

Berkeley Center for New Media (BCNM)
Strategic Plan
May 2022

Mission statement

BCNM is an interdisciplinary research center that studies and shapes media transition and emergence from diverse perspectives. Through critical thinking and making, we cultivate technological equity and fairness in our classrooms, in our communities, and on the internet.

Vision statement

We focus on questions of how radical shifts in technology intersect with radical shifts in society, culture, politics, and economics. In this moment of transformation, BCNM leads what must be a global effort to build just and equitable technological futures, especially by honoring and centering women, BIPOC, LGBTQ+, Global South, ability diverse, and socioeconomically disadvantaged peoples as makers and users of new media. We do this by platforming and maintaining inclusive communities for our curriculum and degrees, faculty and student research, and public outreach.

INTERDISCIPLINARY RESEARCH

Goal: Champion vanguard interdisciplinary research on new media.

Strategy 1: Recruit to UC Berkeley and BCNM faculty whose research focuses on race, gender, and technology.

Steer the potential off-cycle hire of Hannah Zeavin, who would be housed in the History Department and have a 50% teaching and service obligation to BCNM.

Review proposal for and vote on whether to join the National Center for Race and Justice led by Dr. Safiya Noble to form a network of internet centers focused on the public good.

Strategy 2: Champion inclusive, collaborative new media research by our UC Berkeley faculty and students.

Diversify the BCNM executive committee through targeted outreach, encouraging participation from two or more faculty from underrepresented communities, who can not only advance the Center's mission of centering more inclusive research on new media but also serve as advisors on the dissertations of our graduate students. Continue to operate funds that platform and focus on research topics centering diverse communities. Offer faculty research seed grants, faculty course grants, and student research grants that publicly prioritize research on contemporary human rights movements.

Deconstruct and rebuild our tools for telling spatial stories through Reorienting the Map, a collaborative map-making project with the Sogorea Te' Land Trust and Clancy Wilmott's *studio.geo?* Reorienting the Map proposes a series of interlinked collaborative cartographic works, which

gradually scale up from the experimental to the infrastructural.

Strategy 3: Create opportunities for BCNM students to publish in the field of new media studies.

Contributors to the 'Media Crease' anthology will have access to an academic editor, paid for by our craigslist Chair funds, to refine their essays for publication before the editors finalize their reviews. Editors will meanwhile work on securing a publishing contract for the book from a leading academic press.

CURRICULUM AND STUDENT DEVELOPMENT

Goal: Offer courses on histories and futures of technology that combine arts, design, humanities, social sciences, data, and engineering approaches and foreground diverse makers and users of new media.

Strategy 1: Platform curricula that emphasize issues of technology and social difference.

Provide programmatic support to a faculty member developing a new course on AR/VR technologies. Support our faculty in course outreach to ensure a minimum of 80% enrollment in all BCNM courses. Work with the School of Information to ensure that our essential courses serving students receiving the BCNM designation continue to be offered during faculty sabbatical.

Reimagine and overhaul our core graduate course NWMEDIA 201: Questioning New Media.

Strategy 2: Develop more robust summer sessions programming and funding pathways. Build and receive COCI approval for a new large-enrollment online summer sessions course titled Transforming Tech.

Continue to support our faculty in applying for Indigenous Technologies grants that will support student learning experiences.

Strategy 3: Establish an Old Media Arcade/Spielraum built on the principle of hands-on pedagogy for old media technologies.

Source and build a collection of old media that will allow for experimental and playful research and academic practice in relation to historic digital media technologies.

Provide two trial open evenings for students, faculty, staff, and the broader public to experiment with the materials, and incorporate the collection into a small number of courses during 2022/23, where students will have access to the Arcade for research, restoration, and maker activities.

Strategy 4: Ensure the BCNM community continues to have access to spaces for classes, events, meetings, and research to maintain community and opportunities for interdisciplinary collaboration.

Manage our return to 340 Moffitt while the Bechtel Engineering continues in its construction process.

OUTREACH

Goal: Host public events that define important and unexpected new directions of research for new media scholars, engineers, artists, and policymakers.

Strategy 1: Continue to platform diverse users and makers of new media in our public lecture series.

Continue our Indigenous Technologies thread throughout our ATC and HTNM programs with at least three speakers in 2022-2023 year. Ensure representation in our speaker lists from a diverse speaker body, including African American and global south speakers.

Strategy 2: Fundraise for an AAPI Media Creatives Fellowship to develop a pipeline for AAPI Media Creatives from Cal in the entertainment industry.

Continue fundraising for a pilot program that will provide financial support and networking opportunities for AAPI students to help them pursue careers in the entertainment industry. Offer an additional AAPI in Media event in Spring 2023 with leading entertainment executives and creatives. Launch our AAPI Media Creatives Fellowship in Fall 2022, with an incoming cohort selected in Spring 2023.

Strategy 3: Develop partnerships to support groups on campus, in the Bay Area, and beyond in advancing issues around Indigenous Technologies.

Continue to work closely with the Sogorea Te' Land Trust on issues of technology and indigeneity, especially through Clancy Wilmott's mapping project. Formalize a relationship with the Ohlone Cafe on campus as BCNM's preferred vendor for food and entertainment. Liaise with NAGPRA committees to provide advice on tech related concerns. Build a relationship with Zero 1's Indigenous art program to explore ways to mutually benefit and host future programs.

Strategy 4: Develop public workshop pilot for Spring 2024.

Build out the financial and human resources tools and agreements to launch a paid public workshops pilot in Spring 2024, including through Aventri, Canvas, and Cybersource. Develop accessible, exciting content for our target market and establish a communications plan to reach our audience.

ADMINISTRATION

Goal: Provide superior administrative support to the administration of the Center.

Strategy 1: Manage the Center's transition to a new Director.

Work closely with the Center's outgoing and incoming Director in Spring 2023 to manage a smooth faculty leadership transition.