

COVER PAGE FOR CHANGES TO ACADEMIC ORGANIZATION OR STRUCTURE OF AN EDUCATIONAL UNIT

The Senate’s Academic Organization and Structure Committee (SAOSC) is tasked by the University Senate with the review of proposals to change academic organization or structure. The information needed by the SAOSC for the review of such proposals is set forth in *Senate Rules 3.4.2.A.5*¹.

The SAOSC has developed a set of guidelines (from the *Senate Rules*) that are intended to ease the task of proposal submission (available at <http://www.uky.edu/universitysenate/forms>). As proposal omissions usually cause a delay in the review process, the individual(s) responsible for the proposal is (are) urged to familiarize themselves with these guidelines before submitting their proposals for review. In particular, the individual responsible for the proposal must fill out Sections I, II and III of this form, as well as include statements and documentation that provide a full accounting of the items a - i, below.

- a. Disposition of faculty, staff and resources (financial and physical);
- b. Willingness of the donating units to release faculty lines for transfer to a different educational unit;
- c. Consultation with the faculty of the unit to which the faculty lines are proposed to be transferred;
- d. Consultation with the faculty of educational unit that will be significantly reduced;
- e. Summary of votes and viewpoints (including dissents) of unit faculty and department/college committees;
- f. Ballots, votes expressing support for or against the proposal by unit faculty and staff and committees;
- g. Letters of support or opposition from appropriate faculty and/or administrators; and
- h. Letters of support from outside the University.

Section I – General Information about Proposal

One- to two-sentence description of change:	Create a "Department of Product Design" within the College of Design in order to facilitate the appointment of faculty and allocation of resources to the newly established Product Design undergraduate program.			
Contact person name:	Mitzi R. Vernon	Phone:		Email: vernon@uky.edu
Administrative position (dean, chair, director, etc.):	Dean			

Section II – Educational Unit(s) Potentially Impacted by Proposal

Check all that apply and name the specific unit(s).		
<input type="checkbox"/>	Department of:	
<input type="checkbox"/>	School of:	
<input checked="" type="checkbox"/>	College of:	Design
<input type="checkbox"/>	Graduate Center for:	
<input type="checkbox"/>	Interdisciplinary Instructional Program:	
<input type="checkbox"/>	Multidisciplinary Research Center/Institute:	

Section III – Type of Proposal

Check all that apply.

¹ Items a-i are derived from *Senate Rules 3.4.2.A.5*. The Senate Rules in their entirety are available at http://www.uky.edu/Faculty/Senate/rules_regulations/index.htm.)

COVER PAGE FOR CHANGES TO ACADEMIC ORGANIZATION OR STRUCTURE OF AN EDUCATIONAL UNIT

<i>A. Changes</i>	
<input type="checkbox"/>	Change to the name of an educational unit.
<input type="checkbox"/>	Change to the type of educational unit (e.g., from department to school).
<i>B. Other types of proposals</i>	
<input checked="" type="checkbox"/>	Creation of a new educational unit.
<input type="checkbox"/>	Consolidation of multiple educational units.
<input type="checkbox"/>	Transfer of an academic program to a different educational unit.
<input type="checkbox"/>	Transfer of an educational unit to a different reporting unit.
<input type="checkbox"/>	Significant reduction of an educational unit.
<input type="checkbox"/>	Discontinuation, suspension or closure of an educational unit.
<input type="checkbox"/>	Other (Give a one- or two-sentence description below; a complete description will be in the proposal).

Section IV is for internal use/guidance.

Section IV – Guidance for SAOSC, Senate Council and University Senate

SAOSC Review of Type A Proposals (Changes to Type of, or to Name of, an Educational Unit)

- ✓ SAOSC review of proposal.
- ✓ SAOSC recommendation for an additional or joint review by other Senate committee(s) (e.g. Senate's Academic Programs Committee).

