

AAA Proposal to Restructure College into Three Schools and One Independent Department Academic Council Response

Dean Christoph Lindner presented a proposal to restructure the School of Architecture and Allied Arts into a College of Design with three Schools (Architecture & Environment; Art & Design; Planning, Public Policy and Management; and an independent Department of the History of Art and Architecture) at the meeting of the Academic Council on 24 February 2017. Academic Council reviewed this proposal in the context of the criteria for evaluating naming proposals (Guidelines for Changing Names or Designation of Academic Units attached). These criteria are:

1. Alignment with strategic goals and objectives of the UO and academic units.
2. Potential for enhancing academic excellence and increasing scholarly productivity.
3. Opportunities to attract students and promote student success.
4. Opportunities to realize cost savings and administrative efficiencies.
5. Opportunities to raise external funds to support academic programming.
6. Consistency with trends in the field.

Academic Council found that the proposed changes were well thought out, generally satisfied these criteria, and supported the College's ability to determine their own structure, but had some comments and concerns that were discussed with Dean Lindner.

Council members had the following comments and concerns:

Renaming

The proposal lists in a six-page appendix the organizational structure of the ten current AAA departments at other AAU institutions. Some are departments, some are schools, and some are colleges, the point being that there is no standard at peer institutions for naming a department, school, or college. Nevertheless, the Council questioned Dean Lindner on his renaming decisions, with a focus on the role of the proposed schools and on the name "College of Design." The ensuing discussion addressed the possibility of confusing a "school" within a college and an independent "school," such as the School of Law, of Music and Dance, of Journalism and Communication, or the Graduate School. The practice at the UO has been to equate a school and a college, but the AAA proposal would create a hierarchy of college over school. The equation of the Department of the History of Art and Architecture with the three Schools was also of concern to the Council.

The Registrar noted that the Provost or President would have to approve the renaming as explained in the UO Style Guide (<https://brand.uoregon.edu/academics>):

Academic and Administrative Units

Both tradition and sensitivity to language govern the naming of academic and administrative units. The University of Oregon Board of Trustees must approve the naming or renaming of academic and administrative units. Sometimes the board delegates authority for approving name changes to the university president or a vice president. Until such approval has been received in writing, a proposed name should not appear in UO publications. Doing so invites confusion about when the change takes effect, at best, and at worst, embarrassment and liability if the proposed name is not approved.

Hierarchy and Tradition

Traditionally, academic units are called colleges or schools (first in the organizational hierarchy), departments or programs (second in the hierarchy, functioning as a unit within the college or school). On rare occasions, a secondary academic unit may be termed an area. Exceptions that already exist should be regarded as anomalies rather than as models.

*Charles H. Lundquist College of Business
School of Music and Dance
Department of East Asian Languages and Literatures
Medieval Studies Program*

Administrative units are usually offices or services, centers or institutes, museums, or libraries.

*Office of Academic Advising
Career Center
Center for the Study of Women in Society
Chemical Physics Institute
Institute of Molecular Biology
Museum of Natural and Cultural History
Oregon Humanities Center
Printing and Mailing Services
University of Oregon Libraries (Knight Library is the name of a building)*

The Registrar concluded this:

Changing the name of AAA to the “College of Design” is certainly permissible under the style guide because it would still fit within the current academic hierarchy. However, unless UO changes the overarching hierarchy structure for academic units, the second-level units cannot be renamed as “schools;” i.e., they have to remain departments, thus:

- Department of Architecture and Environment
- Department of Art and Design (also a problem: the “+” sign is also against the UO Style guide ... UO does not use punctuation symbols in titles of schools, colleges, departments, programs, centers, institutes. UO spells everything out, consistently, in all publications overseen by University Communications).
- Department of Planning, Public Policy and Management

It was noted, however, that the Vice President of Communications has agreed to change the Style Guide to encompass the changes in the AAA proposal, which the Provost has approved. The Associate Registrar advised against using the symbol & in the names of the proposed schools and replacing these with “and.”

The Associate Registrar pointed out the heavy amount of work that his office will have to invest in making the proposed changes, and the Council agreed this labor needs to be accounted for in the proposal. Instead of stating in the section “Budget implications” that AAA is not asking for any additional resources related to the reorganization,” the Council advised writing that there would be additional resources needed to make systemic changes in Banner as well as costs for changing letterhead, updating websites, etc. There were also questions about the salaries of the new Heads of the Schools. Although the new College will use its internal funds for them, the salaries will present a new expense that should be explained.

Council Members debated the name “College of Design” and wondered if it would suit all the new schools, in particular the School of Public Policy, Planning and Management. Dean Lindner

explained the careful thought that AAA faculty have put into selecting the names of the college and the schools. All four of the new organizational entities (schools and department) have elements of design as part of their discipline. The names and structures are within national norms. Iowa State, for example, has a Department of Community and Regional Planning within a College of Design, and Georgia Tech has a School of Regional and City Planning within a College of Design. The University of Florida, on the other hand, has a Department of Urban and Regional Planning within a School of Landscape Architecture and Planning, which is housed in a College of Design, Construction and Planning.

