On January 29, 2019, The Center for Visual Cultures received the memo from Provost Karl Scholz (then Dean of the College of Letters and Science) with the Academic Planning Committee’s response to the mandated Academic Program Review of the Graduate Certificate and PhD Minor in the Transdisciplinary Study of Visual Cultures that was conducted by K. Phillips-Court, M. Belodubrovskaya and E. Lapina and submitted on November 15, 2018. The memo states that the review was required because the Graduate Certificate and Doctoral Minor were identified as “low award-producing programs.” However, as the enrollment and award numbers attest, this was not the case at the time and is not the case now.

As will be detailed in section two below, the incorrect award data that triggered the review may be explained in part by the lack of clear protocols regarding documentation and by the discrepancies and complications in the translation of data between the multiple record-keeping systems relied upon by administrators and faculty [SIS, Tableau, data viz, Query (now obsolete), InfoAccess (now obsolete), and APIR]. But this is not the only incorrect data. The memo imputes that the required courses (AH/AA 801 and AH/AA 802) are neither offered regularly nor sufficiently enrolled and, thus, risk cancellation. This is not accurate. The second section of this response assembles the correct data showing that the required courses have been offered on an annual basis since the inception of the programs and have often over-enrolled. The corrected data regarding the number of awards can be confirmed on SIS and demonstrates the health and robustness of the programs.

Section one addresses the memo’s charge to the Center for Visual Cultures to respond to the APC review of the Review Committee’s report on three specific matters:

A. Clarification of committee membership, operating procedures, and regular meeting schedule

B. Articulation of student learning outcomes and assessment procedures

C. A plan for staffing the core courses that does not presume a new hire
SECTION ONE: CVC Response to the Charge from the APC Review of the Review Committee’s Report

A. Clarification of committee membership, operating procedures, and regular meeting schedule

1. Curriculum Committee Membership, Operating Procedure, and Regular Meeting Schedule

In spring 2019, the Steering Committee of the Center for Visual Cultures (the composition and meeting schedule of which is discussed below), voted unanimously to create a sub-committee of the Steering Committee, the “Curriculum Committee,” to monitor closely all academic matters concerning the PhD Minor and Graduate Certificate. The Curriculum Committee consists of three members of the Steering Committee and the Director of the Center for Visual Cultures who serves as Chair.

The current Curriculum Committee members for AY2019-20 are:

Paola Hernández, Director and Chair
Mercedes Alcalá Galán (Spanish and Portuguese)
Jill Casid (VC Cluster, Art History, and Gender and Women’s Studies)
Eric Hoyt (Communication Arts)

This committee has already made improvements to the degree programs by clarifying the language of our learning outcomes and goals and creating a new assessment plan for all students seeking a Graduate Certificate or PhD Minor. The Curriculum Committee is also charged with the important tasks of: (1) deciding which courses should count as electives, (2) conducting assessment, (3) monitoring the staffing of the required core courses, (4) building and strengthening alliances with other departments and programs on campus and (5) exploring new options for cross-listing our core courses. The committee meets two or three times each semester and communicates regularly via email.

2. Steering Committee Membership

The CVC Director invites a small number of faculty affiliated with the Center for Visual Cultures to participate in the Steering Committee each fall, with the option of renewing their commitment for a three-year term. Members of the Visual Culture Cluster who, per the Center’s Bylaws and in recognition of their contractual status as members of the Visual Culture Cluster, have the option to continue on the Steering Committee in perpetuity. The current members of the Steering Committee for AY2019-20 are:

Faisal Abdu’Allah (Art)
Mercedes Alcalá Galán (Spanish and Portuguese)
Jill Casid (VC Cluster, Art History, and Gender and Women’s Studies)
Christine Garlough (Gender and Women’s Studies)
Eric Hoyt (Communication Arts)
Adam Kern (VC Cluster and East Asian Languages & Cultures)
Sarah Wells (English—on leave for Fall 2019)
Keith Woodward (Geography)

This committee meets twice each semester to fulfill different tasks, including consultation on curricular matters, selecting a theme for the annual lecture series, suggesting possible speakers, sharing news about student opportunities, and managing any other business that the Center requires (budget planning, staffing, etc.).

3. Affiliates of the Center for Visual Cultures

The Center for Visual Cultures is comprised of affiliate faculty from a variety of departments across campus. Our affiliate faculty are a true sign of our transdisciplinary approach to our methodologies and teaching. We are a total of 62 affiliate faculty with ties to departments and programs that range from English, Art, Communication Arts, History, Art History, Gender and Women Studies, Languages (Spanish, Portuguese, Japanese, German, French) to Design Studies, Geography, Genetics, Ethnomusicology, and Theatre. Our list is updated once every three years, unless a faculty member leaves, retires or decides not to be affiliated. Our affiliate faculty send us information about the courses they teach that are related to the study of visual cultures for the purposes of publicity and for consideration with regard to whether they may be offered as an elective to fulfill the requirements for the Certificate and PhD Minor. Affiliates are also encouraged to be active in the Center by considering participation on the Curriculum Committee, referring their MA and/or PhD students to the degree programs, and/or considering teaching one of the elective courses as well as by suggesting speakers for the annual series and attending our lectures and workshops. Our most recent update to the affiliate list was in September 2019.

B. Articulation of Student Learning Outcomes and Assessment Procedures

1. Articulation of Student Learning Outcomes

As per the Review Committee’s suggestion, the Curriculum Committee has more clearly articulated the Programs’ learning goals to the following five. These learning goals can be easily found on our website and are now formally incorporated into our assessment plan. (See Appendix A).

   a. Show comprehension of the history, theories, and methods of Visual Culture as a field of study as they are practiced in the field of Visual Cultures.

   b. Demonstrate critical ability to work with and develop Visual Culture theories and methods.

   c. Develop capacity to conduct original research in Visual Culture.
d. Show ability to work with Visual Culture theories and methods in the analysis and presentation of original research which may take oral, written, and visual forms.

e. Develop the critical analytic, rhetorical, and technical skills necessary to effectively communicate original research in Visual Culture.

2. Learning Outcomes Assessment Plan

Since the inception of the MA Certificate and the PhD Minor in 2011, assessment has been done by way of a required completion form. In order to complete the degree, students were required to fill out and submit the completion form, which stipulated that they list the courses that they completed towards their Visual Cultures Certificate or Minor. The form also asked them to provide a brief statement summarizing their experience. The exact prompt is below:

In a statement of no more than 350 words, justify and explain the logic for your selection of the particular courses you have completed for the certificate (i.e., the courses listed below) and provide an account of the experience of those courses and the work you produced that characterizes the specific ways in which that research and thinking has shaped your research and intellectual formation.

Now, in accordance with the new assessment plan that the Curriculum Committee has developed, we require all of the students enrolled in our MA Certificate and PhD Minor to submit an assessment form in lieu of the old completion form. In addition to the list of courses and brief summary (which constituted the basis for the completion form) we require students to submit a portfolio with two final projects (e.g., term papers or visual projects) produced in fulfillment of the specific requirements for two of the courses taken towards the degree requirements. The projects are then reviewed and assessed by the Curriculum Committee.

While we highly encourage students to meet with the Director, ultimately, it is up to the Curriculum Committee to evaluate the portfolio to determine whether the learning goals established for the programs were met. Students can turn in their assessment form and completion requirements at any time during the academic year. Please see Appendix B for copies of the old declaration forms and completion forms, and Appendix C for the new declaration forms and assessment forms.

