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To: Priorities and Planning

From: Cynthia Claybough, Art
Mark Cole, Theatre
Fritz Messere, Communication Studies
Julie Pretzat, Music

Date: September 6, 2007

Re: Draft Proposal for the School of Communication and Creative Arts

With this memo we are submitting for your review and commentary our proposal for a new School of Communication and Creative Arts. This proposal is the result of a good deal of collaboration and creative thinking by members of the departments who will found the new school. We are enthusiastic about the possibilities that this proposal represents for our departments and for SUNY Oswego as a whole.

After our initial discussions as chairpersons with the Provost last spring, each of our departments met individually to discuss our ideas about the opportunities and challenges of creating a school to include Communication Studies as well as the Fine and Performing Arts. In early June each department sent representatives to a retreat for discussion together. You may review the minutes of our department meetings and the retreat on the Provost's website (www.oswego.edu/provost) under "Current Initiatives" then "School of Communication and Creative Arts."

This draft proposal for a School of Communication and Creative Arts (SCCA) emerged from that retreat that included not only representatives from the departments of Art, Communication Studies, Music, and Theatre but also from programs that might have a vested interest in working with such a school and from Faculty Assembly. At the retreat the chairs outlined the distinctive strengths and character of their respective departments. An energized series of small and large group discussions identified ideas, visioning, values, goals, connections and alliances (both cross-campus and regional) that could be part of the rationale for the new school. Collaboration, interdisciplinary strengths and the desire to connect to new and emerging forms in which technology intersects with our disciplines were distinctive elements of the discussions. This draft document represents the fundamental ideas, spirited connections, and forward thinking that infused the retreat.

We look forward to discussing this proposal with you before it is presented to the President's Council for a decision. Thank you for your serious consideration of our proposal.

c. S. Coultrap-McQuin
R. Mandel