SAOSC Review of Type B Proposals (All Other Changes)

- ✓ SAOSC review of proposal.
- ✓ SAOSC recommendation for an additional or joint review by other Senate committee(s) (e.g. Senate's Academic Programs Committee).
- ✓ SAOSC review of proposals for creation, consolidation, transfer, closure, discontinuation, or significant reduction and educational unit, or transfer of an academic program to a different educational unit (attach documentation).
- ✓ Program review in past three years (attach documentation).
- ✓ Request to Provost for new program review (attach documentation).
- ✓ Open hearing (attach documentation).
 - SAOSC information must be shared with unit 10 days prior to hearing.
 - Open hearing procedures disseminated.

Voting by SAOSC, Senate Council and University Senate

- ✓ Endorse (or do not endorse) the academic organization, reporting, infrastructure, etc.
 - This vote is taken by the SAOSC, SC and Senate for every SAOSC proposal.
- ✓ Approve (or do not approve) the academic status or content of academic program.
 - This vote is taken by the SAOSC, SC and Senate only when the review involves an MDRC.

PROPOSAL FOR A NEW DEPARTMENT OF PRODUCT DESIGN
COLLEGE OF DESIGN
updated 04.12.20

Preamble for Members of the Academic Organization and Structure Committee (SAOSC):

Please find extended details and edits per your collective responses and comments and those of Sheila Brothers. Thank you for taking time in this challenging period to review our proposal and offer your questions. I hope that we have satisfactorily addressed them here. To be clear we are proposing to transfer the Bachelor of Science in Product Design from the college level to the Department of Product Design. For ease of parsing, all new text below is included in red.

1. What is the impetus for the proposed change?

While the "program" of product design can exist at the College level, faculty cannot be "housed" in a "program," only within a department or school, according to the University of Kentucky Administrative Regulations (ARs). This means that a product design faculty member could only be housed as architecture faculty, interior design faculty or historic preservation faculty. None of these are disciplinary parallels. Without proper designation we could have a recruitment problem with faculty and students.

The College of Design expects to receive final approval from the CPE April 24 for the new undergraduate program in Product Design (the Board of Trustees approved the new program February 21 of this year, and the CPE subcommittee voted unanimously to support it in March). We will be accepting the first group of students this fall, 2020. We have made our first dedicated hire for the new program – the new Director – to begin July 2020.

2. What are the benefits and weaknesses of the proposed unit with specific emphasis on the academic merits for the proposed change?

A Department of Product Design designation provides the opportunity for singular identity within the Commonwealth (as the only such program in Kentucky) as an industry partner and collaborator in research with the healthcare and engineering enterprise on campus.

3. Describe the organization of the current structure and how the proposed structure will be different and better. Current and proposed organizational charts are often helpful in illustrating reporting lines.

The College of Design currently consists of the School of Architecture, the School of Interiors, the Department of Historic Preservation, and the Urban & Environmental Design program. Both Schools have a director. The Department of Historic

Preservation has a Chair. Within this current structure, we are proposing a separate Department of Product Design.

4. How does the change fit with department, college, and/or university objectives and priorities?

The new department/program supports the UK/College of Design's Strategic Plan by meeting the following objectives:

- Objective 1) offer a new design program to Kentucky high school students that they would otherwise have to travel outside the Commonwealth to experience.
- Objective 2) provide manufacturing businesses a pool of local talent, in turn creating space for new businesses to emerge.
- Objective 3) increase program offerings and enrollment for the College of Design as agreed upon between the College of Design and the Provost's office.
- Objective 4) create a distinctive product design program through collaborative specializations across campus (specifically with engineering and healthcare colleges). A new undergraduate program in the Department of Biomedical Engineering (BME), launching Fall 2020, requires seven courses from the proposed Product Design curriculum.

5. How does this change better position the proposers relative to state and national peers, as well as University Benchmark Institutions? How does the change help UK meet the goals of its strategic plan?

Throughout the United States the majority of Product Design academic units are either departments or are equally designated with other "programs" in a School and not hierarchical; or programs inside of a department that is intrinsically related (i.e., a BS in Engineering in Product Design lives in the Dept of Mechanical Engineering at Stanford University). The benchmark institutions of Auburn University and UT-Knoxville house their programs in Schools with graphic design which is common, and the Ohio State University houses their program within a department.

