

BOARD OF HIGHER EDUCATION
REQUEST FOR COMMITTEE AND BOARD ACTION

COMMITTEE: Assessment and Accountability **NO.:** AAC 08-25
COMMITTEE DATE: June 13, 2008
BOARD DATE: June 25, 2008

MOVED: The Board of Higher Education hereby approves the application of **the Massachusetts College of Liberal Arts** to award the **Bachelor of Arts in Art.**

One year after graduating the program's first class, the institution shall submit to the Board a status report addressing its success in reaching program goals as stated in the application and in the areas of enrollment, curriculum, faculty, resources, and program effectiveness.

Authority: Massachusetts General Laws Chapter 15A, Section 9(b)
Contact: Aundrea Kelley, Associate Vice Chancellor for Academic Policy

BOARD OF HIGHER EDUCATION

June 2008

Massachusetts College of Liberal Arts Bachelor of Arts in Art

INTENT

The Massachusetts College of Liberal Arts (MCLA) has submitted an expedited proposal to offer a Bachelor of Arts in Art to facilitate the study and creation of meaningful artworks in the context of higher education scholarship and contemporary culture. MCLA currently offers an art minor and an art concentration within the Fine and Performing Arts Department, while the English Department provides photography, film, video, communications and publication design courses, and the Computer Science Department offers computer graphics and Web design courses. The proposed program intends to draw on these existing courses to create a new and comprehensive program of study.

The College plans for students in the proposed art degree program to gain experience by creating artworks and participating in internship and apprenticeship opportunities and to learn about the business, cultural, and historical aspects of the arts. Students will be prepared to pursue a wide array of careers in the arts—such as artist, photographer, designer, museum specialist, arts educator, or Web designer. The proposed art major intends to provide a basis of learning, imagination, and artistic production for the needs and development of 21st century cultures, economies, and innovations and particularly for the Berkshires, which includes world-renowned museums, arts organizations, and artists. Additionally, a new arts internship program (Berkshire Hills Internship Program) has served 45 students working at over two dozen arts organizations.

In response to student needs and college-wide strategic planning, the proposed art major was initially created by the MCLA Fine & Performing Arts Department in collaboration with the Computer Science Department and the English-Communications Department. The proposal was approved by the MCLA Board of Trustees on May 30, 2007. MCLA submitted a Letter of Intent to the Massachusetts Board of Higher Education in March 2008, which was circulated to the public college and university presidents and chancellors. One letter was received in support of the proposal.

NEED AND DEMAND

Demand

According to MCLA's Admissions Office, regional interest surveys of students in Massachusetts and New York who took the SATs in preparation to enter college in fall 2007 showed that over 13,600 desire academic courses in visual art, graphic arts, and art education. The proposed program will build on MCLA's history in meeting the demand for art study. Prior to 1995 the College offered an art minor and then added an art concentration within the fine and performing arts major (FPA), which created enrollment growth. Today the College has 26 students in the art concentration plus a few art minors, with as many as 100 students using the art lab and enrolled in studio courses every semester. The fine and performing arts major has grown to

include approximately 135 full-time students in fall 2007, all of whom take at least two art courses. In fall 2007 the College attracted over 415 registrations in the courses that will be included in the proposed art major that intends to integrate this high student demand into one program of study.

Additional local indications of the demand for a new art major include formal program review surveys of current fine and performing arts majors and recent graduates. These surveys suggest that students desire a great deal more of art and art-related programming. A fall 2005 survey found that 31 out of 54 respondents (57 percent) cited “Art creation/art-making courses” as one of the “most appealing aspects of the fine and performing arts major,” making art creation one of the top two interests of students in the existing interdisciplinary program. Similarly, the 2006 FPA Department Program Review Survey placed art history courses as the most appealing of all categories, with arts management, art creation, and museum studies all in the top seven most appealing out of 29 ranked categories.

Need

There have been many calls over the past several years by business, government, and education leaders for the Berkshire region to leverage its cultural and artistic assets by developing opportunities in art and arts-related industries. After a series of economic studies, recommendations from the *Berkshire Strategy Project 2006* included building the arts. The *Berkshire Creative Economy* report recommended positioning the “Berkshires as an International Center of Cultural Learning” by creating new cultural and artistic products and artworks that can be exported, and by bringing in new audiences and new customers. The understanding is that if the Berkshires and its institutions can effectively grow the cultural sector and creative economy, then the region will be better positioned to add jobs, increase wages, and thereby attract more people.

