BOARD OF HIGHER EDUCATION

REQUEST FOR COMMITTEE AND BOARD ACTION

COMMITTEE:	Assessment and Accountability	**NO**.:	AAC 06-04
		COMMITTEE DATE:	November 10, 2005
		BOARD DATE:	November 17, 2005

MOVED: The Board of Higher Education hereby approves the Articles of Amendment of **The New England Institute of Art, Inc.**, to award the **Associate in Science in Photography**; the **Bachelor of Science in Photography**; and the **Bachelor of Science in Advertising**.

Prior to enrolling students in the degree programs, The New England Institute of Art, Inc., must meet the following condition:

- Submit the résumés or CVs of the department chairs to the Chancellor of the Board of Higher Education for approval.

Authority: Massachusetts General Laws Chapter 69, Section 30 et seq.

Contact: Aundrea Kelley, Associate Vice Chancellor for Academic Policy

The New England Institute of Art, Inc.

<u>Associate in Science in Photography</u>
<u>Bachelor of Science in Photography</u>
<u>Bachelor of Science in Advertising</u>

INTENT

In February 2005, The New England Institute of Art, Inc., filed a petition with the Board of Higher Education to seek approval to offer the Associate in Science in Photography, the Bachelor of Science in Photography, and the Bachelor of Science in Advertising. Each proposed degree is intended to fit the Institute's mission, which is to provide a balance of career and liberal arts education to prepare graduates for employment in their chosen field. The proposed associate's program in photography intends to focus on commercial photography and be based in the digital domain. Graduates will specialize in editorial, advertising, portraiture and event photography and will be prepared for entry-level positions such as photographic technicians, photographer's assistants, or digital-imaging artists in studios, advertising agencies, and publishing houses. The proposed bachelor's program in photography will go beyond providing the emphasis on technical skills provided by the associate's program. While refining students' photographic skills, it will emphasize business, internet and media skills that will give students stronger preparation for applying their skills in an entrepreneurial environment. The proposed bachelor's advertising program intends to provide students with a foundation in art and design combined with studies in marketing that will address business issues and industry concerns facing advertising agencies. Graduates will be prepared for entry-level positions with advertising agencies, design studios, marketing firms, corporate and retail marketing departments, and production companies.

INSTITUTIONAL OVERVIEW

The New England Institute of Art (NEiA), located in Brookline, Massachusetts, is a for-profit institution accredited by the New England Association of Schools and Colleges. Initially founded in 1952 by local radio personality Norm Prescott as the Norm Prescott School of Broadcasting, the school was later sold and renamed The Northeast Broadcasting School. Victor Best, a local news broadcaster, then purchased the school in 1962. Mr. Best operated the school until 1988, when it was purchased by The Northeast Company, Inc. At that time, the curriculum consisted of a single Radio and Television Broadcasting diploma program, with all students enrolled in a prescribed set of courses. The school added a second diploma program in the Recording Arts in July 1991.

In September 1995, the school was granted authority to award the Associate in Science in Broadcasting and the Associate in Science in Recording Arts and to change its name to The Northeast College of Communications, Inc. The Northeast College of Communications, Inc., was renamed Massachusetts Communications College in 1997. In 1998, it was granted authority to award the degrees Associate in Science in Communications, Associate in Science in Multimedia Communications, and Associate in Science in Internet Communications and Technology.

In 1999, the College became part of the Art Institutes International (Ai) system when it was purchased by the Art Institute's parent company, Education Management Corporation, a provider of proprietary postsecondary education. Art Institutes International (Ai) currently operates 33 institutes in 17 states, offering degree and certificate programs in fashion, design, media arts, and culinary arts.

In June 2000, Massachusetts Communications College was authorized to award the degree Associate in Science in Graphic Design. In September 2000, it was granted approval to re-title the A.S. in Recording Arts to A.S. in Audio Production and the A.S. in Multimedia Technology to the A.S. in Multimedia and Web Design.