3. Regular offering of Required Courses and Plan for Staffing Core Courses by Affiliate Faculty of the Center for Visual Cultures.

i. Regular Offering of Required Courses
A major concern that the Review Board expressed is that “the two courses required for the credential are not taught regularly.” This is incorrect, and it is unclear where or how such incorrect information could have been
obtained. Our two required courses (AH/AA 801 and AH/AA 802) have both been offered every academic year since the inception of the academic programs (i.e., the PhD minor and Graduate Certificate) in 2011. Professors Jill Casid and Preeti Chopra, who were both part of the initial Visual Culture Cluster hire, have taught these courses in alternate years. To date, they have been the only faculty to teach them. This year (AY 2019-2020) Jill Casid and Preeti Chopra are both on leave, and Professor Laurie Beth Clark will teach AH/AA 801 in spring 2020. AH/AA 802 will not be offered, but this will be the first time that one of the courses is not offered as part of a regular rotation of at least once per year. The only reason for this is that the Center was unable to secure someone to teach the course due to other teaching responsibilities, fellowships, sabbaticals, and the recent retirement of several affiliated faculty members. The fact that there will be a brief hiatus of one year in the offering of AH/AA 802 will not affect timely completion of the degree requirements for students who are enrolled in either program because the requirement for the Graduate Certificate and PhD Minor (i.e., “AH/AA 802 or equivalent”) stipulates clearly that an equivalent course may be substituted. The criteria for substitution are the same as those for determining eligible electives. As discussed above, the Curriculum Committee will determine whether selected courses meet those criteria.

ii. Plan for Teaching Rotation

The Curriculum Committee agrees with the Review Board that establishing a teaching rotation that extends teaching responsibilities beyond the Cluster best ensures the longevity of the Programs. The Curriculum Committee implemented the plan of asking UW colleagues with research and teaching expertise in the study of Visual Cultures, (most of whom were already affiliated with the Center and/or already teach elective courses) to join the rotation by making at least an initial one-time commitment to teach AH/AA 801 or AH/AA 802.

The Curriculum Committee’s initial request for increased involvement from affiliates has been met with enthusiastic response. The Curriculum Committee, followed by the Steering Committee, voted unanimously to approve a teaching rotation beyond the Cluster, and to make use of the University’s existing resources in the way of faculty with research and teaching expertise in the study of Visual Cultures.

The faculty who have accepted and are qualified for this rotation are:

Jill Casid (CVC Cluster, Art History and Gender and Women’s Studies)
Preeti Chopra (CVC Cluster, Art History)
Adam Kern (CVC Cluster, Asian Languages and Cultures)
Faisal Abdu’Allah, (Art)
Anna Campbell (Gender and Women’s Studies)
Laurie Beth Clark, (Art)
D. New Cross-Listing Opportunities

Due to the new cutting-edge theories and methodologies that are constantly in flux, the Curriculum Committee has also decided to explore new cross-listing opportunities. Our Certificate and Minor in Transdisciplinary Studies in Visual Culture requires students to take 9 credits:

- AH 801 (cross-listed with Afro American Studies 801) required course (3cr)
- AH 802 (cross-listed with Afro American Studies 802) or equivalent course (3cr)
- Elective course with Visual Cultures content (3cr)

The Curriculum Committee unanimously approved the cross-listing of our two core courses (Art History/Afro American Studies 801 and Art History/Afro American Studies 802) with GWS (Gender and Women Studies) 801 and GWS 802. This cross-listing is under negotiation, and as of the writing of this report, has not yet been confirmed.

SECTION TWO: Corrected Data and Records Regarding Awards, Course Offerings, and Enrollments

A. Corrected Data regarding Awards: Not Low-Awarding Programs

As stated above, this review was triggered by the incorrect determination that the PhD Minor and Graduate Certificate in the Transdisciplinary Study of Visual Cultures are “low-awarding programs.” However, as the corrected data demonstrates, this was and is not the case.

One of the reasons for a discrepancy in numbers between the administration and the Center is that active PhD Minors do not get recorded until preliminary exams are done and warrants are signed. As Appendix D shows, a basic Data Center search in SIS for career: GRAD and academic program GMIN973 only shows a total of 14 students who have completed their PhD minor, passed their prelims, but have not graduated. Thus, a basic search in SIS would not indicate any active PhD Minors nor any students who have already graduated with a PhD Minor, unless they are entered individually. As an example, if someone triggers a search under either Trans Study Visual Cult MIN or Transdisc Stdy Visual Cult MIN in SIS, the system only shows two active MA Certificate students, no active PhD Minors, 14 completed PhD Minors who have not yet graduated,
and none graduated. To be clear, our records are based on SIS information, where we can see when a PhD Minor was completed after students go through their prelim exams in their own departments and warrants are submitted to the Graduate School. As Appendix E indicates, our numbers are healthy, and our academic programs are thriving. Both our MA Certificate and our PhD Minor have the same course requirements, with a total of 9 credits. Moreover, the number of completed MA Certificates and PhD Minors since spring 2013, the semester in which the first students were awarded the certificate or minor, shows very healthy and productive academic programs.

As of September 2019, our records show:

- **Two** students who are actively pursuing the MA Certificate
- **Four** students who have completed the MA Certificate and graduated
- **Ten** students who are actively pursuing the PhD Minor
- **Fourteen** students who have completed the PhD minor but have not graduated
- **Twelve** students who have completed the PhD minor and graduated

This brings the total of completed PhD Minors to 26 students, which shows our combined total of active and completed Certificates and Minors as 42. The CVC is thankful to Emily Reynolds, Teddy Kaul (Art History), Tammi Simpson and Karen Francis (Dept of Spanish and Portuguese), who have helped collect data through SIS and Tableau at different stages of this process. We believe that these numbers reflect the increasing interest and value that our credentials offer. Additionally, they demonstrate that the CVC is not a low-award producing Center.

### B. Corrected Data Regarding Course Offerings and Enrollments: Consistent Offering of Courses and High Enrollments

Both of our required courses (AH/AA 801 and AH/AA 802) have shown an impressive enrollment. We include the information below to make our case clear that these courses have, indeed, been offered on a regular basis, and to provide information pertaining to enrollment numbers.

**Enrollment for AH/AA 801 with department breakdowns since the inception of the academic programs in the Transdisciplinary Study of Visual Cultures (Fall 2011)**

*The seminar is capped at 15 students, but it is often over-enrolled due to high demand.*

[AY2011-12] Fall 2011, Professor Casid, 16 students
- 5 Art History
- 3 East Asian Languages and Literatures
- 2 History
- 3 Spanish and Portuguese
1 Art
1 Theatre and Performance
1 Communication Arts
1 Curriculum and Instruction
1 special degree

[AY2012-13] Fall 2012, Professor Casid, 17 students
3 Art History
3 East Asian Languages and Literatures
2 Art
2 Languages and Cultures of Asia
1 International Exchange Student
1 Special Degree Student
1 History of Science
1 French
1 English
1 Theatre and Performance
1 Communication Arts

[AY2013-14], Fall 2013, Professor Casid, 15 students
5 Art History
4 Spanish and Portuguese
2 Art
1 French and Italian
1 English
1 Business
1 German

[AY2014-15], Fall 2014, Professor Casid, 12 students
3 Art History
2 East Asian Languages & Literatures
2 Gender and Women’s Studies
1 German
1 Afro-American Studies
1 Curriculum & Instruction
1 Languages and Cultures of Asia
1 History

[AY2015-16], Spring 2016, Professor Chopra, 12 students
1 no school/college
9 L&S
1 Education
1 Business

[AY2016-17], Spring 2017, Professor Casid, 21 students
4 Spanish and Portuguese
3 Art History
3 English
3 Curriculum & Instruction
3 Asian Languages and Cultures (1 Japanese, 2 Chinese)
2 African-American Studies
1 Interdisciplinary Theatre Studies
1 African Cultural Studies
1 Art

[AY2017-18] Fall 2017, Professor Casid, 10 students
3 English
2 Art History
2 Curriculum & Instruction
1 Anthropology
1 Interdisciplinary Theatre Studies
1 Special Degree

[AY2018-19], Spring 2019, Professor Chopra, 11 students
1 English
1 Curriculum and Instruction (Education)
2 Art History
1 Comm Arts
1 African Languages and Literature
2 Spanish
1 Gender and Women’s Studies
1 Japanese
1 Human Ecology

Enrollment for AH/AA 802 with department breakdowns since the inception of the academic programs in the Transdisciplinary Study of Visual Cultures (Fall 2011)

*The seminar is capped at 15 students, but it is often over-enrolled due to high demand.