The New England Foundation for the Arts’ *New England Creative Economy: The State of the Public Cultural Sector (2005 Update)* reports that although New England has only 5 percent of the nation’s population, it has over 9 percent of the nation’s art and culture organizations. This is roughly 3,056 arts and culture organizations of which 1,366—more than one-third—are in Massachusetts. These groups are spending “one-and-a-half times as much on a per capita basis as art and culture organizations in other parts of the country.” The New England Council’s report *The Creative Economy Initiative: The Role of the Arts and Culture in New England’s Economic Competitiveness*, published in 2000, notes that the “Creative Cluster” supports more than 245,000 jobs (3.5 percent) of New England’s total job base (more than the region’s software and medical technology industries) and is growing faster than the rest of the economy, by a rate of 14 percent compared to 8 percent in New England overall (1993-1997).

Duplication

MCLA’s proposed art major will provide an art-rich curriculum that is unique within the state college system, and unique among other nearby art programs. For example, Bridgewater, Salem, and Westfield State Colleges offer art education programs, but they are in more urban settings with larger student populations. The University of Massachusetts Amherst also offers art programs, but like the Massachusetts College of Art and Design, these schools do not have links with Berkshire’s art and cultural organizations. Nearby Williams College shares MCLA’s liberal arts approach, but Williams’ admissions standards result in its serving a completely different population of prospective students. Finally, MCLA recently started offering an arts

management degree providing a unique opportunity for a double-major in art and arts management.

ADMISSION AND ENROLLMENT

Currently, admissions requirements are governed by the state and the College: completion of a high school degree with specific coursework in math, English, science, social science, foreign language and electives; minimum GPA, plus SAT or ACT scores. Applications are reviewed on an individualized basis; however, the average high school GPA for entering freshmen in the class of fall 2007 was 3.0, and the average SAT I score was 1060.

Program enrollment projections are detailed in the chart below.

PROGRAM ENROLLMENT PROJECTION

	# of Students Year 1	# of Students Year 2	# of Students Year 3	# of Students Year 4*
<i>New Full Time</i>	7	8	10	10
<i>Continuing Full Time (#s arrived at by calculating against MCLA retention rates)</i>	3	7	9	15
<i>New Part Time</i>	3	3	3	3
<i>Continuing Part Time</i>	2	2	1	1
Totals	15	20	23	29

CURRICULUM (Attachment A)

As with all undergraduate degrees at MCLA, the art major student will complete a minimum of 120 credits of college-wide general education requirements, major requirements, and electives. The proposed major requirements consist of foundations courses plus upper-level specialty courses, totaling 54 standard credits, culminating in a senior thesis project required of all graduates. The curriculum is meant to be flexible and adaptable, so that it can accommodate multiple approaches to the arts as the arts evolve. Contemporary 21st-century art includes understanding the visual arts as convergent media and collaborative relationships with the world, within the larger ecosystems, economies, and psychologies of all the types of visual and tactile imagery that people create. As such, the proposed art major brings over 50 existing courses into a multidisciplinary degree program. Students in the proposed art major will experience all levels of art-making, from generative phases of creativity involved with inventing new imagery, to dynamic organizational phases of building an artwork, to relational phases built out of understanding art's histories, as well as marketing phases related to art's public presentation and marketing.

RESOURCES AND BUDGET (Attachment B)

Faculty and Staff

The College has committed existing personnel and facilities to implement this program are already in place, with some additional resources planned in the budget and the campus-wide facilities master plan. MCLA will hire one additional full-time, tenure-track visual arts generalist to cover the expanded foundations-level art courses, including design courses, as well as to strengthen the link with the area's art museums and galleries. This faculty member will begin work in fall of 2008. Additionally, MCLA is committed to increase part-time and/or full-time hiring as the College meets or exceeds the proposed program's enrollment benchmarks.

Library and Facilities

Facilities include art laboratory classroom space, a campus photo-darkroom, a television and film production studio, campus computer labs, campus library facilities, a full range of technological innovations, such as the Blackboard Vista system for coursework, seminar classrooms, faculty office space, and specialty exhibit spaces, including the MCLA Gallery 51 exhibit space in downtown North Adams. Furthermore, the MCLA Master Plan (Massachusetts Division of Capital Asset Management Plan, November 2007) for building improvements sets a timeline of moving the art program in roughly 5-7 years to a new space in Venable Hall that will triple the available square footage for art classroom spaces. This move aligns with the College's projected enrollment growth for the proposed program.

PROGRAM EFFECTIVENESS

Quantitative data regarding enrollment and retention is gathered every semester by the MCLA Office of Institutional Research. Qualitative measures regarding the success of student artworks, portfolios and exhibits results from the work of professors as related to the courses and special programs that they teach, culminating with the success of advanced courses in the curriculum that require public display of student artworks, such as the proposed program's capstone course, Art 480: Senior Project, which creates a forum to build senior thesis exhibits.

