MEMORANDUM

To: Paul DeLuca, Provost
From: Soyeon Shim, Dean
Date: April 16, 2014

On March 24, 2014 the School of Human Ecology Academic Planning Council unanimously approved three proposals designed to enhance communication regarding School programs. I enthusiastically endorse these proposals and am forwarding them for campus review in hopes that you and the UAPC will agree.

The proposals, which I am attaching, are to a) rename the two undergraduate degree majors in the Department Design Studies (B.S. in Interior Design to B.S. in Interior Architecture and B.S. in Textile and Apparel Design to B.S. in Textiles and Fashion Design) and b) modify the name of the School’s internal Department of Interdisciplinary Studies (to Department of Civil Society and Community Studies) and create a related schedule of classes subject listing. We believe that among other benefits, these changes will expand our ability to reach and serve interested students, develop linkages with potential professional collaborators and funding agencies, and respond to business and community needs. We do not anticipate any concerns about name overlap for the proposed undergraduate degree major name changes. However, because the UW-Madison Department of Community and Environmental Sociology includes ‘Community’ in its descriptor, we are also attaching a letter of support from them for our proposed department name change.

Thank you in advance for your consideration. Please feel free to contact Associate Dean Wendy L. Way at wlvway@wisc.edu or 608-890-4790 if there are questions or if any further information is needed.
Proposal for Degree Major Name Change from B.S. Interior Design to B.S. Interior Architecture

The Department of Design Studies is requesting approval to change the name of the Interior Design degree major to Interior Architecture. Interior Architecture more accurately reflects the educational approach of the program and existing faculty strengths, and is likely to draw more students to the major.

Interior Architecture is a term commonly used to describe similar programs in major research universities and design schools; for example, the University of Oregon, Kansas State University, the University of North Carolina-Greensboro, and Rhode Island School of Design use it. The degree is not meant to compete with architectural programs as the goal is not to train architects. Rather, the goal is to educate interior designers well-grounded in architectural principles and practices who will be able to work more effectively with architects and/or more easily pursue graduate degrees in architecture.

The department feels it has the pieces in place to legitimately call the program Interior Architecture. Two of the professors in the program (Nelson and Rengel) have architectural degrees, have been licensed architects, and have a strong background in commercial design, having worked with some of the top firms in the United States. As a result, the pedagogical approach the department has taken over the years has become more architectural in nature. This translates into more knowledge and skills related to the spatial and technical aspects of design. This is a strength that distinguishes the UW-Madison program from others and the department wishes to capitalize on that strength by changing the name to Interior Architecture.

Program faculty believe the Interior Architecture (IA) label will also add a sense of professionalism and credibility to the program. Unfortunately, the Interior Design label still suffers from the conception many people have of interior design as decoration. For this reason, current students have voiced strong support for the name change. We also believe prospective students will find the term architecture more appealing and credible than ‘design;’ leading to increased enrollments.

Our plan is to implement the degree major name change using the ‘turnkey’ approach beginning with the graduates of fall 2014. Interior design courses are now listed under the Design Studies schedule of classes subject listing. No new or changed subject listing will be needed to implement the proposed degree major name change.
Proposal for Degree Major Name Change from B.S. Textile and Apparel Design to B.S. Textiles and Fashion Design

The Department of Design Studies is requesting approval to change the name of the B.S. in Textile and Apparel Design (TAD) degree major to Textiles and Fashion Design (TFD). The change from Apparel Design to Fashion Design aligns more closely with widely used terminology in the field and will make it easier for prospective students to identify the program at UW-Madison.

Historically, the term ‘fashion design’ was not used to describe the TAD program because the department considered itself different from typical fashion design schools. The program emphasizes not only the materials and techniques used to produce clothing but also how the artifacts created connect with people, culture, and society. It draws on scholarly work and probes more deeply into the relationships and significance of the objects produced and consumed.

The department determined that it was important to highlight the fact that the textile focus of the program and the deeper probing into scholarly topics related to culture and society is what distinguishes its students. Recently, however, the department has also recognized that the term ‘fashion’ better applies to products beyond apparel that are addressed in important ways in the curriculum. Additionally, the term fashion seems to be a more appealing descriptor for many potential students. In the proposed name, Textiles and Fashion Design, the fashion component is incorporated but the textiles focus is placed prominently first. Although a subtle distinction, the proposed degree major name is congruent with the department’s philosophy of producing students who are well versed in textile design and scholarly inquiry first, who also become strong fashion designers.

