

FORM G
BOARD OF REGENTS, STATE OF IOWA
PROPOSAL FOR PROGRAM/DEPARTMENT NAME CHANGE

Institution: *Iowa State University*

Current Title of Program/Department: *Biological and Pre-Medical Illustration, B.A.*

Proposed Title of Program/Department: *Scientific Illustration and Visualization, B.A.*

Name of College: *College of Liberal Arts and Sciences*

Approximate date to implement changes: Month *August* Year *2025*

Contact person: (name, telephone, and e-mail)

Associate Prof. and Director Kim Moss, tel. 720-876-7501, email: moss@iastate.edu

Please do not use acronyms without defining them.

1. Describe reasons (justification) for the proposed changes.

While the BPMI name has enjoyed a long history and legacy, the BPMI leadership, advisory committee, and recruitment teams from the College of Liberal Arts and Sciences and the College of Design have raised concerns about the current name no longer representing the full breadth of the curriculum. Illustration remains a vital component of the Program's core, but new media, technology, and courses go beyond illustration into the broader area of visualization.

Furthermore, as a result of BPMI's self-study and external review, spring 2023, the review team strongly recommended a name change for the Program, noting it would improve visibility, add clarity to the program's offerings and faculty areas, and better support recruitment efforts. This also reflected views from the Provost's Office, Deans of LAS and COD, and current students, who stated the acronym has been challenging to explain and define. The term "pre-medical" has confused prospective and students enrolling with the idea that this is solely a pre-med track program without visual communication or art. Students have also commented that their high school counselors did not support their choice of the program due to lack of understanding of the name.

The proposed name change will continue to represent the interdisciplinary and illustration backbone of the degree, but will also encapsulate new tools and techniques taught in the major. The BPMI Advisory Committee, comprised of four faculty from science and four from art and design, plus two advisors, including the Director of Student Affairs, have voted to support the proposed name change. Additionally, the LAS and COD Recruitment Offices, as well as Erica Fischer in the Office of Admissions, have reviewed the proposed new name and are supportive of this change. The Recruitment Offices indicate that prospective students are most familiar with "scientific illustration," search under this name, and understand what it means. They support the term, "visualization," and agree that it reflects new directions in the program and creates a talking point in the name leading to fleshing the non-illustration parts of the curriculum.

2. How will the proposed change affect current students?

Students and alumni will be able to speak to the fuller application of the degree and the proposed degree-name will be easier to define. The shortened name will flow off the tongue easier and its acronym, "Sci Viz" is memorable for incoming and prospective students. Recently, BPMI has expanded its science and art curriculum to include the physical sciences and new visual media practices and techniques, such as data visualization. The proposed degree-name change will better reflect these updates. The impact on our students will be increased enrollment because they will be able to identify the nature of the major more directly.

3. If relevant, have accreditation requirements been addressed?

Not applicable. The name change will not impact accreditation.

4. If relevant, describe program configuration changes that will accompany the proposed program or department name change, e.g., change in number of credit hours required, faculty appointments, etc.

Not applicable. The name change does not impact program configuration. For many years BPMI has used the word, "Illustration" to mean to illuminate a concept and to described the various ways students combine science and art beyond illustration. With the new name, we will continue to offer breadth and depth where science integrates with art and adapt our curriculum to industry trends.

5. If relevant, identify resources that will be needed in connection with the proposed program or department name change, e.g., facilities, faculty, funds, etc.

BPMI will "rebrand" itself with the new name and create materials for events, recruiting, and the like. Our Program Specialist will be instrumental in doing this and updating the program website with other key members. Changes will be supported through the Programs supplies and services budget.

6. Is this intended to be a temporary or permanent change? If temporary, for how long?

This change is permanent.

IOWA STATE UNIVERSITY

October 5, 2023

Dr. Amy Slagell
Associate Dean
College of Liberal Arts and Sciences
202 Catt Hall

Department of Art and Visual Culture
College of Design
715 Bissell Road
Ames, Iowa 50011-3091
515 294-6743
FAX 515 294-2725
<http://www.design.iastate.edu>

RE: name change of Biological and Pre-Medical Illustration program

Dear Dr. Slagell,

Together with my colleagues in the Department of Art & Visual Culture, I would like to express my strong support for the plans to change the Biological and Pre-Medical Illustration program's name to Scientific Illustration and Visualization.

At our faculty meeting on 8 September, 2023, the AVC faculty voted unanimously to support these positive changes in BPMI's programming.

Please let me know if we can assist you or Director Moss in any way to accomplish these changes and to advance the program's growth and continued success.

With every best wish,

A handwritten signature in black ink, appearing to read "SKyle", with a long, sweeping horizontal line extending to the right.

Sarah R. Kyle, PhD
Professor and Chair

Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. New Program Name Change Discontinuation Concurrent Degree for:
2. Undergraduate Major Graduate Major Undergraduate Minor Graduate Minor
 Undergraduate Certificate Graduate Certificate Other: _____
3. Name of Proposed Change: Scientific Illustration and Visualization
4. Name of Contact Person: Kim Moss e-mail address: moss@iastate.edu
5. Primary College: Liberal Arts and Sciences Secondary College: _____
6. Involved Department(s): The BPMI Program Committee includes faculty housed in the following departments: Art & Visual Culture, Ecology Evolution & Organismal Biology, Genetics Development & Cell Biology, Geology and Atmospheric Sciences, and Biomedical Sciences

Voting record for this curricular action:

Voting Body	Votes			Date of Vote
	For	Against	Abstain	
Dept. or Program Committee	8	0	0	June 22-July 13, 2023
LAS College Curriculum Committee	6	0	0	Sept 8, 2023
College Approval Vote:				
--Faculty Representative Assembly	21	0	1	Sept 26, 2023
Graduate Council	N/A	N/A	N/A	N/A
Faculty Senate Curriculum Committee	6	0	0	11/9/2023
Faculty Senate Academic Affairs Council	8	0	0	11/16/2023
Faculty Senate				