A Department of Product Design within the College of Design allows the program to manage its own research and outreach projects directly, without another layer of administration. And it would have a necessary and singular identity within the Commonwealth giving it a voice and authority to define product design within the state addressing the land grant mission.

6. Who are the key personnel associated with the proposed unit? Provide qualifications of these personnel in a brief form. A complete curriculum vitae is not needed, although pertinent information in tabular format is helpful.

These faculty are the current faculty of record for Product Design, with voting authority within the program and teaching assignments. Their letters accompany this application. Except for the Dean and the new hires, all of the faculty have appointments in other programs but will be teaching at least one course within the curriculum during the first four years.

William Massie, Director of Design Technology and Assoc. Prof. in Architecture
Dr. Wallis Miller, Assoc. Prof. in Architecture
Angus Eade, Asst. Prof. in Architecture
Daniel Livingston, Principal Graphic Designer and adjunct faculty, College of Design
David Pienkowski, Assoc. Prof. in Biomedical Engineering
Mitzi Vernon, Dean and Prof. in Architecture
New faculty, Jonathan Mills, Department Chair and Assoc. Prof. in Product Design
New faculty TBD, Asst. Prof. in Product Design

7. Discuss leadership and selection process for appointing a chair, a director, or interim leader and search process.

Faculty positions are being advertised and the search committee, consisting of the faculty of record for the new program, has begun interviewing prospective candidates for two new hires to begin July/August 2020. The faculty of record has selected the senior hire, who has accepted our offer as the inaugural chair of the new program.

8. What is the function of the faculty/staff associated with the proposed change and how is that relationship defined? Discuss DOE, adjunct, full-time, voting rights, etc.

The new Director (recently hired), PTIs and the faculty of record will manage the curriculum course load during the first year, which includes 4 3-CH university core courses and a few in-major courses. Their DOEs will be devoted primarily to instruction/curriculum development, and administration or research as appropriate to rank and tenure status. Additional hires are planned for each subsequent year of the first four years. The Faculty of Record will have full voting rights per the College Rules.

9. Will the proposed change involve multiple schools or colleges?

Yes. Three architecture faculty (members listed above among the Faculty of Record for Product Design) will teach a course in Product Design beyond the first year.

Additionally, there will be collaboration and faculty assistance from the Department of Biomedical Engineering.

10. If the proposed change will involve transferring personnel from one unit to another, provide evidence that the donor unit is will and able to release the personnel.

Faculty from the School of Architecture will devote a percentage of their DOE to teaching a course in year two, three or four of the PRD program. There is adequate product design start-up funding to support Architecture with back-up teaching for any DOE they give to product design.

11. What is the arrangement of faculty associated with the proposed change and how is that relationship defined? Discuss faculty DOE and status as adjunct, tenure track, or tenured. Describe the level of faculty input in the policy-making process including voting rights and advisory.

The faculty of record are listed in question #6. Members each carry a vote regarding concerns of the new Product Design program, including the determination of the new chair as part of the faculty search process. The membership overall also votes to add or delete members of the body. All current academic units in the College of Design have advisory boards. The Product Design program will appoint an advisory board during its first year with the consultancy of the faculty of record and relevant members of the College Advocacy Board (25% of the membership are in the field of product design, with experience in industry, government, and academia). **The Product Design Advisory Board will not have any oversight of curriculum. Specific faculty rules and statements of evidence for promotion and tenure will be developed during the first year of the program through the Faculty of Record and the College Faculty Council.**

New faculty hires dedicated to Product Design will be full-time tenured/tenure track with their DOE allocated 100% to Product Design. Faculty from the School of Architecture will devote a percentage of their DOE to teaching a course in year two, three or four of the PRD program.

12. Discuss any implications of the proposal for accreditation by SACS and/or other organizations.

The Office of Strategic Planning & Institutional Effectiveness (OSPIE) is working with SACSCOC to evaluate the new program for compliance. There is no specialized accrediting agency for the Product Design program.

13. What is the timeline for key events in the proposed change? Student enrollments, graduates, moved programs, closed courses, new faculty and staff hires.