The College's Vice President of Academic Affairs is responsible to periodically assess every College department and its programs through a series of external reviews. Within the College's Fine & Performing Arts Department, it falls to the department chair to coordinate strategy and the resulting priorities revealed by all assessments. Individual college faculty members are also periodically reviewed through peer reviews and the student evaluation mechanism required by statewide faculty contracts. These layers of assessment are intended to effectively monitor, measure, and assess program effectiveness.

MCLA identified the following program goals:

Goal	Measurable Objective	Strategy for Achievement	Timetable
Increase Enrollment	Enrollment increases (see enrollment projection)	Enhanced recruitment, online advertising, print advertising; coordination of Art faculty, FPA Department and MCLA Admissions	Ongoing

		Offices	
Increase Marketing	Advertise in increased arts publications, print and online.	Coordinate with VP of Enrollment and Marketing, tracking of results of online ads to assess outcomes, assign departmental oversight as needed.	Ongoing
Increase Hiring	Hire one full-time tenure-track professor.	Advertising, interviewing, and selecting candidates right now	Hire for fall 2008
Expand Arts Facilities	Remodel/Upgrade existing Art Lab Classrooms. Add design/drafting lab. Move to increase size of space.	Acquire funding / federal title 3 grant; implement remodel plan. Acquire funding/fed t3 grant Position arts facilities in campus master plan	Completed Completed: online fall '08 Completed: move in 4-7 years
Increase Course Scheduling	Meet National standards for course scheduling as specified by College Art Association and National Association of Schools of Art and Design	Negotiation with Academic Dean through regular Departmental Channels	Ongoing
Increase Program and Opportunity/ Building Links with Community	Build availability of internships and apprenticeships via existing arts program, the Berkshire Hills Internship Program. Strengthen art education	Coordinate with the BHIP program; track student employments via MCLA Office of Institutional Research, assignment of internship coursework/ credits. Apply for art education licensing for the art major	Ongoing 2009, during upcoming MCLA review cycle.

EXTERNAL REVIEW

Dr. Jane Catlin (Utah State University), Dr. Kent Mikalsen (The Sage Colleges) and Dr. Peter Low (Williams College) reviewed the proposed program and found that the proposal is a strong, dynamic package of courses that should both serve the community and the art student. Dr. Catlin noted, "The art major program has a coherent design and is characterized by excellent breadth, providing students with an opportunity to design a program that best fits their needs for the future...The variety is excellent." Dr. Low commented, "The new proposed art major at MCLA seems entirely viable: well organized (from both an administrative and a curricular perspective), competently taught, and sufficiently funded. There is every indication, as a result, that the new program will be successful. In so being, it should contribute

significantly to the value of education at MCLA and to the continuing good health of the communities and creative economies of Western Massachusetts.”

Recommendations centered on the possibility of adding more sculpture or 3D-oriented coursework and increasing the range and expertise of faculty skills in the visual arts. MCLA agreed that while the program includes some sculptural skills and 3D/4D concepts are available, these areas would benefit by future expansion. As significant facilities to house a physical sculpture program are lacking, MCLA intends to expand the more software and computing-oriented coursework. In fall 2008 the College will provide a new classroom for design and illustration courses that can also house growth in computer graphics, 3D design, and sculptural thinking. In response to the visiting committee’s recommendation regarding faculty, MCLA agreed to hire one new full-time visual arts specialist who will help teach foundations in drawing and graphic design and help meet the need for strengthened design teaching college-wide.

STAFF ANALYSIS AND RECOMMENDATION

After careful review and consideration of the proposal and all supporting documentation, staff recommendation is for approval of the Bachelor of Arts in Art at the Massachusetts College of Liberal Arts.

One year after graduating the program’s first class, the institution shall submit to the Board a status report addressing its success in reaching program goals, as stated in the application, and in the areas of enrollment, curriculum, faculty, resources, and program effectiveness.

