



## MEMORANDUM

From: Jennifer Deon, Graphic + Digit addressing the recommendations offered through the 2019 Program Review  
the summary provided in the Dean's Summary of the GDD Program Review Memo. It is organized into two sections: 1) an introductory overview 2) the status of each recommendation.

### 1. Overview

Much has taken place since the program review in 2019 and the GDD department continues to function in a state of growth as we actively work to address the recommendations given to us. Our department head Karin Jager has continually featured the recommendations in department meetings as motivators for planning and as noted in the update below, much progress has been made to address th

70% of GDD's programming is now offered on the Abbotsford campus. With the soft launch of the GDD Major in Winter 2020, and through the addition of more permanent faculty (2019), the addition of a second intake of the GDD diploma on the Abbotsford campus (Winter 2021), and the strong enrolment in the Bachelor of Media Arts, Interactive Media concentration, GDD has been active in addressing the overarching need for mevinenhent(v)5.2fBact(w)5e.MTheDjssioncainpstedthBas96 (a)28.5 (e)10.6 (o)-676 (f) delivery of one diploma cohort.

As a result of the GDD Major launch, we have implemented six upperlevel degree courses, and more classes will be offered on the Abbotsford campus. Although this does not directly accommodate students graduating from the diploma it will offer more options for GDD extended minor students, and other students carving their own paths in other degrees.

We will continue to seek out community engagement for our students and pursue more introductions to Indigenous community members with the intention of Indigenizing curriculum through meaningful and

relevant community projects. Our intention is to respectfully seek mentors who can bridge indigenous ways of knowing with students as part of the design learning process.

## 2. Update on Recommendations

Programs' Contribution to the University's Strategic Goals, Vision, Mission, Plans and Values

Recommendation Regarding Indigenization, work

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university. It will work with UFV Marketing further refine its visual identity and will promote the diverse employment opportunities for graduates.

Design Showcase for students. The Department created the Student Design Studio(SDS) to support GDD marketing initiatives, the annual Design Showcase, and the launch of GDD's new visual language. SDS was faculty led, composed

internet, printers, and power with their MacBook Pro laptops. In fall, the department will investigate the feasibility of delivering non-CDD courses in Abbotsford (those that do not require a MacBook Pro) e.g. VA113, CMNS125. In winter 2020 we will co

activities, services, support, events and facilities of the Abbotsford campus.

The department will also work with the Dean's office to foster inclusivity by building GDD's identity, visibility and space on the Abbotsford campus; this will include PR strategies and creating a visual GDD space and awareness in building.

Recommendation Provide opportunities for all faculty to teach some of the courses offered on the Abbotsford campus

Action: Faculty already have one course per year on the Abbotsford campus in each faculty workload.



industry assessment rubric as part of the process (GD361). In fall 2020 the department will plan to invite guest critiques of projects in select courses from industry, end users, and clients. The department will support students with active sharing of their work, giving and receiving feedback, and listening skills in preparation for the realities of the work environment.

	library guides and in 2019 a workshop from our library representative was provided to faculty on how to access and effectively use resources.
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Ministry, Professional/Industry and Academic Standards

<p>Recommendation Add more diversity and various disciplines from the creative industry represented in the advisory committee such as large ad agencies, digital agencies, film, and emerging technology companies such as VR/AR technology.</p> <p><u>Action:</u> The department will continue to draw on a large cross section of GDD and media experts</p>	<p>With the implementation of the degree, we recognize that our advisory committee needs to be revised and will be implementing at this year. Partners and Hawes, the agency that we hired to develop our visual identity, has given much insight into who GDD is, through positioning exercises and by developing a brand narrative. This has helped us develop the language we now use to talk about the program which will be helpful in seeking industry partners moving forward.</p>
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Standards of Educational Practices

Recommendation Include sessionals in department meetings to discuss curriculum

Sessionals are always invited and encouraged

Action: See above these are planned



freedom. Further collaboration amongst permanent faculty to establish standards in this area is desired to mitigate the potential for grade inflation. This includes a review of low level course delivery and increased sessional mentoring.

