyone to send additional comments to him by letter or e-mail by October 3, for timely distribution to Committee members. If you wish, you may request that your comments remain confidential and that your name be removed. If requested, Professor Aminmansour will remove your name.

Meeting adjourned.

Respectfully submitted: Rhonda Kornegay, Administrative Aide
College of Media