We expect to take our first cohort of students in the fall of 2020, 15-20 undergraduates. The new director has been recently hired with a start date of July 1, 2020. Submission of a graduate program application will begin in FY21. By year three or four we will double our incoming freshman cohort as we move into our new building and expand our spatial capacity.

14. If the proposal involves degree changes*, describe how the proposed structure will enhance students' education and make them more competitive. Discuss the impact on current and future students. State assumptions underlying student growth and describe the plans for student recruitment.

As mentioned above the new degree proposal is expected to go to the CPE for final approval April 24. Detailed information can be found in the attached approved proposal, specifically Section 2. Program Overview, Section 11. Mission: Centrality to the Institution's Mission and Consistency with the State's Goals, and Section 13. Demand and Unnecessary Duplication.

15. Include evidence that adequate financial resources exist for the proposed unit to be viable. A general description of the new costs and funding should be provided. A letter from the Provost, Dean, or other relevant administrators may affirm commitment to provide financial resources as appropriate. An exhaustive budget is not expected.

The College of Design has received a financial "start-up" commitment from the UK Provost's office to support Product Design faculty hires. Additionally, revenue will be realized through the assessment of the College program fee to include incoming Product Design majors. From this anticipated revenue, the College has allocated operational funds to the Product Design department in its FY21 budget.

16. The proposal should document any faculty votes and departmental or school committee votes as appropriate leading up to this point in the process. The SAOSC recommends that faculty votes be by secret ballot. Include in your documentation of each vote taken the total number of eligible voters and the number that actually voted along with the break-down of the vote into numbers for, against and abstaining. A Chair or Dean may appropriately summarize supporting and opposing viewpoints expressed during faculty discussions.

As is standard in the College of Design, the vote to form a new department for Product Design was held through written ballot after a meeting of the faculty to discuss the departmental designation. Of the 29 faculty eligible to vote, five ballots were not picked up (two faculty on sabbatical, one faculty traveling, one faculty is not ambulatory, and one offered no explanation for not retrieving the ballot). Of the 23 returned ballots, 17 were "in favor" of Product Design departmental designation and six (6) were not "in favor." These numbers reflect a clear majority in favor of the Department of Product Design.

During the faculty meeting, several faculty members made it clear that their concern was that a new department would unduly burden the College for resources, potentially diverting financial resources from existing units. Dean Mitzi Vernon acknowledged the concern and explained that the Provost had pledged funds to the College explicitly for Product Design, which would ensure other existing programs would not be affected.

17. The committee will want to see evidence of academic merit and support from key parties. Letters of support (or opposition) are encouraged from the relevant senior faculty and administrators. Relevant faculty and administrators include those in units directly involved in the proposed change (including existing units from which a new unit may be formed.)

See attached letters from each of the current members of the Product Design Faculty of Record including a current visiting faculty member from the University of Illinois-Chicago.

18. Indicate how the new structure will be evaluated as to whether it is meeting the objectives for its formation. Timing of key events is helpful.

An Assessment Plan for the program is available, and the Faculty of Record will follow guidelines set up in this approved document in addition to developing and following new faculty rules that will become part of the existing College Rules document.

19. Letters of support from outside the University may be helpful in understanding why this change helps people beyond the University.

See attached letter from Professor Stephen Melamed, Chair of Industrial Design, University of Illinois - Chicago (UIC).

April 2, 2020

TO:

Faculty Senate

Committee on Academic Organization and Structure (SAOSC)

FROM:

Jeff Fugate, Associate Dean for Administration

Julie Wilson, Director of Communications

We are submitting for your review further explanation of **1) the abstentions and “no” responses** from the College of Design faculty regarding forming a new Department of Product Design and **2) the benefit of having said department** in the College of Design.

As is standard in the College of Design, the vote to form a new department for Product Design was held through written ballot after a meeting of the faculty to discuss the departmental designation. Of the 29 faculty eligible to vote, five ballots were not picked up (two faculty on sabbatical, one faculty traveling, one faculty is not ambulatory, and one offered no explanation for not retrieving the ballot). Of the 23 returned ballots, 17 were “in favor” of Product Design departmental designation and six (6) were not “in favor.” These numbers reflect a clear majority in favor of the Department of Product Design.