The Board of Higher Education approved the request for a name change from Massachusetts Communications College to the New England Institute of Art & Communications (NEIAC) in July 2001.

In December 2001, NEIAC gained approval to offer the Bachelor of Science in Graphic Design and the Bachelor of Science in Multimedia and Web Design. The Board approved the Institute's petition to award a third baccalaureate degree, the Bachelor of Science in Audio and Media Technology, in March 2003. In May 2003, the Board approved the Institute's request to change its name to The New England Institute of Art (NEiA). In April 2004, NEiA received Board approval to offer Bachelor of Science degrees in Digital Media Production, Interior Design, and Media Arts & Animation. This last bachelor's program was approved to re-title its name to Interactive Media Design in November 2004.

ACADEMIC AND RELATED MATTERS

Admission

Individuals seeking admission must have earned a high school diploma or a general equivalency diploma. Official high school transcripts must be provided. Candidates will be required to submit a completed application form accompanied by a nonrefundable $50 application fee. Students may submit Scholastic Aptitude Test results to support their application. Students whose primary language is not English will be reviewed further with respect to language proficiency. Candidates for admission will be required to participate in an admissions interview with an Assistant Director of Admissions.

International students must demonstrate competence in the English language by one of the following standards: graduation from a secondary or postsecondary institution whose primary language of instruction was English, a minimum score of 525 on the written TOEFL or an equivalent level of English proficiency from an approved English as a Second Language program, or proof of successful completion of a minimum of two terms of postsecondary course work at an accredited institution in which English was the language of instruction.

Tuition and Enrollment

Tuition is $595 per credit or $8,925 per term for a student enrolled in five three-credit courses, and fees are $125 per term. Students who take an online course are charged an additional $100 per course technology fee.

For the 2004-05 academic year, there were 862 full-time students (taking 12 or more credits in the semester) and 382 part-time students for a total enrollment of 1,244 students. Estimated

new student enrollment per term for the first three years of each proposed program is as follows:

	Photography (A.S.)		Photography (B.S.)		Advertising (B.S.)	
	New Students	Total Students	New Students	Total Students	New Students	Total Students
WI06	12	12	0	0	15	15
SU06	10	16	10	10	15	22
FA06	20	35	25	34	35	57
WI07	10	41	15	44	29	79
SU07	10	43	15	41	15	73
FA07	20	56	35	79	35	125
WI08	10	49	15	58	29	140
SU08	10	31	15	46	15	98

Administration and Governance

The proposed programs will be administered and governed by their department chairs, the faculty, and industry professionals. The current chair of the Graphic Design program will assist in the development of the proposed programs, while a search for two respective permanent chairs is conducted. A Program Advisory Committee for each of the proposed photography and advertising programs will comprise industry professionals and college faculty who evaluate the field, predict relevant skill needs, and make recommendations regarding curriculum modifications. Faculty will evaluate the curriculum and serve as the major source for proposals concerning curricular modifications. In addition to service on various committees typical of most colleges, the faculty will also be involved in capital budgeting and facilities development.

Curriculum (Appendix A)

The curriculum for each proposed baccalaureate program will require the completion of 121 credits consisting of general education classes, core courses, and free electives. NEiA also sought to structure each degree to provide students with the skills to meet a set of clearly defined exit competencies – validated with the input of industry professionals. The proposed baccalaureate programs also require completion of a senior portfolio, as well as a capstone project or 120-hour internship.

The curriculum for the proposed associate in science in photography degree requires the completion of 61 credits. Of the credit total, 24 are general education credits, and 37 credits focus on core content.

The methods of evaluating students will be dependent on the type of course being taken. For most technical-based courses, the primary tool for outcome assessment will be the project, while lecture-based courses will rely on research papers and exams.

RESOURCES

Human Resources

NEiA currently offers bachelor's degrees in the related areas of graphic design, digital media production, and multimedia and Web design, which means that much of the basic infrastructure to support the proposed programs is already in place. NEiA anticipates 42 of the present full- and part-time faculty will teach courses during the first two years of each of the proposed programs. Based on current enrollment projections, it is predicted that there will be the need for two additional full-time faculty members in the proposed photography and advertising programs over the next four years.