Attachment A: Undergraduate Program Curriculum Outline: MCLA Art Major

Required Courses in the MCLA Art Major (Total # courses required = 18)		
Course Number	Course Title	Credit Hours
MCLA Art Major Foundations Courses - Required		
Art 116	Introduction to Drawing	3
Art 216	Intermediate Drawing	3
Art 118 or ENGL 205 or CSCI 150	Introduction to Graphic Design a. <u>or</u> Introduction to Photography b. <u>or</u> CI 150 Computers and Visual Design	3
Art 218 or ENGL 337 or CSCI 247	Intermediate Graphic Design a. <u>or</u> Advanced Photography b. <u>or</u> Computing Topics (art-related only)	3
Art 212	Introduction to Painting	3
Art 312	Form & Composition	3
Art 117	Great Monuments of Art I	3
Art 217	Great Monuments of Art II	3
ENGL 211 or 210	Introduction to Mass Media a. <u>or</u> Essentials of Film	3
Art 221	Introductory Seminar in Art History	3
Art 480	Senior Art Project	3
Subtotal Foundations Requirements		33
MCLA Art Major Concentration – Required		
(course # varies)	Studio and Production Courses: Select five courses of which 3 must be 300- level or higher. (see attached list for eligible courses)	15
(course # varies)	Cultural Contexts: Select two 300-level or higher art history, arts management and/or film studies courses. (see attached list for eligible courses)	6
Subtotal Upper-Levels		21
TOTAL MCLA Art Major Credits Required		54
Elective Courses (Total # courses required = variable)		
variable	Variable – student may double major, minor, complete college-wide upper-level course requirements, etc.	
Subtotal Elective Credits		at least 29
Distribution of General Education Requirements		# Credits
Arts and Humanities, including Literature and Foreign Languages		21
Mathematics and the Natural and Physical Sciences		10
Social Sciences		6
Subtotal General Education Credits		Minimum = 37
Curriculum Summary		
Total number of courses required for the degree		36-40 depending on credit distributions
Total credit hours required for degree		120

MCLA Art Major Concentration - Required (7 Courses)

Studio and Production: Select five courses of which 3 must be 300- level or higher.

Cultural Contexts: Select two 300-level or higher art history, arts management and/or film studies courses.

Studio and Production Electives:

ART 207 Cartooning
ART 235 Studio Techniques
ART 206 Watercolor
ART 345 Storytelling in Word and Image
ART 305 Human Figure
ART 306 Concrete Poem
ART 307 Landscape Painting
ART 315 Intermediate Art Lab
ART 412 Advanced Art Lab
ART 510 Studio Art Teaching Assistantship
CSCI 347 Intermediate Topics in Computing (art-related topics only)
CSCI 335 Web Development I
CSCI 336 Web Development II
CSCI 447 Advanced Topics in Computing (art-related topics only)
ENGL 214 Basic Television and Broadcast Production
ENGL 314 Advanced Television and Broadcast Production
ENGL 315 Constructing the Short Film
ENGL 323 Publication Design & Typography
ENGL 337 Advanced Photography
ENGL 338 Photojournalism
FPA 300 Multimedia and Fine Arts
FPA 500 Supervised Independent Study
FPA 540 Internship in Fine and Performing Arts
THEA 272 Exploring Production
THEA 320 Costume Construction and Crafts
THEA 321 Scenery Construction and Painting
THEA 379 Topics in Production (art-related topics only)

Cultural Contexts: Art History, Arts Management, or Film History Electives

ART 311 Topics in Art History
ART 321 Intermediate Seminar in Art History
ART 413 Advanced Seminar in Art History
FPA 335 Museum Studies
FPA 435 Advanced Museum Studies
ENGL 318 The Popular Arts as Business
ENGL 397 Special Topics in Film
ENGL 412 Film and Filmmakers
ENGL 481 Special Topics in Mass Communication

**Attachment B:
NEW ACADEMIC PROGRAM BUDGET**

One-Time/Start-Up Costs	Cost Categories	Annual Expenses			
		Year 1 (\$)	Year 2 (\$)	Year 3 (\$)	Year 4 (\$)
n/a	Full-Time Faculty (Salary) September 1, 2008	50,000	50,000	50,000	50,000
n/a	Part-Time/Adjunct Faculty	12,426	12,923	13,439	13,977
0	Staff Please note: no new staffing costs are necessary for this program.	0	0	0	0
0	General Administrative Costs Note: Already in place; no increase	0	0	0	0
5,000	Instructional Materials, Library Acquisitions: printing, consumable art lab supplies	+2,000	2,000	2,000	2,000
0	Facilities/Space/Equipment: additional cost of maintenance, repairs/replacements of art lab equipment,	+2,000	2,000	2,000	2,000
0	Field and Clinical Resources, Internships	n/a	n/a	n/a	n/a
0	Marketing (Part of overall College budget)	0	0	0	0
0	Other (in-state/out-of-state travel)	+1,000	1,000	1,000	1,000
	TOTALS	67,426	67,923	68,439	68,977

One-Time/Start-Up Support	Revenue Sources	Annual Income			
		Year 1 (\$)	Year 2 (\$)	Year 3 (\$)	Year 4 (\$)
0	Grants	0	0	0	0
0	Tuition Note: 70% resident, 20% non-resident and 10% NEBHE-qualified full-time and part-time students. Resident tuition is remitted to the state general fund.	28,705	33,855	46,920	53,615
0	Fees Fee revenue supports campus	64,240	100,214	132,016	180,653

	operations and is not dedicated to one area.				
0	Departmental Note: This is the annual increase for operating expenses associated with the Art Major.	5,000	5,000	5,165	5,335
0	Reallocated Funds Note: No funds are being reallocated from other academic programs.	0	0	0	0
0	Other (specify)	0	0	0	0