During the faculty meeting, several faculty members made it clear that their concern was that a new department would unduly burden the College for resources, potentially diverting financial resources from existing units. Dean Mitzi Vernon acknowledged the concern and explained that the Provost had pledged funds to the College explicitly for Product Design, which would ensure other existing programs would not be affected.

Further concern was expressed that one or two faculty do not rise to the level of a “department,” given that the department is responsible for shepherding its faculty through promotion and tenure, as well as assessment. The counter-proposal was to start new faculty within an existing department, later creating a department when there are additional faculty. Dean Vernon acknowledged the point, but further expressed that there is risk associated with

that approach. Based on conversations with potential faculty candidates, there is absolute concern that faculty will not accept positions within the existing units in the College, which have no academic ties to their field. There is a faculty of record who currently serve as the search committee and also will be contributing to the Product Design program curriculum and serve as advisors for P&T and assessment matters. It is our understanding that while the "program" can exist at the College level, faculty cannot be "housed" in a "program," only a department or school. This means that a product design faculty member could only be among the architecture faculty, the interior design faculty or the historic preservation faculty. None of these are disciplinary parallels. In fact, we are at risk of losing a visiting faculty member for product design, already hired, who agreed to his contract with the caveat that the department would be formed.

Throughout the United States the majority of Product Design academic units are either departments or schools; or the programs are equally designated with other "programs" in a School and not hierarchical; or programs inside of a department that is intrinsically related (i.e., a BS in Engineering in Product Design lives in the Dept of Mechanical Engineering at Stanford University).

March 13, 2020

University of Kentucky
The Academic Organization & Structure Committee (SAOSC)
Lexington, KY

Re: College of Design, Product Design

I'm writing to the Committee at the request of Dean Mitzi Vernon to strongly express my opinion and support for the appropriate naming of what is being proposed for a newly formed department within the College of Design.

The new undergraduate curriculum in Product Design has been approved by the University Senate and as the College begins to deploy its new program launch strategy, conduct searches, hire new faculty, and make the vision for this new degree offering a reality, it is also vital to advocate now for the clear distinction of this discipline within the College.

Product Design/Industrial Design is its own unique discipline, sharing similarities with other design disciplines, but distinctly different. This program should not be housed under Architecture, Interior Design, Landscape Design, nor Historic Preservation. In order to make a statement to the broader professional and academic communities, show respect for the profession, this new program and its subsequent hires demands its own distinct department identity.

"The beginning of wisdom is to call things by their proper name."
_Confucius

Respectfully submitted,



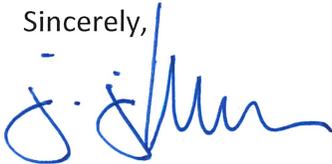
Stephen Melamed, FIDSA
Professor / Founding Chair
Industrial Design Department
School of Design
College of Architecture, Design & the Arts

March 13, 2020

To Whom it May Concern:

I am writing in support of the departmental designation for the Product Design Program in the College of Design. This new program will enhance the College's design education and provide valuable opportunities for collaboration between all education units.

Sincerely,



Jeffrey Johnson

Director, School of Architecture



University of
Kentucky.

College of Design
School of Interiors

12 March 2020

TO WHOM IT MAY CONCERN:

Given the positive endorsement of the faculty majority, as Interim Director of the School of Interiors, I am in support of departmental designation for the Product Design Program.

A handwritten signature in blue ink, appearing to read 'Bruce Swetnam', written over a horizontal line.

Bruce Swetnam

Interim Director, School of Interiors
College of Design



College of Design
Department of Historic Preservation

12 March 2020

TO WHOM IT MAY CONCERN:

Given the positive endorsement of the faculty majority, as Chair of the Department of Historic Preservation, I am in support of departmental designation for the Product Design Program.

A handwritten signature in blue ink, appearing to read 'D. Vivian', written over a horizontal line.