Fiscal Resources

NEiA predicts that existent fiscal commitments will not be supplanted by the costs of the proposed programs. Rather, new additional funding will be provided through student tuition. In addition, NEiA is confident that it could call on the Ai System for supplemental short-term funding, if necessary.

Library

The library provides approximately 3,700 square feet for the combined collections, student seating, and electronic stations. The collection has increased from 860 volumes to over 8,000 in the last 5 years. A budget of $75,000 has been allocated for the acquisition of library resources for the proposed programs, which will be determined by NEiA faculty and library staff. The current facilities plan calls for the library to expand by an additional 2,000 square feet in FY06.

Facilities and Equipment

NEiA currently has 63,000 square feet with 8 computer labs, 14 audio/radio/television studios; 10 general classrooms; and two editing rooms. While space is currently sufficient to meet the needs of the proposed program through the first year, plans are being developed for acquiring additional space to accommodate student growth. Because both of the proposed photography programs are digitally based, there is not a need to construct wet-labs for film development.

EVALUATION

Visiting Committee

The proposed program was evaluated by an external visiting committee, which visited the campus June 12-15, 2005. The members of the committee included Dr. Elaine Fisher, Chancellor Professor, Design Department, University of Massachusetts Dartmouth (Chair); Neal M. Burns, Ph.D., Professor and Director of the Center for Brand Research, Department of Advertising, University of Texas at Austin; Gary Metz, Associate Professor, Photography, Rhode Island School of Design; and Jean Govoni, Creative and Marketing Consultant. Prior to the visit, the members reviewed all documentation submitted by NEiA to the Board of Higher Education. During the visit, the Committee met with administrators, faculty, staff, and students; and toured the facilities.

Findings

The Visiting Committee was impressed with the approach, vision and sense of purpose reflected by faculty, administration, students, and staff at NEiA. The Committee commended NEiA on its facilities and provision of the latest technology; its enthusiastic student body and faculty; and the school's job placement for its graduates. The Visiting Committee made several recommendations, which were associated with the faculty, the curriculum, library resources, and physical space.

The Committee stated that the advertising and photography programs would be best launched with chairs well-versed in their respective fields and that the hiring committee should include industry representatives. Recommendations pertaining to the advertising program's curriculum included additional writing and social science coursework and the modification of the order of course offerings. The Committee also noted that the proposed advertising program must be distinguished as a program with its own discipline and integrity so as not to be confused with the graphic design program. In regard to the photography curriculum, the Committee recommended that a course on reading and writing criticism be added.

The Visiting Committee, upon inspection of the Library at the NEiA, found the current library holdings in the fields of advertising and photography to be insufficient. Recommendations included the expansion of the library collection and its square footage, the addition of professional periodicals for both programs, and the inclusion of stock photos.

The Committee also recommended that NEiA create physical places for student teams to meet and to exhibit student work.

Institutional Response

NEiA responded that chairs for the proposed photography and advertising programs would be hired prior to starting the programs and will seek out and consult industry representatives in both disciplines as part of its search process. In respect to the curriculum, NEiA charged its General Education Department with creating a new course in reading and writing criticism to be prepared prior to the implementation of the proposed programs, and an elective was dropped from the advertising curriculum and replaced with a social science elective. NEiA re-sequenced its courses in agreement with the Visiting Committee's recommendations. NEiA will work with the future chair of the proposed advertising program to ensure its distinction from other programs.

In response to the Visiting Committee's library recommendations, NEiA stated that $3,000 per new program was submitted in the FY06 budget, above and beyond the $75,000 that is expected to be approved to build the library's print and audiovisual collections, including the ongoing development of the existing stock photo library collection. Additionally, library space will be expanded by 2,000 square feet.