Curricular perspective:

AAA has, currently, 17 active undergraduate majors and 15 graduate majors (Figure 1 below). Recent numbers of majors vary greatly over the past 3 years. Seven undergraduate majors (Ceramics, BFA/MFA Digital Arts, Metalsmithing and Jewelry, Painting, Photography, Printmaking, Sculpture) have 5 or less majors in the most recent count. Two graduate programs (Oregon Leadership Sustainability and Technical Teach Architecture) have no current majors. With ten departments, AAA has many subject codes and broad enrollment in classes (Figure 2). With this organization, AAA will need a careful evaluation of both graduate and undergraduate majors and programs as well as sustainability of classes. Uniting departments into large units may facilitate support of different majors as it can allow faculty to teach in load in other majors but this ability needs to be reviewed and evaluated at the AAA level administration. AAA is encouraged to fully engage with Undergraduate Council and Graduate Council, as appropriate, as it examines its ability to sustain majors or considers possible changes such as uniting related majors but maintaining specializations or tracks within larger majors may be more appropriate for the revised structure. Any changes of class content, as well as adding or dropping of classes, will need to be done appropriately through the Committee on Courses. AAA is encouraged to engage early in their thinking and process with these committees and councils as they work through the impact of this proposed reorganization.

Figure 1

UNIVERSITY OF OREGON Majors

Please select a School or College, a year(s), or class standing to refine your analysis

School / College
AAA

Year
Multiple values

Class Standing
All

Class Standing

- Freshmen
- Sophomore
- Junior
- Senior
- Post-Bac
- Masters
- PhD
- Other Grad

Majors in AAA

Note: The counts reflect a duplicated headcount of students. Students with multiple majors will appear more than once in the counts.

Source: UO Office of Institutional Research; Fall term fourth-week enrollment.

		2014-15	2015-16	2016-17
Undergraduate	Architecture	326	309	323
	Art	190	209	269
	Art and Technology			44
	Art History	45	47	31
	Arts Management			14
	Ceramics			3
	Digital Arts (BA or BS)	159	161	116
	Digital Arts (BFA or MFA)	12	14	
	Interior Architecture	66	66	72
	Landscape Architecture	56	54	46
	Material & Product Studies	157	149	119
	Metalsmithing and Jewelry	2	3	
	Painting	1	4	4
	Photography	6	2	2
	Planning, Public Policy & Mgmt	54	53	70
	Pre-Planning Public Policy Mgm	53	87	98
	Printmaking	2	3	4
	Product Design	15	9	35
	Sculpture	1	3	2
	Total		1,145	1,173
Graduate	Architecture	171	208	203
	Art	27	22	23
	Art History	24	20	13
	Arts Management	44	39	37
	Community & Regional Planning	41	39	40
	Historic Preservation	17	23	19
	Interior Architecture	23	23	22

