



Robert C. May
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Chair of the Assembly of the Academic Senate
Faculty Representative to the Regents
University of California
1111 Franklin Street, 12th Floor
Oakland, California 94607-5200

May 23, 2019

MICHAEL T. BROWN
PROVOST AND EXECUTIVE VICE PRESIDENT
UNIVERSITY OF CALIFORNIA

Re: Approval of Master of Design (MDes) at UC Berkeley

Dear Michael,

In accordance with the *Universitywide Review Processes For Academic Programs, Units, and Research Units* (the "Compendium"), and on the recommendation of CCGA, the Academic Council has approved UC Berkeley's proposal to establish a self-supporting graduate program leading to a Master of Design (MDes) degree.

Because this is a new degree title, and the Assembly of the Academic Senate is not meeting within 30 days of CCGA's approval, Council must approve the program per Senate Bylaw 125.B.7.

I am enclosing CCGA's report on its review of the new program, and respectfully request that your office complete the process of obtaining the President's approval.

Please do not hesitate to contact me if you have additional questions.

Sincerely,

A handwritten signature in brown ink that reads "R. C. May".

Robert C. May, Chair
Academic Council

cc: Academic Council
Senate Directors
IRAP Analyst Procello



COORDINATING COMMITTEE ON GRADUATE AFFAIRS (CCGA)

Onyebuchi A. Arah, Chair
arah@ucla.edu

ACADEMIC SENATE

University of California
1111 Franklin Street, 12th Floor
Oakland, California 94607-5200

May 10, 2019

ACADEMIC SENATE CHAIR ROBERT MAY

Dear Robert,

At its May 1 meeting, the Coordinating Committee on Graduate Affairs (CCGA) voted 8-0-1 to approve a new Master of Design (MDes) self-supporting graduate degree program on the Berkeley campus.

The College of Engineering and the College of Environmental Design at Berkeley are jointly proposing the self-supporting MDes program as a three-semester on-campus professional degree program with a minimum of 38-units and a capstone portfolio project. The program, which will be housed primarily at the Jacobs Institute for Design Innovation, is aimed at preparing students from diverse disciplinary backgrounds to work in creative technical positions that involve designing products and services that are enabled by emerging technologies. The proposal is built on a need for designers who can draw from multiple skillsets to shape new approaches to as well as respond to rapidly shifting technologies and design issues in the real world. There appears to be a healthy demand for graduates of such a program as the one proposed, and the job prospects of high-impact design innovators are expected to continue to grow.

All reviewers found the quality and academic rigor of the proposed program to be excellent. They also evaluated the curriculum very positively, pointing out that the foundational courses looked strong and that the capstone portfolio was appropriate. Reviewers were of the opinion that the program will attract a large pool of domestic and international applicants.

However, the lead reviewer, the external reviewers and CCGA members were concerned that recruitment of a diverse student body had not received sufficient attention in the original proposal. Reviewers, therefore, recommended that funding for financial aid be made more robust. The proposers agreed to raise the percentage of funds returned to aid from 15 to 20 percent and provided a marketing and recruitment plan that includes specific outreach to underrepresented minorities. CCGA felt that the proposers had satisfactorily addressed all concerns.

As you know, CCGA's approval is the last stop of the Academic Senate side of the Systemwide review and approval process except when the new degree title must be approved by the President, under delegated authority from The Board of Regents. I submit this for your review and have enclosed the Lead Reviewer's report. Please do not hesitate to contact me if you have further questions regarding the proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Onyebuchi A. Arah', written in a cursive style.