[AY2011-12] Spring 2012, Professor Casid, 19 students
6 Art History
4 Spanish & Portuguese
3 Asian Languages and Cultures
3 Art
1 History
1 Anthropology
1 Special Degree

[AY2012-13] Spring 2013, Professor Casid, 18 students
4 Art History
4 Art
3 Curriculum & Instruction
2 Gender & Women’s Studies
1 German
As these lists demonstrate, our numbers are very healthy, and both of our core courses have been taught on a regular basis. Moreover, it also shows an impressive interest in our core courses from a variety of students on campus with a transdisciplinary focus.
**Conclusion.** In closing, we believe that the Center for Visual Cultures and the academic programs in the Transdisciplinary Study of Visual Cultures are healthy and thriving. As the report shows, the number of students earning an MA Certificate or a PhD Minor has been strong and continues to grow. The impressive number of completed MA Certificates and PhD Minors is also a testament to the success of our academic programs. And, as it is clear, our required courses have been taught on a regular basis with excellent enrollment. While we understand that our student records and the records of the administration were not in sync, we have now rectified the situation and all student records are up to date. We have also used this review process to pinpoint some issues that needed to be addressed and, thus, we charged the Curriculum Committee with important academic decisions: we updated our learning goals, we designed new assessment criteria, we created a new teaching rotation for AH/AA 801 and AH/AA 802, and we are in the process of negotiating new cross-listing opportunities with Gender and Women’s Studies.

**Request for Permission to Revise Academic Programs Name.** We now kindly ask the Academic Planning Committee to accept our request to rename the graduate academic programs from “Transdisciplinary Study of Visual Cultures” to “Visual Cultures,” as this would simplify the online search for our MA Certificate and PhD Minor. This will also help with record keeping and to allow completions to be reported properly. In the past, the PhD Minor was listed under two separate academic plans: Trans Study Visual Cult MIN and Transdis Stdy Visual Cult MIN. Thus, simplifying our academic title to read “Visual Cultures” will improve how students and administrators search for our academic programs.

Respectfully Submitted,

Paola Hernández
Professor and Director
APPENDIX A:

LEARNING GOALS FOR THE CENTER FOR VISUAL CULTURES
REVISED FALL 2019

1. Show comprehension of the history, theories, and methods of Visual Culture as a field of study as they are practiced in the field of Visual Cultures.

2. Demonstrate critical ability to work with and develop Visual Culture theories and methods.

3. Develop capacity to conduct original research in Visual Culture.

4. Show ability to work with Visual Culture theories and methods in the analysis and presentation of original research which may take oral, written, and visual forms.

5. Develop the critical analytic, rhetorical, and technical skills necessary to effectively communicate original research in Visual Culture.
APPENDIX B:

COPIES OF THE OLD DECLARATION AND COMPLETION FORMS

I. Declaration form for the MA Certificate
II. Completion form for the MA Certificate
III. Declaration form for the PhD Minor
IV. Completion form for the PhD Minor
Appendix B: I

Declaration of Intent Form
Graduate/Professional Certificate in the Transdisciplinary Study of Visual Cultures

The Graduate/Professional Certificate in the Transdisciplinary Study of Visual Cultures is a research-driven certificate. Selection of courses should contribute directly to developing your area of research specialization. Students wishing to earn this Graduate/Professional Certificate are required to complete a minimum of 9-credits in Visual Cultures specific coursework. Beyond the required seminar in historiography, theory and methods (801) and a topics course in visual cultures (AH802 or an equivalent course), the selection of courses should be determined by research area and identified in consultation with the student’s primary advisor and/or a faculty affiliate of the CVC. A list of possible course options are available on the CVC website, although it is not exhaustive. Please, note that even if a course is listed on the website it is not a guarantee that it will receive program credit. Please make sure to consult with CVC Director to ensure that your selected courses meet criteria for credit.

Any questions should be addressed to the CVC office and will be answered by either the Director or a faculty member on the steering committee. In order to declare the certificate, this form must be completed in consultation with the student’s primary advisor and/or a faculty affiliate of the CVC and should be formally submitted to CVC by the end of the semester in which the student is taking AH801. Upon completion of the required courses, please fill-out and submit the certificate completion form to the CVC office.

Please, note that this degree is entered manually by the CVC upon official communication from the student’s advisor right before graduation, and after submission of your exit survey. Failure to communicate with CVC timely will prevent us from entering the degree in your records.

I understand the requirements for this program:

Student’s signature: ________________________________
CERTIFICATE COMPLETION FORM
Graduate/Professional Certificate in the Transdisciplinary Study of Visual Cultures

In a statement of no more than 350 words, justify and explain the logic for your selection of the particular courses you have completed for the certificate (i.e., the courses listed below) and provide an account of the experience of those courses and the work you produced that characterizes the specific ways in which that research and thinking has shaped your research and intellectual formation.

Student’s name (print): ____________________________________________

Student’s Campus ID #: ____________________________________________

Statement (350 words):
Courses Taken:

   Semester: ____________________________________________

II. AH802/AAS802: Topics in Visual Cultures or equivalent course (3 cr).
    Semester: ____________________________________________
    Topic/Course, Professor, Department: ______________________

III. Independent Study in Visual Cultures or other listed / cross-listed Visual Cultures course (3 cr).
    Semester: ____________________________________________
    Topics/Course, Professor, Department: ______________________

____________________________________  ______________________
Student Signature                        Date

____________________________________
Student Campus ID #

____________________________________
Name of Home Department

____________________________________  ______________________
Advisor (Print Name)                    Signature                        Date

____________________________________  ______________________
CVC Director (Print Name)               Signature                        Date

Please, submit completed form to cvc@mailplus.wisc.edu.
DEKLARATION OF INTENT FORM for the
Doctoral Minor in the Transdisciplinary Study of Visual Cultures

Students wishing to earn the designated minor are required to complete a minimum of 9 credits in Visual Cultures specific coursework.

I. AH801: The Study of Visual Cultures: Historiography, Theory, Methods (3 cr)

II. AH802: Topics in Visual Cultures or equivalent course (3 cr) __________________________

III. Listed or cross-listed Visual Cultures course (3 cr)

   Proposed Course ________________________________________________________________

   Prof./Department ______________________________________________________________

   Student (Print Name)  Signature  Date

   Student Campus ID #

   Name of Home Department

   Advisor (Print Name)  Signature  Date

   Director, Center for Visual Cultures  Signature  Date

When completed, please submit this document to cvc@mailplus.wisc.edu

The Center for Visual Cultures
University of Wisconsin-Madison
432 East Campus Mall, Rm 128-129
Madison, WI 53706 USA
http://www.visualcultures.wisc.edu
COMPLETION OF PhD MINOR FORM
Designated Doctoral Minor in the Transdisciplinary Study of Visual Cultures

In a statement of no more than 350 words, justify and explain the logic for your selection of the particular courses you have completed for the minor (i.e., the courses listed below) and provide an account of the experience of those courses and the work you produced that characterizes the specific ways in which that research and thinking has shaped your research and intellectual formation.

Student Name: __________________________

Campus ID #: __________________________

Statement (350 words):
Courses Taken:

I. AH801: The Study of Visual Cultures: Historiography, Theory, Methods (3 cr)
   Semester: ____________________________

II. AH802: Topics in Visual Cultures or equivalent course (3 cr):

   Semester: ____________________________

III. Elective Visual Cultures course (3 cr)

   Proposed Course: ____________________________
   Prof./Department ____________________________
   Semester: ____________________________

______________________________  ____________________________
Student Signature Date

______________________________  ____________________________
Name of Home Department Advisor

______________________________  ____________________________
Advisor (Print Name) Signature Date

______________________________  ____________________________
Director, Center for Visual Cultures Signature Date

When completed, please submit this document to cvc@mailplus.wisc.edu

The Center for Visual Cultures
University of Wisconsin-Madison
432 East Campus Mall, Rm 128-129
Madison, WI 53706 USA
http://www.visualcultures.wisc.edu
APPENDIX C:

COPIES OF THE NEW
DECLARATION AND ASSESSMENT FORMS

I. Declaration form for the MA Certificate

II. Assessment form for the MA Certificate

III. Declaration form for the PhD Minor

IV. Assessment form for the PhD Minor
DECLARATION OF INTENT FORM for the MA CERTIFICATE
Graduate/Professional Certificate in the Transdisciplinary Study of Visual Cultures

The Graduate/Professional Certificate in the Transdisciplinary Study of Visual Cultures is a research-driven certificate. Selection of courses should contribute directly to developing your area of research specialization. Students wishing to earn this Graduate/Professional Certificate are required to complete a minimum of 9-credits in Visual Cultures specific coursework. Beyond the required seminar in historiography, theory and methods (801) and a topics course in visual cultures (AH802 or an equivalent course), the selection of courses should be determined by research area and identified in consultation with the student’s primary advisor and/or a faculty affiliate of the CVC. A list of possible course options are available on the CVC website, although it is not exhaustive. Please, note that even if a course is listed on the website it is not a guarantee that it will receive program credit. Please make sure to consult with CVC Director to ensure that your selected courses meet criteria for credit. Upon completion of Visual Cultures specific coursework, students must submit a portfolio consisting of two term papers or artistic presentations for the Curriculum Committee to assess.

