



School of Human Ecology
UNIVERSITY OF WISCONSIN-MADISON

October 5, 2023

Send to: Dean, School of Business
Dean, School of Education
Dean, College of Letters and Science
Dean, College of Agricultural and Life Sciences
Dean, College of Engineering
Dean, School of Pharmacy
Dean, School of Nursing
Dean, Nelson Institute for Environmental Studies
Director, Division of the Arts

Cc: Jung-hye Shin, Chair, Design Studies
Annette McDaniel, Associate Dean, Human Ecology
Joann Peck, Associate Dean, School of Business
Adam Nelson, Associate Dean, School of Education
Elaine Klein, Associate Dean, College of Letters and Science
Megan Ackerman-Yost, Assistant Dean, College of Agricultural and Life Sciences
David Noyce, Associate Dean, College of Engineering
Lisa Bratzke, Associate Dean, School of Nursing
Mel De Villiers, Associate Dean, School of Pharmacy
Steph Tai, Associate Dean, Nelson Institute for Environmental Studies

Dear colleagues,

I'm writing to request your support in the creation of a new undergraduate degree program: **BS in Design, Innovation, and Society**. SoHE's Undergraduate Program Committee and Academic Planning Council have enthusiastically endorsed the new program proposal. It can be reviewed in Lumen: <https://next-guide.wisc.edu/programadmin/?key=1439>. As a reminder, this is the same program we requested your feedback and support via the Notice of Intent last spring.

Rooted within the context of Human Ecology, the new Design, Innovation, and Society (DIS) major will offer undergraduate students at UW-Madison a broad-based design education, complementing the existing specialized design programs within SoHE and across campus.

Under the leadership of Professor Jung-hye Shin, Chair of Design Studies, the department has been seeking feedback from a wide range of departments and programs across campus and has used this information to strengthen the proposed program and curriculum. I would appreciate your support as well.

Office of the Dean

Nancy Nicholas Hall 1300 Linden Drive Madison, WI 53706 608-262-4847

humanecology.wisc.edu

You can upload your comments or **letter of support by November 3** directly to [Lumen proposal](#) or forward them to Annette McDaniel (amcdaniel@wisc.edu).

Please feel free to reach out to Professor Shin or Associate Dean McDaniel if you have questions. They are happy to talk more about this proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read "Soyeon Shim". The signature is fluid and cursive, with the first name "Soyeon" written in a larger, more prominent script than the last name "Shim".

Soyeon Shim

Elizabeth Holloway Schar Dean