

College of Arts and Sciences

Educating a “Creative Class” for the Future

Ron Nowaczyk, dean of the College of Arts and Sciences, is convinced that Richard Florida is right. In his bestselling book, *The Rise of the Creative Class*, Florida argues that urban areas with high populations of well-educated, artistic people will prosper in the future.

Nowaczyk wants UNH students to be prepared for that future. Programs in film, creative writing, and digital art and multi-media are currently being developed and reflect the College's desire to ensure its course offerings keep pace with the needs of the marketplace.

“We have a strong faculty and a very solid core of programs in the arts here,” Nowaczyk says. “UNH has been distinguishing itself in both the visual and performing arts for a long time.” And he adds that cross-disciplinary programs that link the arts with business and technology have positioned the program so that it addresses the career interests of a wide population of students.

The University's signature Music and Sound Recording and Music Industry programs are good examples. Michael Kaloyonides, professor of music, began introducing the

programs three decades ago. “I realized how hard it is for musicians to support themselves solely with performance careers,” he says.

“I wanted to create degree programs that give musicians technology and business job skills that qualify them for support roles in the music industry.”

The music department has continued to build upon Kaloyonides' visionary concept. A new music laboratory, opened in January 2011, will combine MIDI (musical instrument digital interface) and music theory, offering freshmen a hands-on introduction to exciting new technologies that are revolutionizing music production.

Other programs in, for instance, art curation, theatre arts administration, and music and sound production, many of which are cross-disciplinary, are essential to the University's rapid expansion into the areas of TV, music and video production.

UNH already boasts WNHU-88.7 FM, which has been voted Connecticut's #1 college radio

station for three years by readers of the *New Haven Advocate*. Well-known for its eclectic programming, the station, founded in 1973, always has functioned as a learning laboratory for students interested in broadcast production.

This year the station also has begun high-definition, online broadcasts of all home football games via WNHU.net. The broadcast equipment includes five cameras and a full range of production capabilities for instant replay, slow-motion and on-screen graphics, which offers students opportunities to learn various aspects of video production. They also can produce and host shows with the coaches.

“My vision is to have a broadcasting concentration in the communications major,” Nowaczyk says, noting that it would fit perfectly into a slate of programs that already includes the University's Music and Sound Recording program, which was recognized as one of the nation's best music programs in *Schools that Rock: the Rolling Stone College Guide*.

“Arts and entertainment are and will continue to be major economic drivers,” says Nowaczyk, “and I want our students to be prepared to contribute to and benefit from that reality.”