Onyebuchi A. Arah
Chair, Coordinating Committee on Graduate Affairs (CCGA)

cc: Kum-Kum Bhavnani Academic Council Vice Chair
CCGA Members
Hilary Baxter, Academic Senate Executive Director
Jocelyn Banaria, Academic Senate Assistant Director
Chris Procello, Academic Planning and Research Analyst
Fiona M. Doyle, UCB Graduate Dean
Andrea Greenrush, UCB Senate Executive Director
Sumei Quiggle, UCB Senate Associate Director
Sumali Tuchrello, UCB Senate Analyst

Enclosures (1)

CCGA Lead Reviewer Report, UC Berkeley Proposal to Offer a Master in Design (MDes)
Beth Phoenix, PhD, RN, UCSF

Summary: The proposed program is a 3-semester, self-supporting, on-campus professional Master of Design degree program with 38-units and a capstone portfolio project. The program is proposed jointly by the Colleges of Engineering and Design, emphasizing design to address emerging technologies. The proposal identifies a need for designers who can respond to rapidly shifting technologies and draw from multiple skillsets to shape new approaches to real-world problems. The program's interdisciplinary focus will utilize the design ecosystem available in the College of Engineering and the Jacobs Institute, and on College of Environment Design's strength in design theory and methods.

Market analysis indicates strong demand for graduates with this kind of design background and relatively few similar programs available nationwide. The program will be oriented toward mid-career professionals with undergraduate degrees in a design or engineering program, as well as work experience related to design. The plan is to admit 20 students in Fall 2020, 35 students in 2021, and reach a steady-state of 45 students per year by 2022. The total program enrollment at steady-state will be 90 students in the fall, when consecutive cohorts overlap, and 45 in the spring.

Tuition is projected to be \$71,000. There will be a full-time program manager, a full-time student services advisor, and a full-time career specialist dedicated to the program, with salaries funded from MDes tuition. Program faculty will be drawn from existing Senate faculty and lecturers and adjuncts from industry. Senate faculty will develop and pilot the new courses before handing them off to lecturers/adjuncts. For Senate faculty, participation in the MDes program will be compensated with partial buy-outs.

Review Process:

- Beth Phoenix, HS Clinical Professor at UCSF, was assigned as lead reviewer in January 2019.
- The proposal was sent to two reviewers within the UC system and two from other institutions with similar programs, and all of these agreed to complete the review.
- All reviews were completed and posted on the CCGA SharePoint site by March 27, 2019.
- The proposal was discussed at the CCGA meeting on April 3. Although reviews were overall positive, there was concern that the issue of recruiting and retaining a diverse student cohort had not received adequate attention. CCGA requested additional information from the proposers about how this would be addressed before voting on the proposal.
- A response from the proposers containing information requested by CCGA about current student demographics and plans for marketing, recruiting and retaining a diverse group of students was received and posted on April 22, 2019.
- The proposal, including this additional information, was discussed and approved at the CCGA meeting on May 1, 2019.

Strengths and concerns:

- All reviewers agreed that the quality and academic rigor of the proposed program appeared excellent.
- Reviewers positively assessed the curriculum. They agreed that the foundational courses looked strong and that the capstone portfolio was appropriate. The program compares favorably with others MDes programs and has a unique focus on social justice and emerging technologies.
- Proposed program faculty were judged to be well-qualified. The number of Senate faculty appears adequate to launch the program, though some reviewers noted that more may be needed as the program grows. There is a clear workload policy to insure that these faculty have

enough protected time. Although the proposed use of adjuncts and lecturers from industry will help to keep the program current, some reviewers feel that it will be important that the program be anchored by full-time faculty. A reviewer suggested that lecturers be appointed for a minimum of 3 years to insure program continuity.

- Facilities and budget were overall regarded as good. One reviewer noted some concerns about the adequacy of physical space for labs and classes as the program grows.
- Employment prospects for program graduates were seen to be robust—reviewers noted that there is a big demand for persons with this kind of training in the Bay Area and elsewhere.
- Reviewers anticipate a large applicant pool, including international applicants. There was agreement among the lead reviewer, external reviewers and CCGA members that recruitment of a diverse student body had not received sufficient attention in the original proposal. Several reviewers recommended that funding for financial aid be made more robust. The proposers agreed to raise the per cent of funds returned to aid from 15% to 20% and provided a marketing and recruitment plan that includes specific outreach to underrepresented minorities.

Recommendation and rationale: My recommendation is for approval of the MDes program as modified by the proposers. The program is well-designed, has identified adequate faculty and physical resources, and meets a growing demand across industries for persons with advanced training in design.