Daniel Vivian
Chair, Department of Historic Preservation
College of Design

11 March 2020

Members of the Academic Organization and Structure Committee (SAOSC):

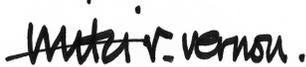
On March 4, 2020, as Chair of the Faculty Assembly for the College of Design, I assembled the faculty and explained UK's procedure for establishing a departmental program. After an hour-long discussion, a motion was called to vote, with a second. The motion:

"I favor the creation of the Department of Product Design within the College of Design."

Anonymous paper ballots were distributed and returned to the Dean's office in accordance with the College Rules. The eligible faculty (tenured and tenure-track) were asked to vote 'yes' or 'no'.

Of the 29 eligible voting faculty members, 6 abstained. Of the 23 votes returned, 17 (74%) voted yes, and 6 (26%) voted no.

Sincerely,



Mitzi R. Vernon, Dean

12 March 2020

TO WHOM IT MAY CONCERN:

Given the positive endorsement of the faculty majority, as Faculty of Record for Product Design in the College of Design, we are in support of departmental designation for the Product Design Program.

Bill Massie (signed with permission by Charlotte Leedy)

Bill Massie
Director, Design Technology
College of Design

Wallis Miller

Wallis Miller
Charles P Graves Assoc Prof, Architecture
College of Design

Angus Eade

Angus Eade
Asst Prof, Architecture
College of Design

Daniel Livingston

Daniel Livingston
Principal Graphic Designer
College of Design

David Pienkowski

David Pienkowski
Assoc Prof, Biomedical Engineering
College of Engineering

02 April 2020

Members of the Academic Organization and Structure Committee (SAOSC):

This letter is to address your set of concerns and questions regarding the proposal for a departmental designation for the Product Design program. For clarification our request is to transfer the BS in Product Design from the college level to the Department of Product Design.

All of the faculty listed in question #6 (of our original submitted form) are the current Faculty of Record. Except for the new hires and any adjuncts, visiting faculty or part-time faculty, the Faculty of Record are housed in other academic units and eventually will be affiliated faculty with the department but would remain within their home units. The three faculty mentioned in question #9 are part of the current Faculty of Record. The current Faculty of Record will have full voting rights for promotion and tenure and program assessment at least until we are through the 4-year hiring plan (graduating the first cohort). Each of these faculty/staff are significantly interested in contributing to this program curriculum because of their research interests or other specializations. We will work out their DOEs according to their departmental and research needs. The Product Design program will be able to share resources accordingly with the other units as their faculty participate in the program through compensating for back-up faculty, teaching overloads, etc. Any members of the current Faculty of Record who decide to teach in the program would only be offering a single course and perhaps only once during the first four-year period. New, dedicated, faculty hired will be providing the bulk of all major curricula.

Sincerely,



Mitzi R. Vernon, Dean

The Senate Academic Organization and Structure Committee (SAOSC)
University of Kentucky

14 April 2020

To the Senate Committee:

I am writing to support the creation of a Department of Product Design in the College of Design.

The Product Design curriculum, already approved by the Senate, will be at the heart of a successful, robust program. This program will find much enthusiasm among students for its integration of creativity and practicality as well as for the variety of employment opportunities it offers to its graduates. Finding itself at the intersection of many of the university's disciplinary areas, the Product Design program has great potential to initiate collaborative projects and to bring them outside the university to the world of industry. These will provide both educational and research opportunities and be well-positioned to secure substantial funding to benefit the program as well as the College and the rest of the University.

Situating the Product Design program in an independent department is crucial for this effort to succeed. In its own department, the program will be able to attract stellar faculty away from industry and give its students the coherence and, in turn, support appropriate for this particular discipline. It will be able to raise and manage its own funding, implementing projects directly, without the mediation of an additional level of administration that would exist if it were nested in another department. It would be nimble, quickly able to respond to unforeseen problems as well as new ideas. And it would have a distinct identity that would allow it to gain recognition that it could parlay into new projects. Furthermore, as the only program in Product Design in the State of Kentucky, it should be identified with a department to give it the authority to define product design in this broader context.

