

10 October 2023

TO: Interim Provost Shelly Chabon

FROM: Professors Kathy Inman Berens, Susan Kirtley, Rachel Noorda, Co-PIs

RE: Creative Industries ReImagine Grant Final Report 2023

Please see below for our report on the Creative Industries ReImagine Grant.

How the completed work supports the goals of the ReImagine Project?

The ReImagine Grant led to our winning a NEH Humanities Connections Grant: \$150,000 over three years to build a humanities-focused minor in Creative Industries at PSU. The ReImagine Grant funded the mandatory one year of planning that NEH required as a condition of application.

Our goal was to build a freestanding, interdisciplinary Creative Industries Program, developed in consultation with key stakeholders, including faculty, community partners, and students. We completed a comprehensive student survey (n=1812) and conducted multiple listening sessions with faculty (from College of Liberal Arts and Sciences, College of the Arts, College of Engineering and Computer Science, and College of Business) and industry advisors, and this work informed our successful application.

Whether or not the goals outlined in the proposal were achieved?

The ReImagine project successfully achieved our goals, establishing a collaborative, interdisciplinary team to develop Creative Industries at PSU, identifying a core curriculum for the proposed minor, and receiving key information regarding the program's appeal to students. Furthermore, this information figured prominently in our successful NEH Humanities Connections Grant proposal. The ReImagine funding led directly to securing the NEH funding. These resources will allow us to continue our efforts toward meeting our long-term goals.

How the allocated funds were utilized?

The allocated funds were used for 1) one course release each for the three co-PIs to lead the research project; 2) incentives for faculty participation in listening sessions; and incentive prizes for students participating in the survey. Release time was absolutely essential, allowing the co-PIs dedicated time to schedule and attend the listening sessions and analyze the conversations, as well as to develop, pilot-test, distribute, and analyze the survey of students. The funding allowed the team to compensate other faculty for providing their expertise and insights, which enhanced our

understanding and clarified our vision. Many of these faculty went on to sign Letters of Intent, which demonstrated to NEH how thoroughly we'd done the planning for implementation.

A brief synopsis of the findings of the project:

In brief, PSU faculty and students voiced enthusiastic support for Creative Industries at PSU. A few key highlights:

- **66.7% of students surveyed were interested in Creative Industries** (of 1812 responses)
 - Top majors for those interested: **1) business; 2) psychology; 3) art; 4) computer science**
 - Mean age: **25.8**
 - **More BIPOC and nonbinary students want CI**
 - Type of creative industries degree:
 - **Undergrad: 51.1%**
 - **Certificate: 56.2%**
 - **Grad: 38.8%**
- **Only 37.8%** *strongly agree that current major is preparing them for a career in field of choice.*
- **Only 31.2%** *strongly agree they clearly see how to apply classroom learning to future career.*
- **Only 23.5%** *strongly agree they feel confident about ability to get a job on career path after graduation.*

Among **faculty** participating in the listening sessions we found:

- **Broad support** for Creative Industries across 4 colleges at PSU
- **92% of faculty** interested in teaching classes affiliated with CI
- Many of these courses currently exist and are offered regularly
- CI is an opportunity to eliminate course redundancies across units
- Many existing faculty social justice/community connections
- Faculty interest in professional/career development

These important findings, gathered as a result of the Reimagine Grant, informed our successful NEH Connection Proposal and will help us as we move forward to develop a Creative Industries minor at PSU.