Any questions should be addressed to the CVC office and will be answered by either the Director or a faculty member on the Curriculum Committee. In order to declare the certificate, this form must be completed in consultation with the student’s primary advisor and/or a faculty affiliate of the CVC and should be formally submitted to the CVC by the end of the semester in which the student is taking AH801. Upon completion of the required courses, please fill-out and submit the certificate assessment form to the CVC office.

Please, note that this record is entered manually by the CVC upon official communication from the student’s advisor right before graduation, and after submission of your exit survey. Failure to communicate with the CVC in a timely fashion will prevent us from entering the certificate in your records.

I understand the requirements for this program:

Student’s signature: ________________________________
Student's name: 

**Intended Course selections:**

I. AH801/AAS801: The Study of Visual Cultures: Historiography, Theory, Methods (3 cr)
   Please indicate the semester in which you will take this required seminar:

II. AH802/AAS802: Topics in Visual Cultures (3 cr) or equivalent course. If it is an equivalent course, indicate the logic of selection.

III. Independent Study in Visual Cultures or other listed or cross-listed Visual Cultures course (3 cr). Indicate the topic/course, professor and department and the semester in which the course will be taken and the logic for the selection of the topic.

____________________________________________________

Student Signature                      Date

____________________________________________________

Student Campus ID #

____________________________________________________

Name of Home Department

____________________________________________________

Advisor (Print Name)                    Signature                      Date

____________________________________________________

CVC Director (Print Name)                Signature                      Date

*Please, submit this completed form to cvc@mailplus.wisc.edu.*
Appendix C: II

ASSESSMENT FORM for the MA CERTIFICATE
Graduate/Professional Certificate in the Transdisciplinary Study of Visual Cultures

You will need to turn in the following documentation:

1. **Portfolio**, which includes two term papers from courses taken towards the Visual Cultures requirements or artistic presentations that were the final product of a course.

2. **Essay**: In a statement of no more than 350 words, justify and explain the logic for your selection of the particular courses you have completed for the certificate (i.e., the courses listed below) and provide an account of the experience of those courses and the work you produced that characterizes the specific ways in which that research and thinking has shaped your research and intellectual formation.

3. **Fill out CVC course list**: see below.

   **Student's name (print):** ____________________________________________________

   **Student's Campus ID #:** __________________________________________________

   **Statement (350 words):**
Courses Taken:

   Semester:_________________________________________

II. AH802/AAS802: Topics in Visual Cultures or equivalent course (3 cr).
    Semester:_________________________________________
    Topic/Course, Professor, Department:

III. Independent Study in Visual Cultures or other listed / cross-listed Visual Cultures course (3 cr).
    Semester:_________________________________________
    Topics/Course, Professor, Department:

__________________________________________  _______________________
Student Signature                               Date

__________________________________________
Student Campus ID #

__________________________________________
Name of Home Department

__________________________________________  _______________________
Advisor (Print Name)                           Signature                  Date

__________________________________________  _______________________
CVC Director (Print Name)                     Signature                  Date

Please, submit completed form to cvc@mailplus.wisc.edu.
DECLARATION OF INTENT FORM for the PhD MINOR
Designated Doctoral Minor in the Transdisciplinary Study of Visual Cultures

The Designated Doctoral Minor in the Transdisciplinary Study of Visual Cultures is research driven. Selection of courses should contribute directly to developing your area of research specialization. Students wishing to pursue this Minor are required to complete a minimum of 9-credits in Visual Cultures specific coursework. Beyond the required seminar in historiography, theory and methods (AH801) and a topics course in visual cultures (AH802 or an equivalent course), the selection of courses should be determined by research area and identified in consultation with the student’s primary advisor and/or a faculty affiliate of the CVC. A list of possible course options are available on the CVC website, although it is not exhaustive. Please, note that even if a course is listed on the website it is not a guarantee that it will receive program credit. Please make sure to consult with CVC Director to ensure that your selected courses meet criteria for credit. Upon completion of Visual Cultures specific coursework, students must submit a portfolio consisting of two term papers or artistic presentations for the Curriculum Committee to assess.

Any questions should be addressed to the CVC office and will be answered by either the Director or a faculty member on the Curriculum Committee. In order to declare the Minor, this form must be completed in consultation with the student’s primary advisor and/or a faculty affiliate of the CVC and should be formally submitted to the CVC by the end of the semester in which the student is taking AH801. Upon completion of the required courses, please fill-out and submit the certificate assessment form to the CVC office.

Please, note that this record is entered manually by the CVC upon official communication from the student’s advisor right before graduation, and after submission of your exit survey. Failure to communicate with the CVC in a timely fashion will prevent us from entering the Minor in your records.

I understand the requirements for this program:

Student’s signature: ________________________________

center for visual cultures
University of Wisconsin-Madison
432 East Campus Mall, Rm 129
Madison, WI 53706
cvc@mailplus.wisc.edu
www.visualcultures.wisc.edu
Student’s name: ____________________________________________

**Intended Course selections:**

I. AH801/AAS801: The Study of Visual Cultures: Historiography, Theory, Methods (3 cr)
   Please indicate the semester in which you will take this required seminar:
   ____________________________________________________________

II. AH802/AAS802: Topics in Visual Cultures (3 cr) or equivalent course. If it is an equivalent course, indicate the logic of selection.
   ____________________________________________________________

III. Independent Study in Visual Cultures /or other listed or cross-listed Visual Cultures course (3 cr). Indicate the topic/course, professor and department and the semester in which the course will be taken and the logic for the selection of the topic.
   ____________________________________________________________

   Student Signature __________________________ Date ___________

   Student Campus ID # _______________________________________

   Name of Home Department ___________________________________

   Advisor (Print Name) __________________________ Signature ________ Date ___________

   CVC Director (Print Name) __________________________ Signature ________ Date ___________

   Please, submit this completed form to cvc@mailplus.wisc.edu.
ASSESSMENT FORM for PhD MINOR
Designated Doctoral Minor in the Transdisciplinary Study of Visual Cultures

You will need to turn in the following documentation:

1. Portfolio, which includes two term papers from courses taken towards the Visual Cultures requirements or artistic presentations that were the final product of a course.

2. Essay: In a statement of no more than 350 words, justify and explain the logic for your selection of the particular courses you have completed for the certificate (i.e., the courses listed below) and provide an account of the experience of those courses and the work you produced that characterizes the specific ways in which that research and thinking has shaped your research and intellectual formation.

3. Fill out CVC course list: see below.

Student’s name (print):

Student’s Campus ID #:

Statement (350 words):
Courses Taken:

I. AH801/AAS801: The Study of Visual Cultures: Historiography, Theory, Methods (3 cr)
   Semester:________________________________________

II. AH802/AAS802: Topics in Visual Cultures or equivalent course (3 cr).
    Semester:________________________________________
    Topic/Course, Professor, Department:
    __________________________________________________

III. Independent Study in Visual Cultures or other listed / cross-listed Visual Cultures course (3 cr).
    Semester:________________________________________
    Topics/Course, Professor, Department:
    __________________________________________________

Student Signature ___________________________ Date __________

_____________________________________________________
Student Campus ID #

_____________________________________________________
Name of Home Department

Advisor (Print Name) ___________________________ Signature __________ Date __________

_____________________________________________________
CVC Director (Print Name) ___________________________ Signature __________ Date __________

Please, submit completed form to cvc@mailplus.wisc.edu.
Hi Paola,

These are the students who came up when I did a Data Center search in SIS for career: GRAD and academic program contains: GMIN973

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<th>Campus ID</th>
<th>Name</th>
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<td>Row 2</td>
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<td>9073705445 Feinberg, Michael</td>
<td>GRAD - G090 - Transdir</td>
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<td>Row 4</td>
<td>9073696263 Gaeta, Amy E</td>
<td>GRAD - G405 - Transdir</td>
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<td>Row 5</td>
<td>9054808448 Hughes, Amy Jo</td>
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<td>9073197908 Liana Fernandez, Ruth</td>
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<td>Row 7</td>
<td>9064784623 Miller, Genesie</td>
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<td>Row 8</td>
<td>9071760228 Min, Kyungso</td>
<td>GRAD - G090 - Transdir</td>
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<td>Row 9</td>
<td>9066253452 Salmon, Naomi</td>
<td>GRAD - G405 - Transdir</td>
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<td>Row 10</td>
<td>9064163836 Schuster, Adam</td>
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<tr>
<td>11</td>
<td>9070070884</td>
<td>Sedighi, Mariam</td>
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<tr>
<td>12</td>
<td>9066561730</td>
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<td>13</td>
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<td>Urbain, Luke</td>
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<tr>
<td>14</td>
<td>9027813048</td>
<td>Woods, Peter Jacob</td>
</tr>
</tbody>
</table>

***
Karen Francis  
she/her/hers  
Undergraduate Advisor  
Spanish & Portuguese  
UW-Madison  
[Undergraduate Advising Information](#)  
[Make an Appointment](#)  
[Advisor Feedback Form](#)
APPENDIX E:

Visual Cultures MA Certificates and PhD Minors

The first courses that counted towards the Ph.D. Minor and Graduate/Professional Certificate in the transdisciplinary study of visual cultures were offered in AY2011/12. It typically takes two years for students to complete the requisite coursework. The first students to be awarded the certificate or minor completed their courses in spring 2013.