My support for the program rests on my own research interests that overlap with Product Design. This has led to my willingness to teach advanced students in the program. I am also looking forward to supporting the program in the future in any way that I can.

Yours sincerely,



Wallis Miller, Ph.D.
Charles P. Graves Associate Professor of Architecture

see blue™

TO: Whom it may concern
FROM: David Pienkowski, PhD
DATE: 13 April 2020
RE: Creation of a Formal Department of Product Design in the College of Design

The F. Joseph Halcomb III, M.D. Department of Biomedical Engineering (BME) has a close collaborative academic relationship with the College of Design. Successful launch (Fall 2020) of our new Bachelor of Science program in Biomedical Engineering (pending final formal approval by the KY Council on Post-Secondary Education 24 April 2020) depends critically upon the concurrent successful launch of the College of Design's new Bachelor of Science program in Product Design (PD, also pending CPE approval on the same date).

These two new programs offer a unique blend of courses and student experiences in didactic lectures, laboratories, and studio experiences that will produce highly sought-after graduates. I created new courses relevant to this collaborative effort and will teach these and other courses to undergraduate students in both the BS in BME program and the BS in PD program. I also plan to continue this academic collaboration by continuing efforts to expand these efforts with new dual degree and graduate degrees programs in BME and PD.

The close relationship between BME and the College of Design also involves collaborative research endeavors that will generate new lines extramurally funded awards that capitalize on our collective strengths and current pressing needs for innovation in healthcare. Preliminary efforts are underway to work with PD faculty to generate innovative proposals appropriate for the National Institutes of Health, Department of Defense, and other agencies. I will actively participate in the design, preparation, and conduct of these research efforts.

These collaborative research and development efforts will also involve appropriate faculty and students in the colleges of medicine, dentistry, nursing, and public health. I believe that substantial enrollment increases in our BS in BME and BS in PD programs as well as increases in national rankings for the involved colleges and the University will subsequently occur.

Prerequisite for the distinctive emerging Product Development teaching and research activities is the formation of an appropriate administrative structure within the College of Design. To this end, formal establishment of a distinctive Department of Product Design within the College of Design is essential. Due to my belief in the exceptional value these programs will contribute to all shareholders, and my personal commitment to help make our collaboration a roaring success, I remain keenly interested in membership in the faculty of record of this new department.

Please accept my strong support for the urgent formation of the Department of Product Design within the College of Design.

see blue.

March 13, 2020

University of Kentucky
The Academic Organization & Structure Committee (SAOSC)
Lexington, KY

Re: College of Design, Product Design

I am writing this letter to support our initiative to develop a Product Design Department within the College of Design. In my opinion, it is of the utmost importance that the Product Design is viewed in all ways, formally and informally, as its own department. I believe this is extremely important, not only for the department itself, i.e. the recruiting of students and faculty, but also for our existing departments with a substantial history and identity. This new department of product design is, of course, perfectly located within the College of Design because of critical cross-over pedagogy, as well as design interdisciplinarity. But as we all strive for intellectually profitable interdisciplinary approaches to teaching, disciplinary distinctions must remain and thrive. Having Product Design as a stand-alone department is critical to its success and also, critical to the ongoing success of our existing departments

As the Director of Design Technology in the College of Design and a Tenured Professor in the Architecture Department, the most significant responsibility that I have is to help develop and shepherd technology as a useful and productive agent of learning throughout all departments within the College. It is my opinion that developing a stand-alone Product Design Department will become transformative, not only for our College, but also for the University of Kentucky and the Commonwealth at large. I strongly recommend that we move forward, and sincerely hope all my colleagues share my passion for this initiative.

