

Creating this distinctive school bolsters opportunities for true collaborative living and learning environments among faculty and students. As students explore relational interests across the departments involved, cooperative relationships will continue to grow into the types of interdisciplinary programming and degree offerings that are a distinctive feature of SUNY Oswego. Within the cohesive environment offered by SCCA, students and faculty will have more opportunities for interaction, increased study and program variety, and opportunities to create the hybrid, technology-rich disciplines at the intersection of “New Media” and “Emerging Art and Communication Forms.” New or expanded institutes that serve the needs of students with broad interests will be possible as a result of our expanded collaborations. The goal is to create a school in which outmoded borders and pre-conceived separateness are broken down, allowing for greater collaboration in the curriculum and team-teaching opportunities, as well as common courses and shared capstone experiences.

The departments in the new school anticipate being able to create new courses and programs that are responsive to the world in which we live, that are project-based, that are infused with service learning, and that provide our students with highly integrated learning opportunities. While all departments will retain what is already excellent, the opportunity to create a new curriculum that is relevant to students’ needs is a crucial goal for the new school. Art, Music and Theatre are nationally accredited departments that must maintain excellence in a somewhat traditional curricula, but all departments, including Communication Studies, see the need to look forward to emerging art, media, and performance forms in a multicultural, highly technological world. Similarly, we think that the critical and analytical perspectives infused within a communication curriculum can enhance the understanding of message design for Art, Music and Theater. The enhanced intellectual interplay between these disciplines, created as a result of the new school, holds the promise for stimulating debate and collaboration. This school will attract a highly qualified and ethnically diverse faculty and student body.

All departments also believe that the potential for shared resources and facilities will benefit them. Shared technology, common spaces, team-teaching and other shared resources will help eliminate duplications across departments and disciplines, and lead to greater efficiencies and closer collaborations. There are many students who have been creating their own academic programs from the various course offerings in the four different departments. The streamlining of resources and organization of our course offerings will allow our students to find the courses and technology they need to prepare them for careers in the 21st century.

The future for our graduates looks very bright. According to the U.S. Bureau of Labor’s most recent projections, employment in the information sector is expected to add some 364,000 jobs by 2014. Included in this fast growing sector are industries closely related to the school’s core majors such as Internet publishing and broadcasting; and Internet service providers, and Web search portals. Employment in these industries is expected to grow by 43.5 percent, and 27.8 percent, respectively. (The information supersector also includes telecommunications, broadcasting, and newspaper, periodical, book, and directory publishers and these industries are closely related to new media as well as our traditional majors.) Arts, entertainment, and recreation will grow by 25 percent and are projected to add 460,000 new jobs by 2014. Job growth is likely as a result of greater public participation in arts, entertainment, and recreation activities—reflecting increasing incomes, leisure time, and awareness of the health benefits of physical fitness.

Departments also believe that the distinct character of this new school along with expected robust expansion in related fields will attract much greater external support (through grants, alumni and others) than any department could on its own.