Students who are actively pursuing the MA Certificate

<table>
<thead>
<tr>
<th>Name</th>
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<th>Date of Declaration</th>
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<tbody>
<tr>
<td>Ashley Lusietto</td>
<td>Art Department</td>
<td>10/24/2018</td>
<td>9062206355</td>
<td>Can confirm this student is active on campus and has the certificate on record. <a href="mailto:lusietto@wisc.edu">lusietto@wisc.edu</a></td>
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<tr>
<td>Lily Shell</td>
<td>Interdisciplinary Theatre Studies</td>
<td>4/24/19</td>
<td>9080219703</td>
<td>Can confirm this student is active on campus and has the certificate on record. <a href="mailto:lshell@wisc.edu">lshell@wisc.edu</a></td>
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Students who have completed the MA Certificate and graduated

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<th>Department</th>
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<td>Cole Rizki</td>
<td>Spanish and Portuguese</td>
<td>2013</td>
<td>2013</td>
<td>9025344871</td>
<td>On record. <a href="mailto:cole.rizki@duke.edu">cole.rizki@duke.edu</a></td>
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<tr>
<td>Elise Nagy</td>
<td>Gender and Women’s Studies</td>
<td>2013</td>
<td>2014</td>
<td>9069860477</td>
<td>On record. <a href="mailto:elisenagy@gmail.com">elisenagy@gmail.com</a></td>
</tr>
<tr>
<td>Cherod Johnson</td>
<td>Gender and Women’s Studies</td>
<td>2013</td>
<td>2015</td>
<td>9070159349</td>
<td>On record. <a href="mailto:cherodj27@gmail.com">cherodj27@gmail.com</a></td>
</tr>
<tr>
<td>Andrew Salyer</td>
<td>Special Committee Degree</td>
<td>2012</td>
<td>2015</td>
<td>9063289327</td>
<td>On record. <a href="mailto:jsalyer@wisc.edu">jsalyer@wisc.edu</a></td>
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### Students who are actively pursuing the PhD Minor

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<tr>
<td>1</td>
<td>Alex Leme</td>
<td>Art History</td>
<td>9/2015</td>
<td>9071823455</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:leme@wisc.edu">leme@wisc.edu</a></td>
</tr>
<tr>
<td>2</td>
<td>Saeedeh Asadipour</td>
<td>Art History</td>
<td>9/20/2016</td>
<td>9075672999</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:asadipour@wisc.edu">asadipour@wisc.edu</a></td>
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<tr>
<td>3</td>
<td>Sabina Madrid Malloy</td>
<td>Spanish</td>
<td>10/30/2018</td>
<td>9064071773</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:madridmalloy@wisc.edu">madridmalloy@wisc.edu</a></td>
</tr>
<tr>
<td>4</td>
<td>Maria Isabel Martín Sanchez</td>
<td>Spanish</td>
<td>11/7/2018</td>
<td>9077980028</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:martinsanche@wisc.edu">martinsanche@wisc.edu</a></td>
</tr>
<tr>
<td></td>
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<td>Warrant signed in January 2019 by P. Hernández</td>
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<tr>
<td>5</td>
<td>Maria Tsoy</td>
<td>Asian Languages and Cultures</td>
<td>4/2019</td>
<td>9079886041</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:mtsoy@wisc.edu">mtsoy@wisc.edu</a></td>
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<td>6</td>
<td>David Lukhachi</td>
<td>African Cultural Studies</td>
<td>4/2019</td>
<td>9073645005</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:david.lukhachi@wisc.edu">david.lukhachi@wisc.edu</a></td>
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<tr>
<td>7</td>
<td>Thomas Van Camp</td>
<td>English</td>
<td>11/20/2018</td>
<td>9056851562</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:tvancamp@wisc.edu">tvancamp@wisc.edu</a></td>
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<td>Xue Yin</td>
<td>Curriculum and Instruction, School of Education</td>
<td>1/23/2019</td>
<td>9071715891</td>
<td>Not a dissertator yet; in the pipeline <a href="mailto:xyin32@wisc.edu">xyin32@wisc.edu</a></td>
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<td>Iseult Gillespie</td>
<td>English</td>
<td>4/17/2019</td>
<td>9075725870</td>
<td>Not a dissertator yet; in the pipeline. <a href="mailto:igillespie2@wisc.edu">igillespie2@wisc.edu</a> Warrant signed in September 2019 by P. Hernández</td>
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<tr>
<td>10</td>
<td>Joshua Kelly</td>
<td>Interdisciplinary Theatre Studies</td>
<td>4/24/2019</td>
<td>9077783230</td>
<td>Not a dissertator yet; in the pipeline. <a href="mailto:jtkelly3@wisc.edu">jtkelly3@wisc.edu</a></td>
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**Students who have completed the PhD Minor but have not yet graduated**

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<tr>
<td>1</td>
<td>Michael Toole</td>
<td>East Asian Languages and Literatures</td>
<td>1/16/2014</td>
<td>9066561730</td>
<td>On record. Has not graduated yet so will not show up in query of graduated students. <a href="mailto:mitoole@wisc.edu">mitoole@wisc.edu</a></td>
</tr>
<tr>
<td>2</td>
<td>Nora G. Diaz Chavez</td>
<td>Spanish and Portuguese</td>
<td>5/7/2014</td>
<td>9032277403</td>
<td>On record. Has not graduated yet so will not show up in query of graduated students. <a href="mailto:diazchavez@wisc.edu">diazchavez@wisc.edu</a></td>
</tr>
<tr>
<td>3</td>
<td>Genesie T. Miller</td>
<td>East Asian Languages and Literatures</td>
<td>8/26/2014</td>
<td>9064784623</td>
<td>On record. Has not graduated yet so will not show up in query of graduated students. <a href="mailto:gtmiller2@wisc.edu">gtmiller2@wisc.edu</a></td>
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<tr>
<td>4</td>
<td>Naomi Salmon</td>
<td>English</td>
<td>11/22/2014</td>
<td>9066253452</td>
<td>On record. Has not graduated yet so will not show up in query of graduated students. <a href="mailto:nsalmon@wisc.edu">nsalmon@wisc.edu</a></td>
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<tr>
<td>5</td>
<td>Caitlin Beduhn</td>
<td>Spanish and Portuguese</td>
<td>12/12/2014</td>
<td>9025207755</td>
<td>On record. Has not graduated yet so will not show up in query of graduated students. <a href="mailto:cbeduhn@wisc.edu">cabeduhn@wisc.edu</a></td>
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<td>Art History</td>
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<td>Ruth Llana Fernández</td>
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<td>Amy Gaeta</td>
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<td>Adam Schuster</td>
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<td>Peter Woods</td>
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Students who have completed the PhD Minor and have graduated