I am extremely excited to broaden our technology initiatives through their involvement in product design. Many of the techniques of prototyping, analyzing, and working through a design project are similar within all the disciplines of design, but product design has unique technological requirements that will expose all our departments to new ways of thinking and making. Possibly one of the most significant aspects relative to technology is that in product design students will be working on design projects which will be "at scale". In most design disciplines the students approach the project through "surrogate means", i.e. they are using abstraction/drawing and model making as a way of moving through the process of design. Often in product design, the students use this methodology as well, but because many of their design projects are small enough to be confronted at a one-to-one scale, they are able to move through this process with actual materials and study their outcomes directly. My personal background and research expertise is directly related to this form of design thinking

and making. I am extraordinarily excited about teaching technology and design to our incoming product design students. I also look forward to how this will affect the College in general, extending design thinking in new ways which will help transform the College and the University in the future.

Best regards,

William Massie
Director of Design Technology
College of Design
University of Kentucky

see blue.

April 13, 2020

University of Kentucky
Senate Academic Organization & Structure Committee (SAOSC)
Lexington, KY 40506

To the SAOSC:

As a faculty of record for the upcoming Product Design program in the College of Design, I am writing to support the PD program being granted departmental status.



Architecture
Interiors
Historic Preservation
Urban Design
Product Design

COLLEGE OF DESIGN
112 Pence Hall
Lexington, KY 40506-0041
uky.edu/design
38°N, 84°W

University of Kentucky®

As with any new program, and especially within the current context of global uncertainty, it's important to position the new Product Design program for success. Part of that positioning involves an organizational structure that provides stability and room to grow. As its own department, the Product Design program will be better suited to attract top-tier faculty and students. Furthermore, Product Design is substantially different from existing schools and departments within the College of Design, so attempting to “make it fit” with another discipline — even temporarily — will cause confusion and potentially have a negative effect on the credibility of the program.

As the first program of its kind in Kentucky, there will be many opportunities for innovation and collaboration across disciplines, both within the College of Design and the university at large, from healthcare and nursing to engineering, business and other areas. I am excited to be a part of the new Product Design program — teaching courses in user experience and other topics as needed — and I am fully invested in its successful launch and growth, of which departmental status is an important first step.

Thank you.

Daniel Livingston
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Dear UKY Academic Organization & Structure Committee (AOSC)

I write to you to in full support of a departmentally independent identity for Product Design at the outset of the Program's inception. Departmental independence is critical to best create the conditions for the new program's agility to both forge its own disciplinary paths while also affording productive opportunities for clearly defined interdisciplinary work.

While there are many productive overlaps and synergies between the discipline of Product Design and its most closely related design disciplines (at UKY): Architecture, Interior Design, and Historic Preservation, the independence of the Product Design Department from its inception within the College of Design will best set up the conditions for the flourishing of the new program.

Each design discipline ostensibly has a range of pursuits and concerns - those which are strictly internally disciplinary and dedicated to pressing imperatives within the field as well as those which cross over and correlate to other design disciplines and those with potential for collaboration with non-design disciplines (medicine, engineering, business etc). By allowing for significant degrees of disentanglement and freedom from the problematics and agendas of adjacent design departments - problematics and agenda's that among other concerns include specific curricular, pedagogic, research, and funding issues - a departmentally independent Product Design Program will be best situated to flourish both in terms of its ability to address and act upon its own specific disciplinary issues as well as its ability to independently initiate a wide range of potential interdisciplinary projects both within and beyond the College of Design rather than being governed and fundamentally limited under the auspices of an adjacent design department.

On a personal note: as a member of the University of Kentucky's Product Design faculty of record, I am part of a group who is deeply dedicated to the success of the new product design program, and as a design educator and practitioner who has worked previously in both the fields of architecture as well as product design, I am particularly enthusiastic about potential interdisciplinary research and teaching projects which take on pressing contemporary issues. I look ahead to taking part in the product design programs's development along with fellow members on the faculty of record who's dedication I not only admire but take great encouragement from. As the program develops and its aspirations, possibilities, and needs arise, I am enthusiastic about being involved in a number of ways including teaching courses in product/industrial design as my current teaching and research combines architecture and industrial design topics. Going forward, I intend to vigorously take part in the development of the new product design program and will continue to be a sympathetic and steadfast in my support.

With Great Appreciation for Your Time and Consideration

A handwritten signature in black ink that reads "Angus Eade". The signature is written in a cursive, flowing style.

Angus Eade