Based on the visiting team recommendations, NEiA will make available office space, approximately 150 square feet, near the student lounge for student activities. The college will also make available the Academic Conference Room for student meetings as needed. The college also plans to add two offices for faculty/student meeting space.

PUBLIC HEARING

The required public hearing was held on November 7, 2005, at 10 a.m. in the Board of Higher Education's office. No comments were offered in opposition to the proposed program.

STAFF ANALYSIS AND RECOMMENDATION

After a thorough evaluation of all documentation submitted, staff is satisfied that the proposed meet the criteria set forth in 610 CMR 2.00 in the Degree-Granting Regulations for Independent Institutions of Higher Education accredited by the New England Association of Schools and Colleges. Recommendation is for approval.

ATTACHMENT A: Curriculum

Bachelor of Science in Photography Curriculum Outline

Major Required (Core) Courses (Total courses required = 25)		
Course Number	*Course Title*	Credit Hours
GD 102	Fundamentals of Design	3
GD 120	Digital Imaging	3
PH 101	Principles of Photography	3
PH 111	History of Photography	3
PH 112	Large Format/Lighting	3
PH 201	Studio	3
PH 202	Digital Photographic Production	3
PH 203	Location Photography	3
PH 211	Business Operations and Management	3
PH 212	Editorial Photography	3
PH 213	Advertising Photography	3
PH 301	Portraiture	3
PH 302	Photographic Materials and Processes	3
PH 303	Digital Illustration	3
PH 304	Product Photography	3
PH 311	Advertising Campaign	3
PH 312	Advanced Lighting	3
PH 313	Layout	3
PH 314	Photographic Essay	3
PH 401	Photography Portfolio Preparation	3
PH 402	Marketing & Self-Promotion	3
PH 403	Web Site Development for Photography	3
PH 411	Photography Seminar & Portfolio	3
PH 412	Photography Internship for BA	3
PH 413	Small Business Law & Accounting	3
	Sub Total Core Credits	75

Other Required Courses in Related Subject Areas (Total courses required = 13)		
Course Number	*Course Title*	Credit Hours
CSI 101	Understanding Computer Technology	3
ENG 101	English I	3
HIS 100	History of Mass Communications	3
HUM 101	Humanities Through the Arts	3
SEM 101	Freshman Seminar	3
ENG 200	English II	3
ENG XXX	English	3
MAT XXX	Mathematics	3
MAT XXX	Mathematics	3
SCI XXX	Physical Science	3
SCI XXX	Physical Science	4
SSC XXX	Social Science	3
SSC XXX	Social Science	3
	Sub Total Related Credits	40

Elective Courses (Total courses required = 2)		
Course Title	Course Number	Credit Hours
General Elective	General Elective: Any course at the college	3
General Elective	General Elective: Any course at the college	3
	Sub Total Elective Credits	6

Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)	# of Credits
Arts and Humanities, including Literature and Foreign Languages	15
Mathematics and the Natural and Physical Sciences	16
Social Sciences	9
Sub Total General Education Credits	40

Curriculum Summary		
Total number of courses required for the degree	40	
Total credit hours required for degree	121	
Prerequisite or Other Additional Requirements:		

Associate in Science in Photography Curriculum Outline

Major Required (Core) Courses (Total courses required = 13)		
Course Number	*Course Title*	Credit Hours
GD102	Fundamentals of Design	3
PH101	Principles of Photography	3
PH111	History of Photography	3
PH112	Large Format/Lighting	3
GD120	Digital Imaging	3
PH201	Studio	3
PH202	Digital Photographic Production	3
PH203	Location Photography	3
PH211	Business Operations and Management	3
PH204	Photography Internship for AS	2
PH212	Editorial Photography	3
PH213	Advertising Photography	3
PH214	Photography Portfolio for AS	2
	Sub Total Core Credits	37
Other Required Courses in Related Subject Areas (Total courses required = 8)		
Course Number	*Course Title*	Credit Hours
CSI 101	Understanding Computer Technology	3
ENG 101	English I	3
HUM 101	Humanities Through the Arts	3
SEM 101	Freshman Seminar	3
ENG 202	English II	3
MAT XXX	Mathematics	3
SSC XXX	Social Science	3
SCI XXX	Physical Science	3
	Sub Total Related Credits	24
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Credits
Arts and Humanities, including Literature and Foreign Languages		9
Mathematics and the Natural and Physical Sciences		9
Social Sciences		6
	Sub Total General Education Credits	24
Curriculum Summary		
Total number of courses required for the degree	21	
Total credit hours required for degree	61	
Prerequisite or Other Additional Requirements:		