We have evidence of strong student support for the new name, Textiles and Fashion Design, and believe it will serve both students and the Department well. It is likely to appeal to a greater number of prospective students while allowing faculty and School staff to explain how the program differs from what one gets in a typical fashion design program. Additionally, the way the term fashion applies widely to products beyond apparel works more effectively with current major tracks which distinguish between clothing and accessories.

Our plan is to implement the degree major name change using the ‘turnkey’ approach beginning with the graduates of fall 2014. Textile and apparel design courses are now listed under the Design Studies schedule of classes subject listing. No new or changed subject listing will be needed to implement the proposed degree major name change.
Interdisciplinary Studies in Human Ecology
Departmental Name Change Request

Civil Society & Community Studies

This is a request to change the name of the Department of Interdisciplinary Studies in Human Ecology to Civil Society & Community Studies (CSCS). We also request that a new subject listing be created in the campus schedule of classes to correspond to the new department name. After extensive study, the department faculty determined that the proposed new name better aligns with those being used to describe other programs nationally that are similar in content, and that it will more clearly communicate the focus of department academic programs and courses to students and others interested in the content. Currently, the department is the administrative home for the Bachelor of Science degree major in Community & Nonprofit Leadership and the transcripted doctoral program option titled Human Ecology: Civil Society & Community Research.

‘Civil Society’ is an inclusive term that denotes the “third sector” of society (as distinct from business and government) – the aggregation of organizations and other forms of voluntary association that are both public and non-governmental. Therefore, Civil Society & Community Studies includes nonprofit organizations, but indicates a broader focus on the democratic potential that exists through voluntary association, civic engagement, collective action, and the development of a more innovative, effective, and transformative nonprofit sector.

‘Community’ reflects the department’s multi-level and interdisciplinary approach to engaged scholarship. It also appropriately captures the unit’s emphasis on participatory, action-oriented, and community-based research.

Our analysis indicates that the name Civil Society & Community Studies will appeal to graduate and undergraduate students as well as to foundations and funding agencies from which the faculty seek extramural support. It avoids terms that might cause confusion about the scope and emphasis of departmental activities (e.g., nonprofit, psychology, science). The term “Studies” is inclusive and inviting, and will enhance the department’s goal of developing effective relationships with students at all levels, community members, and interdisciplinary collaborators.

Although the department is requesting that a new schedule of classes subject listing be created to correspond to the new department name, this is not a request to replace the current Interdisciplinary (SoHE) subject listing. In addition to serving as a location for undergraduate courses in Community & Nonprofit Leadership and graduate courses in Civil Society & Community Research, the Interdisciplinary schedule of courses listing has also served as a place to post classes designed to serve students collectively in all School of Human Ecology departments. The School would like to retain the Interdisciplinary listing for that purpose. None of the courses now in the Interdisciplinary subject listing would be cross-listed with the new subject listing; rather those courses associated specifically with the CSCS department would be moved to the new location.
If approved, the department would begin to utilize the new department name in print and
electronic communications as soon as feasible, working closely with the School’s Assistant Dean
for External Relations to ensure systematic rollout. We anticipate the new subject listing would
not be utilized until it is time for the schedule of classes in fall of 2015. Administrative work
needed to implement the change would begin in the fall of 2014; for example, modifying course
prefixes through the online course proposal process, encoding the DARS degree audit system to
accept new course prefixes in appropriate places, and communicating with other departments
about changed course prefixes. The School of Human Ecology department administrative staff
and Student Academic Affairs office work closely together and would collaborate with the
Dean’s office to ensure that the needed changes occur smoothly and in a timely manner.
April 16, 2014

Wendy Way
Associate Dean
School of Human Ecology
UW-Madison

Dear Professor Way:

The Department of Community and Environmental Sociology wholeheartedly supports the proposed name change of the Department of Interdisciplinary Studies to the Department of Civil Society and Community Studies. We see no conflict with the program of our own department. In fact, we look forward to working more closely with faculty members in renamed department. One of its faculty members is already affiliated with us, and recent hires in that department promise closer contact in the future. Thank you for this opportunity to offer our viewpoint.

Sincerely,

Jess Gilbert
Professor and Chair

Department of Community and Environmental Sociology
College of Agricultural & Life Sciences