LETTER OF INTENT - 1

(New Certificate or Degree Program)

1. Institution submitting request: University of Arkansas, Fayetteville
2. Education Program Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Telephone number/e-mail address: (479) 575-2151 / tmartin@uark.edu
4. Proposed Name of Certificate or Degree Program: Master of Design Studies with Concentration in Resiliency Design and Concentration in Retail and Hospitality Design
5. Proposed Effective Date: Fall 2018
6. Requested CIP Code: 04.0201 Architecture
7. Program Description: A post-professional graduate degree provides advanced expertise for individuals holding professional design degrees. The interdisciplinary degree offers specialized knowledge through the investigation of emerging and critical issues and extends traditional design education in contemporary settings. The Master of Design Studies is a one-year, three-semester program with multiple concentrations.

Concentration in Resiliency Design. This post-professional graduate degree is focused on community and landscape resiliency determined by critical factors including water, mobility, food, housing, aging, and public health. The one-year, three-semester program provides advanced study of pressing public-interest civic issues by combining design, research, and expanded modes of professional engagement. The University of Arkansas Community Design Center is one of six programs leading the American Institutes of Architect’s National Resiliency Initiative, and houses one of the few university-based teaching offices in design programs nationally. This unique program will prepare graduates to engage interdisciplinary urban design challenges through service learning and public outreach in collaboration with a professional staff. Utilizing strengths across the University of Arkansas campus, this program combines course offerings with a professional residency to immerse students in these dynamic fields.

Concentration in Retail and Hospitality Design. This post-professional graduate degree provides advanced study of strategic thinking and design methods relative to the hospitality and retail environments. The one-year, three-semester program is grounded in design’s contribution to economic success. Business strategies are integrated with innovative problem solving to craft unique experiences within these specialized settings. Proximity to international business enterprises and strategic relationships with global design firms enables graduates to integrate environmental, cultural, and social discourse to deliver comprehensive approaches to complex design scenarios. Utilizing strengths across the University of Arkansas campus, this program combines course offerings with a professional residency to immerse students in these dynamic fields.

1. Mode of Delivery (mark all that apply):

\_\_YES\_\_\_**On-Campus**

\_\_\_\_\_\_\_\_ **Off-Campus Location**

Provide address of off-campus location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

Submit copy of written notification to Higher Learning Commission (HLC) if notification required by HLC for a program offered at an off-campus location.

Not Applicable.

Indicate distance of proposed site from main campus. Not Applicable.

**Distance Technology** (50% of program offered by distance technology). Not Applicable.

Submit copy of written notification to HLC if notification is required by HLC for a program offered by distance technology. Not Applicable.

1. List existing certificate or degree programs that support the proposed program:

Bachelor of Architecture (B.Arch)

Bachelor of Science in Architectural Studies (ARSTBS)

Bachelor of Landscape Architecture (BLA)

Bachelor of Science in Architectural Studies (LARCBS)

Bachelor of Interior Design

1. President/Chancellor Approval Date: November 6, 2017
2. Academic Affairs Officer: James S. Coleman Date: October 30, 2017