Bachelor of Science in Advertising Curriculum Outline

Major Required (Core) Courses (Total courses required = 24)		
Course Number	*Course Title*	Credit Hours
AD101	History of Advertising	3
AD110	Fundamentals of Advertising Business	3
AD 201	Copywriting	3
AD 205	Art Direction	3
AD 210	Intro to the Advertising Campaign	3
AD 301	Persuasive Techniques	3
AD 310	Advanced Advertising Campaign	3
AD 401	Global Business and Marketing	3
AD 420	Advertising Sr. Campaign & Portfolio	3
AD 421	Advertising Internship	3
GD 101	Drawing & Perspective	3
GD 102	Fundamentals of Design	3
GD 105	Concept Development	3
GD 107	Type & Layout	3
GD 109	Color Theory	3
GD 110	Typography	3
GD 120	Digital Imaging	3
GD 130	Digital Illustration	3
GD 140	Principals of Commercial Photography	3
GD 210	Electronic Design	3
GD 240	Production Processes	3
GD 255	Electronic Design II	3
GD 320	Corporate Communications	3
GD 330	Advertising Design	3
	Sub Total Core Credits	72
Other Required Courses in Related Subject Areas (Total courses required = 14)		
Course Number	*Course Title NONE*	Credit Hours
HIS 100	History of Mass Communications	3
HUM 101	Humanities Through the Arts	3
SEM 101	Freshman Seminar	3
ENG 101	English I	3

ENG 200	English II	3
ENG XXX	English	3
MAT XXX	Mathematics	3
MAT XXX	Mathematics	3
SCI XXX	Physical Science	3
SCI XXX	Physical Science	4
SSC XXX	Social Science	3
SSC XXX	Social Science	3
SSC XXX	Social Science	3
SSC XXX	Social Science	3
	Sub Total Related Credits	46

Elective Courses (Total courses required = 2)		
Course Number	Course Title	Credit Hours
General Elective	General Elective: Any course at the college	3
	Sub Total Elective Credits	3

Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)	# of Credits
Arts and Humanities, including Literature and Foreign Languages	15
Mathematics and the Natural and Physical Sciences	16
Social Sciences	15
Sub Total General Education Credits	46

Curriculum Summary		
Total number of courses required for the degree	40	
Total credit hours required for degree	121	
Prerequisite or Other Additional Requirements:		

All courses are three (3) credits unless otherwise noted

SEM 101 – Freshman Seminar

Computer Science:
CSI 101 – Understanding Computer Technologies (*none*)
CSI 110 – Internet Technologies (*CSI 101 Understanding Computer Technologies previously **or** concurrently **or** advanced placement assessment*)

English:
ENG 011- English Fundamentals (*placement assessment*)
ENG 101- English I (*placement assessment **or** ENG 011 C- or better*)
ENG 200- English II (*placement assessment **or** ENG 101 English I*)
ENG 202- Professional Writing (*ENG 200 **or** ENG 101 English I grade of B or better **and** CSI 101 Understanding Computer Technologies*)
ENG 303- Introduction to Poetry (*ENG 200 English II*)
ENG 304- Introduction to Dramatic Literature (*ENG 200 English II*)
ENG 305- Introduction to Fiction *(ENG 200 English II)*
ENG 306- African-American Literature *(ENG200 English II **or** ENG101 English I grade of B or better)*
ENG 307- Writers of the Beat Generation *(ENG 200 English II **or** ENG 101 English I grade of B or better)*
ENG 308- Crime Fiction *(ENG 200 English II **or** ENG 101 English I grade of B or better*
ENG 309- H.P. Lovecraft: His Work, His Life, and His Times *(ENG 200 English II **or** ENG 101 English I grade B or better)*
ENG 310- Topics in Literature: Poe *(ENG 200 English II **or** ENG 101 English I grade B or better)*
ENG 311- Women & Poetry *(ENG 200 English II)*
ENG 360- Creative Writing *(ENG 200 English II)*
ENG 370- Contemporary World Literature *(ENG 200 English II **or** ENG 101 English I grade B or better)*
ENG 400- Shakespeare *(300 Level English)*

