



CALIFORNIA STATE UNIVERSITY, FULLERTON

Humanities and Social Sciences

Geography

P.O. Box 6846 or 800 N State College Blvd, H420A Fullerton, CA 92834/92831 / T 657-278-3161 / F 657-278-5223

14 December 2015

To: Sheryl Fontaine, Dean, College of Humanities & Social Sciences

From: Mark Drayse, Chair, Department of Geography

Re: Department's Response to Dean's Evaluation of the Department of Geography's
Program Performance Review (PPR)

On behalf of the Department of Geography, I would like to thank you for your supportive and encouraging commendations and recommendations. The Department looks forward to working with the College to enact the goals and recommendations from the Program Performance Review (PPR). In this memo, I respond to the nine recommendations in the Dean's Evaluation.

(1) *Explore the process for changing the department name.*

On 4 November 2015, the Department of Geography voted unanimously to change its name to the Department of Geography & Environmental Studies. Pursuant to UPS 100.601, the Department submitted a memo to the Dean on 14 December 2015 proposing the name change. Following the Dean's recommendation, I will consult with relevant departments and programs regarding the name change. I have already discussed the name change with the Coordinator of Environmental Studies.

(2) *Create a Geographic Information Systems (GIS) cluster/focus.*

The Department currently offers three GIS classes (GEOG 281, GEOG 481, and GEOG 485). One of our top priorities is to build a GIS cluster. Goals in the next three years include (1) hiring two faculty members combining expertise in physical and environmental geography and GIS; (2) developing GIS courses that meet the needs of students in other programs (e.g. Business, Geological Sciences, and Health Sciences); and (3) developing advanced GIS classes (e.g. programming and geospatial statistics).

(3) *Partner with the H&SS Success Team to develop an outreach strategy to increase majors and minors.*

The proposed name change is one part of an overall outreach strategy to promote the Department of Geography and attract majors and minors. We are currently building connections with local high schools offering AP Geography courses, and will

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continue our outreach to local community colleges. We will be pleased to work with the H&SS Success Team to increase our appeal to students on the Fullerton campus.

- (4) *Leverage the department's 300-level GE courses to increase minors and double majors.*

The department will review its current GE course offerings with two immediate goals in mind: (1) to determine if any courses should be shifted to other GE categories, and (2) to determine if we should create any new GE courses. Offering a robust group of GE courses across as many GE categories as possible will increase the attractiveness of Geography for potential minors and double majors.

- (5) *Continue to participate in Study Abroad and Away opportunities.*

The Department has been a leader in Study Abroad and Study Away programs. In recent years, our faculty has led study abroad programs to Brazil, Costa Rica, and South Africa. In Summer 2016, Dr. Voeks will lead a new Study Away program in the Pacific Northwest. We will continue to work with the College to offer and promote these important learning opportunities.

- (6) *Partner with Marisa Perez and Chris Salome to develop materials promoting Geography and GIS.*

Associate Dean Lynn Sargeant is organizing a meeting early in Spring 2016 between the Geography Department and the College's Marketing and Outreach team. The purpose for the meeting is to develop a strategy to promote Geography and GIS. We welcome and look forward to this opportunity.

- (7) *Rebuild the Department web site.*

Thanks to the persistence of Dr. Zia Salim, the Geography Department website has been completely remodeled (www.geography.fullerton.edu). We plan to take advantage of the website as a tool for outreach to current majors, prospective majors, and alumni.

- (8) *Develop a 3-5 year strategy regarding curriculum, advising, outreach, and hiring.*

During Spring 2016, the Department will finalize a strategy regarding each of these areas. Actions to be taken include:

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Curriculum:

Reorganize the course requirements for the Geography B.A. degree. Courses will be organized into categories from which students will take 3 to 6 units, depending on the requirement. In most categories we will no longer list individual courses (students will choose courses within a given range, e.g. GEOG 330-349). We will continue to development new courses based on our strategic priorities, including GIS and environmental geography.

Advising:

The Undergraduate and Graduate program advisors will continue to assist students with selecting courses and minimizing time to degree. The department's undergraduate advisor will work closely with the College's Graduation Specialist to address any issues related to graduation.

Outreach:

The department will develop an outreach strategy to recruit potential majors. To facilitate the development and implementation of an outreach strategy, the Department will create a Student and Alumni Affairs position. The outreach strategy will use our website, direct communications, and personal contacts and presentations to reach out to potential majors on the Fullerton campus, in community colleges, and in high schools.

Hiring:

As stated above, we will request two full-time faculty positions in the next three years. We will seek professors specializing in physical and environmental geography as well as GIS.

(9) *Renumber the GEOG 530T course series.*

Most of the GEOG 530T courses have been renumbered and submitted into Curriculog. The revised courses are listed below.

GEOG 501	Qualitative Methods
GEOG 521	Monitoring Ecosystem Processes
GEOG 531	Environmental Decision-Making
GEOG 532	Political Ecology
GEOG 533	Environmental Change
GEOG 534	Cultural Ecology
GEOG 535	Geographies of Development
GEOG 542	Southern California
GEOG 543	Cultural Geography
GEOG 544	Spatial Population Analysis

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