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To: Program Prioritization Committee (PPC)
East Carolina University

Subject: Unit response on the first draft of the PPC's Reorganization White Paper

The department of Interior Design and Merchandising (IDMR) consists of two degree programs, BS in Interior Design (ID) and BS in Merchandising (MR). We don't have a common response to the proposed reorganization presented in the white paper as a coded unit. Faculty in each of the two programs discussed and reached the following consensus for their respective program.

Interior Design - Faculty of the interior design program are in favor of leaving the College of Human Ecology and joining the School of Art.

Merchandising – Faculty of the merchandising program identified the following options in the order of their preferences. The first two options reflect the traditional academic model; the third option relates to the emerging academic model; and the last parallels the current restructuring model nationwide.

Option 1. No change with the current college and unit structure – Maintain the traditional academic model.

Option 2. Maintain College of Human Ecology and change unit structure – We could merge with Family and Consumer Sciences program – a natural alignment within the college is to include Family and Consumer Sciences in the department. However, the merchandising program wants to keep BS in Merchandising as a separate degree within the new unit.

Option 3. COLLEGE OF STEM. If a STEM College (Sciences, Technology, Engineering, Computer Science and Mathematics) were created we would like to be located within STEM College.

- a. DEPARTMENT OF IDMR - K&B Design and Fashion MR. IDMR is in dialogue with NC Dept of public instruction on the piloting of two programs. Moving to the College of STEM would provide opportunities for collaboration with other programs located within the college and education programs affiliated with STEM.
- b. Emerging model nationwide. The goal is to engage students in K-20 model of education that hooks students early on in promising careers.

Option 4. COLLEGE OF BUSINESS. Move to the College of Business.

- a. SCHOOL OF HGMT & LEADERSHIP. Align MR program with School of Hospitality Management and Leadership and the Center for Sustainable Tourism.
- b. Current model happening nationwide. Disbanding of human ecology is happening elsewhere, dispersing MR to Business. Examples include: UNCG Greensboro, University on Philadelphia , and Oregon State—MR is under the college of Public Health and Human Sciences but will be moving to the College of Business.