

## **EXECUTIVE SUMMARY FOR THE**

### **Department of Art: BA in Art History; BFA in Art; BSEd, MEd, MAT in Art Education**

#### **Major Findings of the Program's Quality and Productivity**

The Department of Art BFA, BSEd, and MEd degrees are currently accredited by the National Association of Schools of Art and Design (NASAD). The BA in Art History and the MAT were recently NASAD *Plan Approved* and full accreditation of these programs is expected within one year. Overall evidence of the quality within the programs should be judged “Above Average” with particular strength in teaching, service, facilities and equipment. Overall evidence of productivity of programs should be judged “Satisfactory” with particular strength in student learning indicators, which also reflects program quality, and downward trending weakness in graduation rates particularly in the BSEd, retention rates particularly in the BFA, and cost effectiveness when compared to other CSU programs. Measures are in place to improve productivity and more work needs to be done. Cost effectiveness is average when compared to other NASAD accredited public art and design programs of approximately the same size, however improvement is needed for sustainability.

#### **List of Recommendations for Improving Program Quality**

- Complete Phase II of the Seaboard Depot to complete consolidation of departmental operations into three adjacent buildings and create facility complex unique to region.
- Continue increasing scholarships to attract and retain the highest quality students.
- Develop entrance portfolio review for BFA in conjunction with proposed BA in Studio Art.
- Sustain Visiting Artist and Scholars Residency Program and Exhibitions Program funding through private sources and utilize VASRP faculty to offer one course annually.
- Improve library arts resources as recommended by NASAD with increased annual allocation for CSU Libraries and Art History Study Area while supporting plans for an Arts Library on RiverPark Campus.
- Develop exit survey to annually measure student satisfaction and perspectives.

#### **List of Recommendations for Improving Program Productivity**

- Increase credit hour production to increase cost effectiveness by maintaining a roster of qualified part-time faculty while offering larger sections and more variety of Core classes including online versions. Increase art course offerings for non-majors and utilize full time faculty more effectively through course rotation and scheduling.
- Implement the Digital Arts and Design/Graphic Design curriculum including hybrid/online courses to meet student demand while providing new paths to completion such as the BA in Studio Art, and Certificate programs such as Graphic Design.
- Develop BA in Studio Art with an emphasis on enrollment and RPG improvement through providing liberal arts focused alternative to the BFA and BSEd, with no advanced portfolio milestone and exhibition capstone requirements while allowing the BA student to pursue the Graphic Design Certificate.
- To increase enrollment, continue developing recruiting plan with Enrollment Services as recommended by NASAD including new initiatives such as annually hosting Georgia’s nine high school districts through the All-State Art Symposium and developing Summer Training PLU Workshops for high school art teachers.
- Continue closely monitoring retention through annual retention studies and develop more aggressive intervention practices for at-risk students such as using MapWorks. Continue refining freshmen “student success seminar” workshops/modules and improving milestone and capstone requirements while monitoring results.

## **Conclusion about the Program's Viability at CSU**

The current programs in the Department of Art are above average in viability now and possess tremendous potential for the future, as indicated by the external reviewers and evidenced by strong private investment. By producing creative students with excellent skills in critical thinking, analysis, written communication, P-12 teaching, and possessing broad global perspectives, we are preparing students for a variety of opportunities including further studies and entry into the contemporary workforce across a diverse array of fields. By incorporating an expanding level of technology across all disciplines, we prepare students for full functionality within an increasingly technological and visually oriented society. By maintaining collaborative relationships with organizations and creating experiences that are available to our entire community, the Department of Art continues to significantly improve the culture and economy of Columbus and surrounding region. By emphasizing the development of leadership and service-oriented students, we contribute to the betterment of society.

We have recognized the challenge of improving productivity and have put in place programs and processes to improve student recruitment, retention, progression and graduation while maintaining excellence in our academic offerings and focusing on higher performing students. We graduate well-prepared students who go on to distinguish themselves in related activity and careers. Our talented faculty members are highly active in the pursuit of excellence in teaching and service and recognized nationally and internationally for research. We continuously reshape our curricula to meet the changing needs of our students and society such as our new Digital Arts and Design concentration. Our 2013/2018 Strategic Plan is carefully aligned with the College and University.

## **Program Improvement Plan**

### **Summary Recommendation and Supporting Rationale**

#### ***Enhance or Expand the Program***

We recommend enhancing/expanding the program to support the development of the BA in Studio Art degree program to improve RPG, and the Digital Arts and Design/Graphic Design concentration/certificate programs within the BFA and BA degrees to improve enrollment growth.

The BA in Studio Art is expected to greatly improve RPG by providing an alternative pathway to completion for students and represents a popular, viable alternative studio art degree that is standard among most peer art programs, with a high ROI. It improves the quality of the BFA by allowing the development of an entrance portfolio within the department; students would be adjudicated into the BFA based on a portfolio requirement similar to music and theatre auditions. It should be noted that the BA degree was offered in the department since its inception and was later deactivated for no apparent reason, and that Theatre reactivated their BA and the impact on overall enrollments and quality within their BFA has been very positive.

The Digital Arts and Design/Graphic Design concentration provides a timely fine arts focused professional track tailored to attract technologically oriented students across the region and is expected to significantly boost enrollment. This BFA concentration and/or Certificate program provides students with a wide platform of skill sets designed to create the most flexible points of entry into the digitally oriented job market. Supported by the superb quality of our facilities, faculty and programming— these two enhancements identified by faculty and supported through strategic planning initiatives would greatly improve weaknesses in targeted areas of productivity with minimal investment. Chattahoochee Valley Community College in nearby Phenix City is very interested in their digital technology/media program graduates transferring to the CSU Digital Arts and Design concentration and represents the types of new partnerships in development to boost enrollment growth.

Implementation: The Digital Arts and Design concentration within the BFA has been approved by the UCC and launched by the Department beginning with catalogue year 2014/15. One Drawing/Painting position was reallocated to a Drawing/Digital Arts and Design position in 2013. A Graphic Design faculty line is now required for full implementation of the program, to support additional foundation level digital courses now required of all BFA and BSEd majors, and to develop a new graphic design course sequence that will support the Certificate Program. Once staffed, the full sequence could be operational within one year. Selected courses in

Digital Arts and Design would be offered to non-majors in Departments such as Communication and Theatre, which acknowledges and supports the convergence of digital media across interdisciplinary boundaries while improving the quality of outcomes in those Departments.

Other Program Enhancement: The NASAD reaccreditation process identified significant weakness in the art holdings of the CSU Libraries, and funding allocations of \$2,500 annually staggered over four years for the purchase of additional art related volumes to be housed in the Schwob Library would assist the Department with achieving and maintaining accreditation for the BA in Art History.