Special Consideration Item:

College of Architecture, Department of Visualization, request to change the name of the Master of Science in Visualization Sciences Degree
MEMORANDUM

TO: Faculty Senate, Texas A&M University

THROUGH: Dr. Dave Reed, Chair, Graduate Council, Texas A&M University

THROUGH: Dr. Jorge Vanegas, Dean, College of Architecture

FROM: Mr. Tim McLaughlin, Department Head

DATE: October 21, 2009

SUBJECT: Request to Change the Name of the Master of Science in Visualization Sciences Degree

On behalf of the faculty in the Department of Visualization in the College of Architecture, I respectfully submit the attached proposal to change the title of the degree, currently known as "Master of Science in Visualization Sciences" to "Master of Science in Visualization."

No curriculum changes are included in this request. The proposed administrative change would do the following:

1) Remove redundancy of use of the term "science" in the degree name.
2) Recognize the term "Visualization" as encompassing the field in which the program's research and creative works are pursued.
3) Bring the Masters degree name and the undergraduate degree name, "Bachelor of Science in Visualization," into alignment.

The proposed change is motivated by the desire for continued success of the Master of Science in Visualization Sciences program in an expanding education marketplace. We need to develop a clearer branding identity for the program's future. The proposed name change will do a better job of communicating the program's reliance on both science and art as the means to create and understand visual experiences.

The proposed change has unanimous support from the Department of Visualization faculty. No new costs are incurred beyond those that the Department can bear through progressive and steady re-publication of material featuring the program's name.
Certification Form for Administrative Changes
Texas Higher Education Coordinating Board

Directions: An institution shall use this form to request an administrative change that meets all criteria for automatic approval in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.44: (a) The administrative change has institutional and board of regents approval, (b) the institution certifies that adequate funds are available to cover the costs of the administrative change, (c) new costs during the first five years would not exceed $2 million, and (d) the administrative change meets all other criteria in Section 5.47 of Board Rules (relating to Criteria for Administrative Change Requests).

If an administrative change does not meet the criteria above, an institution must submit a request using the Administrative Change Request Form.

An institution may also use this form to report the creation or change to a unit that does not administer a certificate or degree program (e.g., a research center) to update the Program Inventory.

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

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Administrative Information

1. Institution: Texas A&M University, College Station, College of Architecture, Department of Visualization

2. Description of Administrative Change: (e.g., create a new Department of Sociology; merge existing College of Science and College of Liberals Arts into a new College of Arts and Science, etc.)

Change in title of degree: Formerly "Master of Science in Visualization Sciences" to "Master of Science in Visualization." No curriculum changes.

3. Program Inventory – Show how the change would appear on the Coordinating Board's Program Inventory. Include all degree programs and corresponding Texas CIP codes affected by the change but do not include proposed administrative unit codes for the new academic unit(s). Board staff will assign the new administrative unit codes.

Code to remain: 11.0803 Computer Graphics
Degree program: Master of Science in Visualization

4. Implementation Date: 1/1/2010

5. Contact Person: Provide contact information for the person who can answer specific questions about the program.

   Name: Carol LaFayette,
   Title: Associate Department Head, Graduate Program Coordinator
E-mail: lurleen@viz.tamu.edu
Phone: 979-845-5691

Signature Page

I hereby certify that all of the following criteria have been met in accordance with the procedures outlined in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.44:

(a) The administrative change has institutional approval.

(b) The institution certifies that adequate funds are available to cover the costs of the administrative change.

(c) New costs during the first five years would not exceed $2 million.

(d) The administrative change meets all other criteria in Section 5.47 of Board Rules (relating to Criteria for Administrative Change Requests):

(1) The administrative overhead of universities and health-related institutions should be kept low to insure that most of the funds appropriated for higher education go toward the costs of instruction.

(2) The administrative costs of new academic units, particularly colleges and schools, should not be so high as to detract from the quality of the programs the administrative unit contains.

I understand that the Coordinating Board will update the program inventory of the institution to reflect the administrative change if no objections to the proposed administrative change are received during the 30-day public comment period.

________________________  _______________________
Chief Executive Officer     Date

I hereby certify that the Board of Regents has approved this administrative change.

Date of Board of Regents approval: ____________________________
Certification Form for New Bachelor's and Master's Programs

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| Board of Regents (or Designee) | Date |

Attachment H