

MICHIGAN STATE UNIVERSITY

April 1, 2014

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. John Gaboury, Associate Provost for Academic Services

RE: Request to Phase Out and Discontinue the Bachelor of Arts Degree
in American Studies

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

The request referenced above is being sent to the University Committee on Undergraduate Education (UCUE) in accordance with the *Bylaws for Academic Governance*, 4.4.

UCUE Response Requested:

Please ask the UCUE to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to UCUE members.

After receiving UCUE's consultative response, the Provost will make a determination to discontinue or not to discontinue this program. If the Provost determines that the program will be discontinued, the request will be forwarded to the University Committee on Curriculum for deletion of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator at 5-8420.

Thank you.

Attachments:

1. Request to Discontinue an Academic Program form dated March 31, 2014: Bachelor of Arts Degree in American Studies and attachments.
2. Student Enrollments by Program; Student Awards by Programs (for the request referenced above).

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University Curriculum and Catalog

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517-355-8420
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View a Program		Main Menu
Joy Speas, RO	Monday, 3/31/2014	
Program Name: American Studies Degree: BA Sequence Number: 6	Program Request ID: 2622	
Effective Dates: Summer 2014 Status: Interim Initial Action: Deleted		
Requested Date: 1/28/2014 4:39:04 PM		
<p>1. Department/School/College: 04054 Department of Writing, Rhetoric and American Cultures</p> <p>2. Name of Program: American Studies</p> <p>3. Name of Degree: BA</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Summer 2014</p> <p>Effective End date: Summer 2014</p> <p>Will the proposed change(s) have a negative impact on students? If so, which ones?: No. There are no current undergraduate majors in American Studies.</p> <p>Describe impact and explain what accommodations will be made: Since there are no students currently enrolled in the American Studies B.A. program, there will be no need to make accommodations.</p> <p>Reason(s) for change(s): Background information for discontinuation of the American Studies major: Interest in the American Studies major has declined in recent years, despite two major revisions to the curriculum that were intended to build student interest and that substantially increased the number of specialized American Studies courses. Since Fall 2006, ten (10) students have completed the bachelor's degree in American Studies. In a climate of extreme economic challenges, it is not possible to justify continuing to offer the variety of specialized courses necessary for a major so few have chosen. Students can prepare well for graduate study that focuses on diverse aspects of the American experience and culture by earning any one of many undergraduate degrees in the liberal arts. Moreover, students will be able to use the College of Arts and Letters major in Interdisciplinary Humanities to develop a courses of studies very similar to the interdisciplinary approach to American Studies majors in a number of Big 10 institutions. Relationship to similar programs at MSU or other institutions: AMS was previously conceived as an interdisciplinary major (Language from 1985-86 catalog: "Students concentrate in American literature, American history, and one of the following: Canadian studies, cultural studies, political science, racial and ethnic studies, sociology, or urban and metropolitan studies."). Many of the courses previously used to fulfill the interdisciplinary version of the major remain available. Opportunities to develop a</p>		

similar program of study would remain available to students through the Interdisciplinary Humanities major. Plan for evaluating the program & need for disbandment: Meetings have been conducted with the following individuals/groups: American Studies faculty Hoppenstand, Larabee, Stowe; Core Chairs & Directors; English Department Policy Committee; College Advisory Council, former Director of Undergraduate Student Affairs Fryer, Associate Dean Swenson, Dean Wurst; Meeting with WRAC faculty & Dean Wurst; Open College Faculty Meetings; College Curriculum Committee. Other reasons for disbandment consideration: (i) duplication (Americanist faculty in English Department); (ii) ability to retain content and deliver to more students through alternative venue (e.g., IAH, "AL" electives, English); (iii) students will retain the option of completing an interdisciplinary humanities major, with American studies focus; (iv) new concentration proposal in the English Department in popular culture studies will incorporate a significant amount of curricular content and objectives from the American Studies B.A. major, thus rendering that major obsolete.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Writing, Rhetoric and American Cultures
3/29/2014 10:50:11 AM by Jeff Grabill for Jeff Grabill, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Arts and Letters
3/31/2014 8:43:22 AM by Jovon Potter for Gary Hoppenstand, Associate Dean

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Enrollments and Awards By Program Arts and Letters

Program - Description	Span		FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	Total	10 yr Diff.
5636 - Professional Writing	FS04-	Enrollments	0	4	6	7	3	13	24	29	36	44	166	44
		Awards	0	0	0	1	0	1	2	6	5	4	19	4
		%	0%	0%	0%	14%	0%	8%	8%	21%	14%	9%	11%	9%
BA - Bachelor of Arts														
→ 5639 - American Studies	FS04-FS09	Enrollments	0	4	12	17	16	17	11	3	1	0	81	0
		Awards	0	0	0	2	5	3	4	1	0	0	15	0
		%	0%	0%	0%	12%	31%	18%	36%	33%	0%	0%	19%	0%
5641 - American Studies - Second Degree	FS04-FS09	Enrollments	0	2	1	0	1	0	0	0	0	0	4	0
5635 - Professional Writing	FS04-	Enrollments	0	49	66	80	100	111	135	157	182	196	1,076	196
		Awards	0	2	13	15	22	17	31	24	34	45	203	45
		%	0%	4%	20%	19%	22%	15%	23%	15%	19%	23%	19%	23%
5637 - Professional Writing - Second Degree	FS04-	Enrollments	0	4	4	3	3	3	7	9	10	9	52	9
		Awards	0	0	1	1	0	0	0	2	4	4	12	4
		%	0%	0%	25%	33%	0%	0%	0%	22%	40%	44%	23%	44%
MNUN - Minor Undergraduate														
5683 - American Studies	FS08-FS09	Enrollments												0

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.
e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.