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<th>Campus ID #</th>
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<td>Nan Ma</td>
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<td>4/30/2013</td>
<td>9063171129</td>
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<td>Lex Lancaster</td>
<td>Art History</td>
<td>5/13/2013</td>
<td>9064755441</td>
<td>Graduated. On record. <a href="mailto:lexl@uscupstate.edu">lexl@uscupstate.edu</a></td>
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<td>3</td>
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<td>East Asian Languages and Literature</td>
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<td>4</td>
<td>Laura Jo-Han Wen</td>
<td>East Asian Languages and Literature</td>
<td>5/23/2014</td>
<td>9063757885</td>
<td>Graduated. On record. <a href="mailto:LauraWen@rmc.edu">LauraWen@rmc.edu</a></td>
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<tr>
<td>5</td>
<td>Anna Vitale</td>
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<td>5/2014</td>
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<td>Isaac García-Guerrero</td>
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<td>12/10/2014</td>
<td>9068175372</td>
<td>Graduated. On record. <a href="mailto:garciaguerre@wisc.edu">garciaguerre@wisc.edu</a> <a href="mailto:isaac.garciaguerrero@wisc.edu">isaac.garciaguerrero@wisc.edu</a></td>
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<td>Caitlin Yocco-Locascio</td>
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<td>5/20/2015</td>
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<td>5/4/2017</td>
<td>9069978956</td>
<td>Graduated. On record. <a href="mailto:jasmine.chen@usu.edu">jasmine.chen@usu.edu</a></td>
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<td>Lu Liu</td>
<td>Asian Languages and Cultures</td>
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<td>9064639728</td>
<td>Graduated. On record. <a href="mailto:lu.liu@wisc.edu">lu.liu@wisc.edu</a></td>
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</table>
29 January 2019

TO: Paola Hernandez, Director, Center for Visual Cultures

FROM: John Karl Scholz, Dean

RE: Academic Program Review: Graduate Programs (Certificate, Doctoral Minor) in the Transdisciplinary Study of Visual Cultures

CC: Jocelyn Milner, Vice Provost for Academic Affairs
Joshua Morrill, Assistant Dean for Academic Analysis, Planning, and Assessment, Graduate School
Steven Nadler, Professor and Interim Chair, Department of Art History
Parmesh Ramanathan, Associate Dean, Graduate School
Emily Reynolds, Graduate School
Elaine M. Klein, Associate Dean for Academic Planning
Nicole Wiessinger, Academic Planning & Institutional Research
Susan Zaeske, Associate Dean for Arts and Humanities

On December 4, 2018, the L&S Academic Planning Council considered materials submitted in response to the mandated review of the Graduate Certificate and Minor in the Transdisciplinary Study of Visual Cultures. Like many such programs, the requirements for these two credentials are identical; their existence as two distinct programs allows them to be awarded either to doctoral or master’s students. This review was required because of the status of these programs as low award-producing programs. Council members considered the self-study and review committee report, which you had noted did not contain factual errors. Associate Dean Susan Zaeske led discussion, beginning by talking with committee members about the importance of the study of visual culture, and noting that UW-Madison had invested in the promise of this area years ago, when a “cluster” of faculty were hired in this area. In the interest of full disclosure, she reported that she had served on the steering committee that proposed the programs, but that she does not currently maintain an active role in the programs.

She began by noting that enrollments in and award completions for these programs were critically low at the time the review was convened. However, issues related to declaring students and reporting completion that contributed to this problem were identified and addressed. Campus data appear to reflect the effect of these changes; yet, the data provided in the self-study do not coincide with the official records. Enrollment data show one student
currently enrolled in the certificate program, no certificates ever awarded, and five students awarded the minor. By contrast, the self-study reports three certificates completed, and 16 students completing the minor. These inconsistent data indicate that further attention is needed to reconcile the record, and if the accurate record reveals that the program continues to be low enrollment, that will need to be addressed.

In addition to concerns about enrollment, the review brought to light a number of additional concerns. First, the review reported that there is little if any faculty advisory committee involvement in articulating and achieving the pedagogical and intellectual goals of the certificate programs. Both the review committee and the APC recommended that the Center update its list of faculty and instructional staff affiliates, which is seriously outdated. Importantly, the APC stressed the distinction between the status of Center affiliate and that of academic program committee member. Members of academic program committees are charged with overseeing the curriculum (review of courses to meet program requirements, scheduling and staffing of courses to make certain that it is possible for students to complete their degrees, advising students, etc.), whereas the expectations of Center affiliates may be limited to attending talks. Indeed, it is unclear whether an academic program committee exists for the certificate. As a result of the lack of clarity in roles and apparent nonexistence of an academic program steering committee, there appears to be a lack of appropriate faculty oversight of the academic programs.

Such lack of oversight may well be the cause of another significant problem identified by the review, namely, the lack of identifiable learning outcomes. The review committee was unable to find clearly articulated learning outcomes for this program: instead, their report reproduces language from the Center website that describes visual culture studies. General statements describing learning aspirations are insufficient to serve as outcomes, which should be stated clearly. These statements can then be used to develop criteria for courses that meet requirements, to communicate with students and colleagues about the program, and, of course, to understand student learning in it. Given the lack of clearly stated learning outcomes, not surprisingly, assessment of the programs is weak, limited to requiring students to maintain a 3.0 GPA. A GPA requirement for individual students is not a mechanism for assessing program quality. Both the review committee and the APC recommend articulating learning goals and developing more robust assessment mechanisms.

Another significant problem is that the two courses required for the credential are not taught regularly. Inability to offer AH 801 and AH 802 limits the number of students who can complete certificate requirements. This is a serious barrier to the success of the program and needs to be addressed to achieve its ongoing sustainability. An active academic program committee could work on this problem, considering the possibility of revising the curriculum to address this problem or developing a workable plan for offering these courses. The campus made a significant investment in hiring faculty to teach courses and pursue research in visual culture, so there are faculty present to staff these courses. And to the degree that the study of visual culture is vibrant and viable, there ought to be faculty beyond the cluster who can teach these courses.
An active and engaged program committee would help the program address several of the recommendations offered by the review committee and the APC, especially to consider curricular revisions. This is particularly important when a program requires so few courses: every course should support student progress toward desired learning outcomes. A program committee would be able to consider also the challenge of staffing the two required courses, expanding the array of people who might teach it, or restructuring it to be more attractive to students outside the program and less likely to suffer cancellation due to low enrollment. Finally, the committee might be able to review the list of courses to determine whether there exist a stable core of courses that are reliably offered, whether cross-listing makes sense, and other such questions.

The L&S APC approved unanimously a motion recording the program review as complete; in the same motion, the council also requested a follow up report to provide with information on the following matters:

- Clarification of program committee membership, operating procedures, and regular meeting schedule
- Articulation of student learning outcomes and assessment procedures
- A plan for staffing the core courses that does not presume a new hire

Your report will inform the council’s consideration of a related agenda item, concerning a request to rename the graduate minor and certificate programs. That request was tabled, pending receipt and review of the requested follow-up items. The council would like to receive your report no later than January 1, 2020. If the report is not provided, the council will entertain a motion to suspend admission to these programs, and to expedite their discontinuation.
November 15, 2018

To: Dean Susan Zaeske, Dean Elaine Klein

From: K. Phillips-Court, M. Belodubrovskaya, E. Lapina

Re: Review of MA Certificate in the Transdisciplinary Study of Visual Cultures

Dear Colleagues,

Thank you for the opportunity to learn more about the MA Certificate in the Transdisciplinary Study of Visual Cultures (CVC). Our committee (Elizabeth Lapina, Maria Belodubrovskaya, and Kristin Phillips-Court [Chair]) completed its review of the MA Certificate over the months of October and November, 2018. We were impressed in general by the intellectual rigor, collaborative spirit, and prescient vision of colleagues leading CVC Program, and we support continued efforts to build the MA Certificate program, which benefits MFA students particularly; however, if effectively marketed, could draw students from across the College. We, the committee, are in favor of the proposed name change, from “Transdisciplinary Study of Visual Cultures” to “Visual Cultures” for both the PhD Minor and the MA Certificate. During the last week of our work, three new students declared the MA Certificate in Visual Cultures.

The report that follows will be divided into four sections. Each section concludes with a statement of Recommendations on behalf of the Review Committee.