Majors by All in AAA

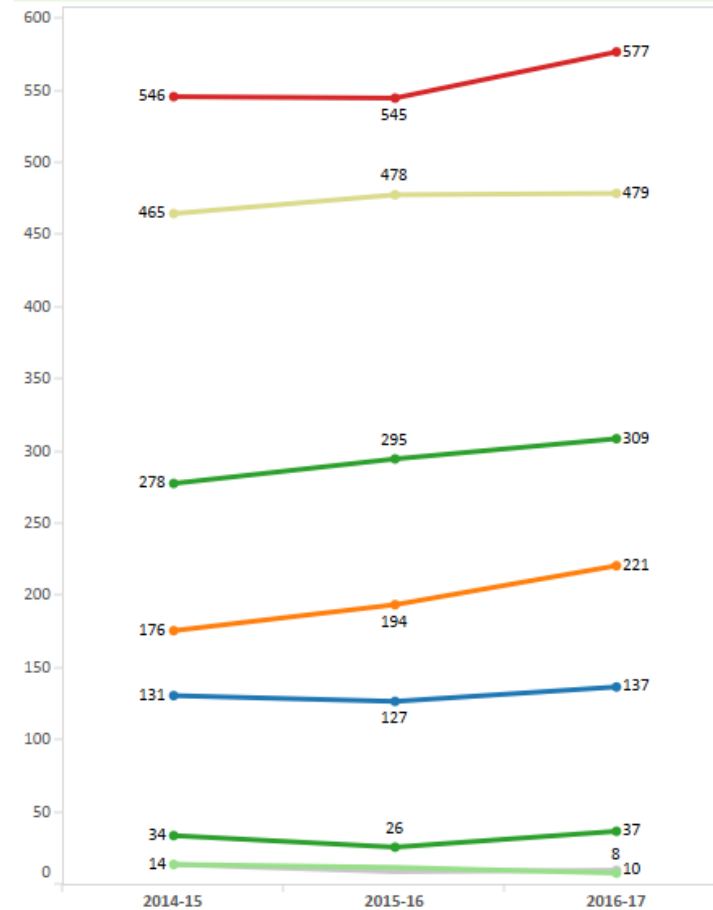


Figure 2
SCH by Unit Majors

SCH or FTE SCH
 Type of Credit Regular
 Student Level All
 Course Level All

Unit AAA

Unit	Major	Start Year	2014-15				End Year	2016-17				Term	
		2014-15	Fall	Winter	Spring	Summer	2015-16	Fall	Winter	Spring	Summer	All	
ARCHITECTURE & INTERIOR ARCH	Major	2014-15	6,014	6,157	5,697	888	2015-16	6,521	6,386	6,170	748	2016-17	6,460
	Non-Major	2014-15	885	201	192	10	2015-16	836	144	167	10	2016-17	936
ART	Major	2014-15	2,782	2,992	2,950	594	2015-16	2,747	3,011	3,380	649	2016-17	3,217
	Non-Major	2014-15	2,608	2,612	2,757	460	2015-16	2,369	2,706	2,388	330	2016-17	2,427
ART HISTORY	Major	2014-15	453	436	467	16	2015-16	377	407	355	39	2016-17	335
	Non-Major	2014-15	2,888	1,936	2,458	452	2015-16	2,717	1,960	2,169	284	2016-17	2,237
ARTS & ADMINISTRATION	Major	2014-15	496	354	358	104	2015-16	413	274	334	71	2016-17	453
	Non-Major	2014-15	1,381	655	579	579	2015-16	2,687	2,703	2,892	1,590	2016-17	2,698
HISTORIC PRESERVATION	Major	2014-15	151	164	142		2015-16	196	215	212	3	2016-17	202
	Non-Major	2014-15	59	38	49		2015-16	42	43	35		2016-17	41
LANDSCAPE ARCHITECTURE	Major	2014-15	982	1,049	819	260	2015-16	957	1,103	894	246	2016-17	975
	Non-Major	2014-15	1,437	418	586	278	2015-16	1,154	690	949	194	2016-17	1,295
PLANNING, PUBLIC POLICY, & MGMT	Major	2014-15	2,099	1,788	1,925	303	2015-16	2,013	2,081	2,032	469	2016-17	2,374
	Non-Major	2014-15	1,354	1,586	1,533	463	2015-16	1,426	2,126	1,671	515	2016-17	2,089
PRODUCT DESIGN	Major	2014-15	882	816	1,062	105	2015-16	816	921	728	68	2016-17	893
	Non-Major	2014-15	280	128	53	4	2015-16	528	124	160	18	2016-17	512

Guidelines for Changing Names or Designation of Academic Units

The following guidelines and procedures should be followed when proposing changes to the name of an academic unit (e.g., program, department, center) or changing the designation of an academic unit (e.g., from program to department, department to school, school to college). These guidelines do not apply to the creation of a new academic unit or to the naming of academic programs or structures prescribed by a gift to the university. Note that establishment of centers and institutes reporting to the VPRI follow a separate process, see <http://research.uoregon.edu/about/guidance-documents>.

Recent examples of name changes include the Department of Geological Sciences becoming the Department of Earth Sciences and the Department of Chemistry becoming the Department of Chemistry and Biochemistry. For these name changes, proposals were developed by the unit and proposed by the dean, with formal approval granted at the Provost level and subsequently communicated to the University Senate, the UO Board of Trustees, and the Higher Education Coordinating Commission. Similarly, when UO elevated some units from the level of programs to departments (e.g., International Studies, Ethnic Studies, Women and Gender Studies) both provost and dean approval was granted with subsequent notification to UO Senate and OUS Chancellor's Office following past practices. It should be noted that other overarching university policies do not currently govern these naming or designation changes, because they do not include the approval of new majors or degrees, and they do not include the naming of units or positions to honor gift agreements.

STEPS IN PROPOSING AND APPROVING NAME/DESIGNATION CHANGES FOR ACADEMIC UNITS

1. School/College develops proposal to change name or designation of an existing academic unit. School/College should consult with Academic Affairs early in the proposal process for guidance on procedure and format. Proposal will address any administrative changes anticipated and potential impacts on faculty, students and university. Proposal will also address budgetary implications including any potential costs or savings associated with implementing the change. Proposal should describe how any required sunset provisions will be followed.
2. School/College receives input on proposal from its faculty through internal governance process.
3. Dean approves and submits to Office of the Provost and Academic Affairs (OPAA).
4. OPAA reviews for alignment with criteria listed below and consults with relevant committees and advisory groups (e.g., Academic Council, Academic Leadership Team, FAC) to assess potential overlap with, or impact on, programs or resources of other units.
5. Upon approval by the Provost and President, the name or designation change will be noted in reports to the Senate, UO Board of Trustees and Higher Education Coordinating Commission. The Provost will also notify the Registrar so that appropriate changes can be made in Banner, Catalog and other appropriate systems and publications. Changes are typically effective the following Fall term.

Criteria for evaluating proposals to change the name or designation of an academic unit:

1. Alignment with strategic goals and objectives of the UO and academic units.
2. Potential for enhancing academic excellence and increasing scholarly productivity.
3. Opportunities to attract students and promote student success.
4. Opportunities to realize cost savings and administrative efficiencies.
5. Opportunities to raise external funds to support academic programming.
6. Consistency with trends in the field.