



UNIVERSITY of WISCONSIN  
GREEN BAY

Date: 6 February 2017  
To: Jeffery Benzow, Program Coordinator, Design Arts  
From: Greg Davis, Provost and Vice Chancellor for Academic Affairs *GD*  
Re: Provost's Recommendations on Design Arts Program Review

Note: Due to significant turnover in the Provost's office as well as significant budgetary and organizational challenges, this memo was delayed. It responds to the Program Review submitted by Design Arts in 2013, and represents an effort to correct a significant oversight.

The review conducted in 2013-2014 was the first program review for Design Arts since it developed into an interdisciplinary major from an interdisciplinary emphasis in 2008. In that short period of time, the enrollments of the Design Arts Major as well as the Design Arts Minor have grown steadily. The growth of the program may be attributed to its strengths, particularly the inclusion of applied learning opportunities. The Design Arts faculty and students have become a vital part of the academic mission of the University and the life of the campus and wider community. The program's plan for development is strong, and I encourage the faculty to pursue it.

**Program Strengths:**

- The liberal arts and interdisciplinary core of the Design Arts program are major strengths as they allows students to bring a wealth of experiences, knowledge, and skills into their coursework.
- The applied nature of this program is impressive, especially the ways in which students have engaged in community-based projects such as Voyageur Magazine and the Ice Age Trail at Peninsula State Park.
- The program's focus on both graphic design and environmental design are critical in fulfilling the mission of the program and the University as well as in meeting the needs of students and their potential employers.

**Needs and Suggestions for Improvement:**

- Any plan for development must be seen in the context of accreditation and the development of the Art and Design Unit more generally.
- The assessment of student learning outcomes needs to be strengthened. The program review states clearly that Design Arts students are successful. How has this success been measured? How do these assessment results relate to the strategic directions that the program has identified?