History:
HIS 100- History of Mass Communications (*none*)

Humanities:
HUM 101- Humanities through the Arts *(ENG 101 English I)*
HUM 102- Intro to Philosophy *(ENG 101 English I)*
HUM 106- World Mythology *(ENG 101 English I)*
HUM 150- Art and Architecture *(ENG 101 English I)*
HUM 202- Comparative Religion *(ENG 101 English I)*
HUM 203- Logic and Reasoning *(ENG 101 English I)*
HUM 204- Ethics *(ENG 101 English I)*
HUM 205- Art, Science, and the Internet (*ENG 101 English I*)
HUM 207- American Music of the 20th Century (*ENG 101 **and** 100 level Humanities)*
HUM 301- Art History (*HUM 101 Humanities through the Arts **and** ENG 200 English II*)

Mathematics:
MAT 011-Basic Mathematics (*placement assessment*)
MAT 101-College Algebra (*MAT 011 grade C- or better, **or** placement assessment*)
MAT 103-Patterns in Math (*MAT 011 grade C- or better, **or** placement assessment*)

MAT 201-Advanced Algebra and Trigonometry (*MAT 101 grade C- or better **or** placement assessment)*
MAT 202-Geometry (*MAT 101 grade C- or better, **or** placement assessment*)
MAT 203-Statistics (*100 level math course*)
MAT 301-Calculus (*MAT 201 Advanced Algebra and Trigonometry*)

Social Sciences:
SSC 103- Cultural Anthropology (*ENG 101 English I*)
SSC 110- Psychology (*ENG 101 English I*)
SSC 111- Abnormal Psychology (*ENG 101 English I*)
SSC 112- Interpersonal Communication and Negotiation (*ENG 101 English I*)
SSC 120- Sociology (*ENG 101 English I*)
SSC120A-Sociology of Crime and Justice (*ENG 101 English I*)
SSC 125- Sociology of Group Dynamics (*ENG 101 English I*)
SSC 130- Political Science (*ENG 101 English I*)
SSC 140- Contemporary American History (*ENG 101 English I*)
SSC 150- World Geography (*ENG 101 English I*)
SSC 160- Western Civilization (*ENG 101 English I*)
SSC 205- Race and Ethnic Relations (*ENG 101 English I & 100 level social science*)
SSC 206- Technology and Society (*ENG 101 English I **and** SSC 120 Sociology **and** HIS 100 History of Mass Communications*)
SSC 208- Gender and Society (*ENG 101 English I & 100 level social science*)
SSC 210- Research Methods: Rules and Tools (*ENG 101 English I & 100 level social science*)
SSC 211- Psychology through Media (*ENG 101 English I **and** SSC 110 Psychology*)

Natural Sciences:
SCI 200- Physical Science of Visual Communication (*none*) (**4 credit lab course**)
SCI 201- Physics (*MAT 101 Algebra grade C- or better*) (**4 credit lab course)**
SCI 235- Acoustics (*SCI 201 Physics **and** AMT 150 Audio Technology 2*)
SCI 265- Meteorology (*none*)
SCI 270- Environmental Science (*none*)
SCI 274- Astronomy (*MAT 101 Algebra*)
SCI 280- Oceanography (*none*)
SCI 285- Anatomy and Physiology (*none*)