A. **Report on the procedures** adopted by the Review Committee (areas of focus, stakeholders interviewed, summary)

B. **Report on the MA Certificate** (description, target audience, curriculum and requirements, learning goals)

C. **Report on Oversight and Outreach** (oversight of curriculum, management, distribution of duties, challenges and solutions, outreach)

D. **Report on Mentoring and Assessment** (mentoring structure, assessment mechanisms, student feedback)

Respectfully submitted,

Kristin Phillips-Court (Chair)
Elizabeth Lapina
Maria Belodubrovskaya
A. **Report on the procedures** adopted by the Review Committee (areas of focus, stakeholders interviewed, summary)

1. **Procedure**
The areas in which the Committee concentrated its inquiry are represented by A-D above, which we established during our initial planning meeting. The Chair of the Review Committee then contacted stakeholders to arrange in-person meetings with all or a minimum of two Review Committee members. Our questions for our CVC colleagues aimed at understanding the mechanisms in place at CVC for program oversight, course management, advising and mentorship, recruitment and retention, curriculum management, reporting, and assessment. Several key questions are listed in the Appendix at the end of this document. We further sought to understand the difference between the PhD Minor and the MA Certificate. Finally, we were interested in learning about Affiliate Faculty and Advisory Faculty involvement in the day-to-day operation of the CVC.

2. **Stakeholders**
Our committee met with the following individuals: Paola Hernandez (current Director of the CVC), Guillermina de Ferrari, Jill Casid, Anna Andrzejewski, Teddy Kaul, and Christine Stricker. We also corresponded with two MA Certificate graduates and one current MA Certificate student. We were unable to interview the current PA. The committee members took minutes and notes at all meetings, and have jointly prepared this review document.

3. **Summary**
The three directors we interviewed shared a common dedication and vision for what the Center for Visual Cultures seeks to achieve, both within the College of Letters & Science and beyond it. The principal scope of the MA Certificate is to provide MFA and other practitioners rigorous training in research methods and critical theory. In other words, the research component of the CVC MA/PhD Minor provides MFA students and others the *methods for writing about art*, including their own. They may lack a background in theory, the study of which will allow them to engage the fields of cultural studies, to which contemporary art is inextricably tied. A survey of recent courses and CVC-sponsored events confirms that the MA and PhD are providing students with a unique opportunity to integrate theory and practice into their pursuit of the MA/PhD – and that graduates of the program have obtained highly desirable jobs in arts and humanities fields. As the CVC MA Certificate and PhD Minor continue to grow, we anticipate that the Art History Department and the Center for Visual Cultures will need to continue to cultivate the collaborative and supportive partnership they enjoy now.

The Review Committee was very pleased to learn of Paola Hernandez’s plan to create “hubs” for MA and PhD students to interact with CVC faculty and especially practitioners, as they (the students) would have greater access to performance spaces, production processes, and the physical and intellectual work that goes into art installations and stage productions. As the CVC gains visibility off campus, students will benefit significantly by participating in programming that will make the UW well known for this rapidly growing field, especially if the UW/CVC will have the opportunity to host the 2020 meeting of the International Association for Visual Cultures (Casid).
Review Committee Recommendations:

1) Articulate clearly the degree and nature of Advisory Committee members’ involvement in the pedagogical and intellectual goals of the MA Certificate. Currently, there seems to be little, if any, involvement.

2) Maintain an up-to-date list of Faculty Affiliates (several colleagues on the 2018 list retired more than one year ago)

3) Inform faculty whose courses serve the CVC of this fact, for the mutual benefit and future collaboration of both parties

4) Continue to cultivate buy-in among faculty colleagues on campus, many of whom are quietly working with visual materials and methodologies, but are not affiliated with CVC.

B. Report on the MA Certificate (description, target audience, curriculum and requirements, learning goals)

1. Description of the Certificate

The Graduate/Professional Certificate in Transdisciplinary Study of Visual Cultures is administered by the Center for Visual Cultures (CVC). It serves terminal MA students in such departments and units as Art, Gender and Women Studies, and Creative Writing. It is an equivalent to the Ph.D. Minor in Visual Cultures also offered by the Center. The certificate is awarded upon successful completion of 9 graduate-level credits in three courses: two required courses and one elective. The elective 3-credit course is selected in consultation with the Director of CVC and the student’s home departmental advisor. The courses are:

- ART HIST/AFROAMER 801: Historiography, Theory and Methods in Visual Culture;
- ART HIST/AFROAMER 802: Topics in Visual Cultures or equivalent;

Currently, these are three students who have come to the CVC from GWS, Spanish & Portuguese, and LCA.

2. MA Certificate / PhD Minor

MA Certificate is very closely related to PhD Minor. Coursework requirement is exactly the same. The only difference is that PhD Minor has a higher enrollment than MA Graduate Certificate (according to the director of CVC, three students are currently enrolled in the Minor and one in the Certificate).

3. Target Audience for the Certificate: Students

The Certificate is relatively new: it was approved in 2011–2012. The target audience for the Certificate includes such programs as: Afro-American Studies; Art Education; Art; Creative Writing; Gender and Women’s Studies; Latin American, Caribbean, and Iberian Studies; Russian, East European, and Central Asian Studies; and Southeastern Asian Studies. However, in principle, the Certificate can also serve the departments offering both MA and PhD degrees when their students decide to end their course of study with the MA. Such departments include: African Cultural Studies; Art History; Communication Arts; Comparative Literature and Folklore Studies; English; History of Science, Medicine, and Technology; Languages and Cultures of Asia; and Spanish and Portuguese.

4. The Curriculum for the Certificate: Required Courses
As the Certificate is currently set up, the availability of AH 801 and AH 802 limits how many students can complete its requirements. At the moment only very few faculty members offer these two courses. There are more faculty on campus, including in the target departments, who can develop and offer courses that could be either cross-listed with AH 801 and AH 802 or serve as equivalents to them.

5. The Curriculum for the Certificate: the Elective Course

As it’s currently set up, students, choosing from all the courses offered on campus, select and propose an elective course that may qualify as the Certificate’s third required course. The CVC lists a large number of courses that might qualify on its website. Some of these courses are offered to the CVC by affiliate members as already appropriate. Some others are chosen by the CVC Director and/or the CVC Project Assistant based on the department that offers it and the topic it covers.

6. The Website Description of the Certificate

The certificate is described on the CVC website and the Art History website. The description is clear, and the application forms are posted. The Certificate website clearly states that the list of courses on the website is only advisory, and the specific course a student chooses must be approved by the CVC Director.

⇒⇒ Review Committee Recommendations:

1) Change the AH 801 course requirement to AH 801 or equivalent.
2) Through its affiliates, the CVC might develop or modify courses that can be cross-listed as AH 801 and 802.
3) Consider making the ability to teach Visual Cultures become one of the hiring priorities for the appropriate units.
4) Continue the practice where the students propose an elective course for CVC Director approval. However, two changes should be made to the process of selecting courses to be listed on the website:
   a) The CVC needs to notify the faculty member teaching the course (or their department chair, in cases where multiple courses from that department are considered) that their course is considered for this purpose. This would give the CVC much a better sense of whether or not the course is appropriate for the Certificate. In cases where the question of appropriateness is unclear, the CVC should decide by soliciting the syllabus from the faculty member.
   b) The CVC must inform the faculty member in question that their course is being taken to fulfill the Certificate.
5) Make the description of the Certificate as offered on the CVC website and the Art History website consistent. At the moment the Art History website lists the first course requirement for the Certificate (and Minor) as “AH 801 or equivalent,” whereas the CVC website says “AH 801” (no equivalent).
6) Clarify the language that the Certificate is “a research-driven certificate.” What it means is that the Certificate should directly match the professional and research goals of the student, but the phrase may also be read as describing the curriculum.

C. Report on Oversight and Outreach (oversight of curriculum management, distribution of duties, challenges and solutions, outreach)
1. The Director of CVC approves every application to the Certificate, and it is expected that the Certificate directly serve the purposes of the student’s professional-development needs. Currently, MA and PhD Minor students are advised by the Director (Hernandez).

2. Together with the Director, the PA and CVC staff (Teddy Kaul) scan the Course Guide for appropriate courses to include in the CVC course list. Ideally, the Director and Advisory Committee have consulted the syllabus prior to the initial inclusion of new course on the CVC list. As for populating the CVC course listing online, CVC does appear to have streamlined this process: Teddy Kaul manages the course offerings from semester to semester. Teddy Kaul also takes care of reporting.

3. Christine Striker, ADM for the Department of Art History, whom we interviewed, noted that she does occasional work the CVC, primarily relating to event advertisement, travel planning, W-9 processing for guest speakers, and reimbursements.

4. Outreach opportunities include forging new, productive relationships with affiliated faculty and programs across campus, encouraging graduate students in languages and literatures and other humanities disciplines to pursue the PhD minor or MA Certificate, and continuing to organize quality programming for public interest that also allows MA students to actively participate in event preparation and interact with visiting artists.