If a student changed majors within the FY, he/she is counted under both majors.

COLLEGE OF ARTS AND LETTERS

1. **Request to delete the curriculum and degree requirements for the Bachelor of Arts degree in American Studies in the Department of Writing, Rhetoric and American Cultures. The University Committee on Undergraduate Education (UCUE) will provide consultative commentary to the Provost after considering this request. The Provost will make a determination after considering the consultative commentary from the University Committee on Undergraduate Education.**

No new students are to be admitted to the program effective Spring 2010. No students are to be readmitted to the program effective Spring 2010. Effective Summer 2014, coding for the program will be discontinued and the program will no longer be available in the College of Arts and Letters. Students who have not met the requirements for the Bachelor of Arts degree in American Studies through the College of Arts and Letters prior to Summer 2014 will have to change their major.

PROGRAM IN AMERICAN STUDIES

Marie Bruno, Director

Established in 1967, the American Studies program at Michigan State University offers the opportunity to examine American culture in all its diversity from an interdisciplinary perspective. We encourage our students to combine disciplines by drawing upon the resources of the entire university and using methods from literacy, historical and cultural studies, as well as sociology and political science. Because of the program's flexibility, students may pursue their intellectual interests in areas as diverse as history, women's studies, ethnomusicology, film studies, literature, ethnic studies, material culture, television, and visual arts. Concentrations in popular culture, global and cultural studies, and entertainment studies are available.

American Studies majors are encouraged to work with faculty from a variety of disciplines and departments. The Department of Writing, Rhetoric and American Cultures administers the major. The American Studies Advisory Board, which oversees the program, also includes faculty from History, English, Music, the Michigan State University Museum, and James Madison College. The American Studies major is grounded in a set of required core courses that includes cultural studies, U.S. history, and American literature. The program encourages studies of American culture that stretch beyond the geographic borders of the United States. American Studies courses can be taken as part of Study Abroad programs already established or under development. We also encourage students to think about their academic pursuits in the context of their communities, forging links between what they do in the classroom or library and what is going on beyond the campus.

American Studies provides rigorous training for professional careers. Students will obtain an excellent background in techniques of historical and literary research and analysis, and cultivate writing skills necessary for graduate school, journalism, corporate research, law school, non-governmental organizations, and education. American Studies is also a diverse and well-rounded degree for students seeking careers in museums, libraries, advertising, politics, public relations, and community service.

Requirements for the Bachelor of Arts Degree in American Studies

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in American Studies.

The University's Tier II writing requirement for the American Studies major is met by completing American Studies 300. That course is referenced in item 3.a. below.

2. The requirements of the College of Arts and Letters for the Bachelor of Arts degree.

	CREDITS
3. The following requirements for the major:	32
a. All of the following courses (14 credits):	
AMS 200 Introduction to American Studies	4
AMS 300 Writing Media Cultures (W)	4
AMS 330 Theories of American Studies	3
AMS 492 Seminar in American Studies	3
b. Complete one of the following concentrations (9 or 10 credits):	
Popular Culture	
(1) Both of the following courses (7 credits):	
AMS 210 Introduction to Popular Culture	4
AMS 340 Digital Popular Culture	3
(2) One of the following courses (3 credits):	
AMS 320 Gender and Popular Culture	3
AMS 350 Narrative and Genre in Popular Culture	3
AMS 360 Ethnicity and Identity in Global Popular Culture)	3
AMS 450 Major Themes in Popular Culture	3
Global and Cultural Studies	
(1) Both of the following courses (6 credits):	

- AMS 285 Ethnicity and Identity in American Culture 3
- AMS 365 Transcultural Perspectives 3
- (2) One of the following courses (3 credits):
 - AMS 320 Gender and Popular Culture 3
 - AMS 360 Ethnicity and Identity in Global Popular Culture 3
 - AMS 465 Major Themes in Ethnicity and Identity in American and Global Culture 3
- Entertainment Studies**
- (1) Both of the following courses (7 credits):
 - AMS 150 The Entertainment Society 4
 - AMS 361 Analyzing American Media Culture 3
- (2) One of the following courses (3 credits):
 - AMS 270 Comics and Animation in America 3
 - AMS 340 Digital Popular Culture 3
 - AMS 461 Major Themes in Entertainment Culture 3
- c. Complete an additional 9 or 10 credits of American Studies courses as approved by the director of undergraduate American Studies.