

## V. Outcomes anticipated for SUNY Oswego by creation of this school:

SCCA not only creates rich, cooperative opportunities for the departments involved, but also for the campus community and region at large by promoting leadership and excellence in disciplines that are by their nature directly connected to the culture of our society. With the organization of these separate departments in a "School," comes the opportunity for capital improvements and additional funding through grants. Increased resources will broaden program offerings and build stronger connections to the community and region that will reflect well on SUNY Oswego. Programming will continue to provide opportunities for students and faculty inside and outside majors connected to SCCA. Increased access to external funding could also afford SCCA the opportunity to expand programming to include citizens of the region, providing opportunities for their participation in all sorts of programming such as professional development, institutes targeting area high school students, or other sorts of offerings designed to build bridges between the academic and regional community. Greater interaction in the cultural climate of Central New York will then provide benefits to the College by raising our visibility within the region.

Although a separate school offers a plethora of new and exciting possibilities, the true benchmark of such a school will be its contributions to the strength of the entire campus. As part of a comprehensive institution, SCCA will maintain existing alliances that are vitally important to the health of SUNY Oswego. While SCCA itself offers something unique within SUNY, it will not exist in a vacuum at Oswego. All four of the departments have vibrant, cooperative, as well as interdisciplinary relationships with Arts and Sciences, Business, and Education. This interconnectedness with the rest of campus places SCCA in a holistic space that underscores many imaginative possibilities for potential students. Programs such as Cinema and Screen Studies and Information Science, to name just two, offer connections firmly attaching SCCA to the College of Arts and Sciences. Centers such as CCIT and IPAC offer formal structures to ensure interdisciplinary, collaborative, and cooperative relations across the schools. Cooperative programs such as Arts Management illustrate the ability of the Oswego to offer new programs that transcend the boundaries of the individual schools. We anticipate new programs will also emerge to meet the tastes and needs of future students. SCCA offers Oswego a distinction within SUNY and New York State, but Oswego offers SCCA a proven record of excellence, of comprehensive programming, and of wide-ranging academic opportunity.

The creation of a School of Communication and Creative Arts provides opportunity for increased visibility for the performance-based programming currently being offered at SUNY Oswego including broadcasts, concerts, plays, and exhibitions. An increase in exposure can lead to firmly establishing SUNY Oswego as a cultural center for the greater central New York region. Alumni and friends have already indicated interest in supporting growth and improvement to communication studies and the fine and performing arts; creating a new school provides them with the opportunity to truly impact and change not only SUNY Oswego, but the city and region as well. SCCA enables donors to become part of an innovative, interdisciplinary educational opportunity for our students. When donor gifts are given to projects in this school, they benefit all of SUNY Oswego. For example, the recent gift to support equipment in the student broadcasting station will be used by students in majors across campus (not just broadcasting students); furthermore, gifts like this one relieve the campus of replacing equipment and make possible the purchase of other equipment for needs elsewhere. The recent legislative funding for broadcast equipment in Lanigan made possible a greater amount of funding going to the sciences for their equipment needs.

Improved funding opportunities, innovative teaching pedagogies, and improved access for interdisciplinary programming give SCCA a competitive edge as the campus readies itself for changing student populations. With the greater exposure and higher expectations created by the formation of