## Utilization of Resources

<p>Recommendation Provide a more comprehensive sessional orientation, connect sessionals with Teaching and Learning faculty, and require sessionals to complete the V's Instructional Skills Workshop</p> <p><u>Action:</u> In Fall 2019, all new faculty will be asked to participate in an Instructional Skills Workshop. Starting in Fall 2019, to be completed by January 2021, a GDD faculty handbook will be developed. Permanent faculty will be asked to mentor sessionals.</p>	<p>January 2019 Teaching and Learning faculty held a special ISW on Saturdays for GDD faculty. Only three GDD faculty participated even though seven faculty expressed keen interest in the workshop.</p> <ul style="list-style-type: none"> <li>The faculty handbook has been developed and has become an extensive GDD boarding manual for new faculty but remains accessible and valuable to all. It is an organized linking document accessible through Teams. New faculty are encouraged to attend an ISW upon being hired, and a permanent faculty member is assigned to mentor a new sessional on course planning, grading, and using Blackboard to facilitate online and hybrid courses.</li> </ul>
<p>Recommendation Clarify the job descriptions and workloads of the department assistant and lab coordinator</p> <p><u>Action:</u> In February 2019, work was started on re-assessment of the department assistant and lab coordinator position job descriptions and workload. This was done alongside a review of budget and other staff positions. In May, various flexible forms of support were introduced (auxiliary staff support, workstudy students). A full review and assessment of supporting program delivery on two campuses will commence in Fall 2019.</p>	<ul style="list-style-type: none"> <li>The Department Assistant is on leave until November 2021. The scope of this position has increased with the growth of the Department.</li> <li>Lab Coordinator, Cody Watson has provided an updated outline of his job description and itemized his workload into a document that was presented to the DH and College of Arts Manager in early 2021. Due to the pandemic, there was a decrease in student support and an increased investment in online tools. The revised job description and workload seemed to align with the current position and similar positions at other universities. To support a desire for increased responsibility and reassessment, Cody is pursuing degree completion in a related field.</li> <li>The Department has established a new system for monitoring lab coordination activities and other Department initiatives through project management software.</li> </ul>

<p>Recommendation: During this time of limited faculty resources, offer regular sessionals contracts for specific program projects and events</p> <p><u>Action:</u> The department will reassess department service requirements in relation to priorities and request sessional contracts to support larger projects and events.</p>	<p>2020/21 GDD had its full complement of faculty including four permanent positions and two LTA positions. GDD is hiring an additional 7/7 to begin in Winter 2022. Even with the new permanent position, GDD is still at 43% permanent versus 47% sessional. This ratio greatly impacts the responsibilities of the Department Head by increasing the amount of service on their workload.</p> <p>2020/21 Sessional faculty received stipends for service E.g., Info Night presentations, specialized support (video tutorials), and to cover transportation costs for essential meetings).</p>
<p>Recommendation Reassess and re-evaluate workloads, plan ways to use resources more effectively, and defer plans for growth until the program has a full and stabilized complement of faculty and staff</p> <p><u>Action:</u> The recent addition of two 7/7 tenure track faculty (August 1, 2019), the return of 4/7 faculty, a solid roster of sessional faculty, exceptional staff, and the introduction of a second (1/2 cohort) diploma stream on the Abbotsford campus (Winter 2020) could contribute to a more balanced delivery of GDD programs, stabilize enrolments in Abbotsford and position the department to deliver the proposed GDD Major once approved.</p>	<ul style="list-style-type: none"> <li>GDD currently has one tenured 7/7 faculty member, two 7/7 tenure track faculty, with one 4/7 tenured faculty on leave, a solid pool of sessional instructors and is in the process of another 7/7 tenure track faculty hire to fulfill the needs of the number of sections we must offer. We continue to maintain two intakes of Diploma students each year, one in Mission and one in Abbotsford but have seen a shift in demand for courses in Abbotsford over the Mission campus.</li> </ul>