5. In the current year, CVC Director Paola Hernandez, has planned an Open House and several talks of interest to a broad audience. She is also working to create a sense of community among MA and PhD Minor students.

→→ Review Committee Recommendations:
We recommend that the CVC be vigilant about requesting information about course content (syllabi) from faculty affiliates whose courses are included in their list, rather than relying on titles only.

D. Report on Mentoring and Assessment (mentoring structure, assessment mechanisms, student feedback)

1. Mentoring
The director of CVC works with individual students’ mentors to deliver the mentoring to the students as they progress towards the MA Graduate Certificate. Other members of the Steering Committee of the CVC provide additional advice if necessary. The students have to take AH 801, AH 802 (or an Equivalent) and an Elective. If the students cannot take 802, they have to consult the director of CVC for advice on which courses count as “equivalent” to 802.

2. Learning Outcomes
The CVC Web page provides the following rationale for both MA Graduate Certificate and PhD Minor: “Visual Culture Studies differs from other related disciplines in two ways: first, its field of inquiry includes an expansive array of visual cultural artifacts and practices; and, second, its methodologies focus on the constitution of power relations through visual markers of race, gender, disability, and nationality. As the world continues to become increasingly understood through, and reliant on, the visual (the internet, films, television, scientific graphs, data visualization, video games, and
advertisements), the need for people trained with the ability to critically interpret, create, and evaluate those mediums is essential.”

Both PhD Minor and MA certificate have the same assessment mechanism (other than grades for the three courses). Students who have completed the course requirement have to provide a statement of no more than 350 words. The statement includes a brief overview of the three courses taken by the student and an explanation of how the Minor or Certificate helped the students advance towards their long-term goals.

3. Learning Outcomes: Student Feedback

CVC has provided the Committee with a sampling of two statements completed by two students who have completed the PhD Minor. Due to the small number of students who have completed MA Graduate Certificate, no forms were available on file. Both students had high praise for their experience. One students, who works on photography, mentioned that, as a result of the courses taken for the PhD Minor, they can now frame photographs “as productive agents, rather than representations.” Another student noted that one of the courses was especially useful as it “provided the necessary methodological and historical foundation for my dissertation” and also helped them formulate their dissertation topic.

In addition, a student currently enrolled in the MA Graduate Certificate provided the following statement regarding their experience by e-mail: “By participating in CVC classes and visiting speakers, I’m exposed to a diverse sampling of voices, cultures, and experiences. The CVC course that I’m currently taking has challenged me to become more thorough in conducting critical cultural analysis through the lens of intersectionality. As one who hopes to become a professor, I am taking CVC courses to prepare me to become an educator who is able to engage effectively with the social world and systems around me. As an artist, I hope that studying CVC courses will push me to produce work that asks questions.”

4. Assessment Mechanisms

The standard of assessing the success of the Certificate is consistent with the Graduate School policy to require that students maintain a GPA of 3.00 (on a 4.00 scale). Students completing the certificate complete a statement of learning outcomes (see above, D. 3).

Review Committee Recommendations:

We recommend implementation of assessment tools beyond GPA as a means of assuring consistency among students taking diverse courses on a very wide range of topics, at different levels, and offered by a significant number of affiliate faculty in any given semester.

Closing Recommendation:

Our recommendation is to continue to offer the MA Certificate in the Transdisciplinary Study of Visual Cultures (pending re-naming). It serves a purpose in the array of UW–Madison graduate programs by offering a unique and highly valuable concentration in the study of visual cultures. The graduates of the program have done well, and visual cultures is a new, growing, and highly promising field in the humanities. Further, we recommend that:
1) The CVC take proactive measures, through its Steering Committee, affiliate members, and direct campaigns, to inform the campus community of its offerings. It is our understanding that the CVC is already taking steps toward this goal; and

2) The title of the Certificate be changed, for the ease of advertisement and reporting and as requested, to The Graduate/Professional Certificate in Visual Cultures. As the campus community learns about the Certificate, it is likely that more students would pursue it.
Appendix

Here is a list of some of the questions the Review Committee asked during in-person meetings with CVC Directors and Staff:

Do students routinely find a sufficient number of course offerings to meet their needs?

What impact do changes in personnel (Director, PA, etc.) have on students?

What is the process for students to receive approval for their courses towards the MA?

How are courses selected and vetted?

What role does the advisory committee play in the administration of the MA Certificate?

How are CVC Affiliate Faculty selected?

What are some ways you plan to promote the MA Certificate?

What training does the MA provide and to which students?

How are advising and degree-progress updates delivered to students?

How does CVC build community?

What is the assessment procedure for the certificate?

What oversight is there of the courses that affiliates are offering at any given semester?
December 6, 2019

TO: Paola Hernandez, Director, Center for Visual Cultures  
Jordan Rosenblum, Chair, Art History

FROM: Eric Wilcots, Interim Dean, L&S

RE: Center for Visual Culture Response to Program Review of Graduate Certificate and  
PhD Minor in the Transdisciplinary Study of Visual Culture

CC: Jenna Alsteen, Assistant Dean, Academic Analysis, Planning & Assessment,  
Graduate School  
Elaine M. Klein, Associate Dean for Academic Planning, L&S  
Jocelyn Milner, Vice Provost and Director, Academic Planning and Institutional  
Research  
James Montgomery, Associate Dean for Fiscal Initiatives, L&S  
Jennifer Noyes, Associate Dean for Operations and Staff, L&S  
Parmesh Ramanathan, Associate Dean, Graduate School  
Susan Zaeske, Associate Dean, Arts and Humanities, L&S

On November 5, 2019, the L&S Academic Planning Council reviewed the Center for Visual  
Culture’s response to the program review conducted for the Graduate Certificate and Doctoral  
Minor in Transdisciplinary Study of Visual Culture. Associate Dean Susan Zaeske led the council’s  
discussion, which centered on the CVC’s point-by-point responses to issues conveyed in my  

The council was very appreciative of the impressive work you and your colleagues have done to  
address their concerns, which included questions about program requirements and learning  
outcomes; monitoring student declaration, enrollment and conferral of awards; and  
understanding and regularizing faculty involvement in academic program oversight as opposed  
to CVC events and activities. Your memorandum addressed these and other issues, and the  
council agreed with Dean Zaeske’s conclusion that “the house is much more in order.”

Members offered several recommendations to continue the process of improving the Visual  
Culture graduate programs:

- The APC recommended development of a codified set of program processes and  
procedures. These would include procedures for electing the program chair, setting  
terms of service, and committee outreach to recruit new members. It would also
articulate expectations about how the academic administrative home (Art History), faculty director, and program committee interact. Having a clear set of processes and procedures that all parties agree to will help avoid future miscommunication.

- Although the number of certificates conferred and minors documented as completed and ready to be conferred has improved considerably, the program still produces a fairly small number of awards. Efforts to improve enrollments and awards should continue.

- There are discrepancies in program learning outcomes across the Guide, the program website, and other program materials. Program learning outcomes need to be articulated consistently across all forms of communication. Members offered the opinion that the outcomes listed in the proposals to revise the program are more clear and measurable than others provided elsewhere. Members recognized that the goals of the center likely differ from the learning outcomes for the academic programs – assuming this is the case, those differences could be clarified. Additionally, the APC recommended that the website and other materials provide a clear and succinct definition of “visual culture.”

- Council members asked if the breadth of “visual culture” includes the full range of disciplines in the College that have an interest in visualization. For example, Geography (and specifically, the area of Cartography) focuses on visual methodologies and understanding the way people understand and represent space. Does CVC connect with that unit or scholars in that area? Are there strategies CVC uses to ensure that all scholars who may share an interest in this field are able to signal interest in participating in the program?

The APC approved unanimously a motion to accept the program response and to continue to offer these programs. Bearing in mind that the APC has pending proposals to rename the Graduate Certificate and doctoral minor, the council also approved a motion to advance these proposals under the condition that:

1. Disparities in learning outcomes as they appear in the Guide, in Lumen programs, and on the website are resolved (and that these are aligned with an updated assessment plan);
2. Program bylaws addressing the topics discussed above are submitted with the proposals to rename the programs.

Please work with Associate Deans Zaeske and Klein to submit the program change proposals in Lumen Programs; they will keep the L&S APC apprised of your progress.

Once again, thank you for your work to address the council’s concerns.