



January 31, 2011

HARRIS PASTIDES
PRESIDENT

Dr. Garrison Walters
Executive Director
South Carolina Commission on Higher Education
1333 Main Street, Suite 200
Columbia, South Carolina 29201

Dear Dr. Walters:

Accompanying this letter please find a new program planning summary for the Bachelor of Arts degree with a major in Theatre, College of Arts and Sciences, University of South Carolina Upstate. The suggested CIP code is 36.0117.

The planned program addresses curricular needs in the discipline, and is in keeping with the mission and goals of the USC system. I write to request that the summary be submitted for discussion at the next Commission on Higher Education Advisory Committee on Academic Programs meeting.

Sincerely,

A handwritten signature in cursive script that reads 'Harris'.

Harris Pastides

HP/mbf
Attachment
c: Kristia H. Finnigan, Director, Academic Programs

Program Planning Summary
For the
Bachelor of Arts In Theatre
to be offered by the
College of Arts and Sciences
of the
University of South Carolina Upstate



John C. Stockwell, Chancellor
University of South Carolina Upstate



Harris Pastides, President
University of South Carolina

November 24, 2010

Program Proposal for Bachelor of Arts in Theatre – USC Upstate

CLASSIFICATION

Name of Proposed Program: Bachelor of Arts in Theatre

Academic Units Involved: University of South Carolina Upstate, Department of Fine Arts and Communication Studies, College of Arts and Sciences

Designation, Type and Level of Degree: Baccalaureate, Bachelor of Arts, 4 - year, 120 credit hours

Proposed date of implementation: January 2012

CIP Code: 360117

Identification of Program: New Program Summary

Site: University of South Carolina Upstate, Spartanburg, SC

Program qualifies for supplemental Palmetto Fellows Scholarship and LIFE Scholarship awards: Yes _____ No X

Delivery Mode: Blend of Traditional and Internet

JUSTIFICATION

Program Purposes and Objectives

The University of South Carolina Upstate proposes a Bachelor of Arts degree in Theatre to be offered through the College of Arts and Sciences and the Department of Fine Arts and Communication Studies. The program philosophy is based on the belief that extensive preparation in dramatic literature, history, theory, production, acting, directing and design will produce graduates prepared to serve the arts in a variety of ways and prepare students for graduate programs in theatre. With the proliferation of theatrical venues in the region served by the upstate and beyond, theatre professionals are needed to staff community, youth, church, academic and professional theatres in growing numbers.

The program is structured to require students to take a common core of theatre courses, which prepares them as generalists in the academic area, while choosing a concentration in either performance or production. Using computer technology as the basis for the production concentration allows us to prepare students for the evolution of theatre design and production. Performance students will combine solid preparation in technique with experiences in discovery of character identity and psychological revelation. Diversity in literature and style will ensure that students are prepared to encounter a variety of audiences, a variety of literature and a variety of performance venues.

Program Need

As a metropolitan institution, the mission of the University of South Carolina Upstate acknowledges the responsibility of the institution to respond to the changing needs of the communities in the rapidly expanding Interstate 85 and Interstate 26 corridors. These communities have seen expansion of arts programs in these corridors as the population and business base have continued to grow. With two professional theatres in Greenville, a thriving cultural arts center in Greenville, the recently completed Chapman Cultural Arts Center in Spartanburg and the completion of construction of new cultural centers on the east side of Spartanburg on the Broome High School campus and on the west side of Spartanburg at Byrnes

High School, more theatre professionals are needed to staff these facilities. Theatre technicians also support dance companies and theatre for youth organizations and provide valued support to the public school system as additional programs in theatre are added in the public schools. The USC Upstate technical staff provided support for lighting the Upcountry Museum to produce dramatic and inspiring exhibits through the medium of stage lighting. USC Upstate faculty and students are already serving local theatres as actors, technicians and interns in growing numbers, providing a firm basis for partnering with the arts community. Our first internship at The Rose Theatre in London, England, has just been completed with the student having been offered a full time position in London in January of 2011. Greenville Technical College has launched a program in theatre at the freshman and sophomore levels and we have met the director of that program to develop an articulation with Tech to ensure that students can make a seamless transition to the University from that program. The Upstate program already attracts a number of theatre students from Spartanburg Methodist College. The new Direct Connect initiative will guarantee that students from all institutions in the state will find it easy to move from any two year program into the B.A. program in Theatre at USC Upstate.

According to the 2002 economic impact statement prepared by the University of South Carolina Darla Moore School of Business, "Cultural activities are an important component of quality of life. The arts add to our lives in many intangible ways. However, they also contribute to the economy in ways that can be measured. On average in both 2000 and 2001, the arts in South Carolina directly and indirectly supported \$700 million in wages and salaries, 30,000 jobs, and \$1.9 billion in economic output." The report further argues that "as states grow increasingly competitive in designing tax incentives for economic development, a strong cultural industry can provide a state with the competitive edge it needs to stand out from the crowd."

Currently, the University of South Carolina Upstate offers a Bachelor's Degree in Communication with a Concentration in Theatre and a Theatre Minor. There are currently 33 students declared as Theatre Concentration students and 3 students declared in the minor. Approximately 25 of our current students would transfer into the independent major if it were available. At least 12 students a year choose not to attend Upstate because they are interested in a free-standing Theatre major, not in a concentration under another major program. USC Upstate has identified twelve of the top high school programs in Theatre in the state of South Carolina and we are sending our students and faculty into those school systems to teach workshops and recruit potential students. Upstate's "Direct Connect" with the new program at Greenville Technical College provides the University with the opportunity to attract approximately 15 junior and senior level majors yearly. Students from all institutions in the state will have a seamless transition into the program at Upstate.

Centrality to the Mission of USC Upstate

Delivery of undergraduate baccalaureate education to the upstate of South Carolina is the primary mission of the institution. With just over 5,500 students, the curricula and services are designed for rich diversity in background, race, educational experiences and academic goals. Upstate students in overwhelming proportions are from the upstate and a majority of them choose to remain in the upstate to pursue their careers. Majors are currently offered in a broad range of disciplines in the arts and sciences and in professional fields of study that serve the regional economy. The Bachelor of Arts in Theatre responds to the need for a degree at a public university in the upstate of South Carolina. Partnering with other institutions provides an ideal

and seamless articulation of courses and allows students a convenient and affordable means of completing a degree in either performance or production. With churches, businesses and community, academic and professional theatres proliferating in the region, this program responds to the need for trained professionals in the performing arts. The new collaborative agreement between Upstate and the new Rose Theatre in London, England, is a realization of an international dream, the globalization of arts at Upstate. The University theatre has just accepted an invitation to travel two productions to the Rose Theatre to participate in the International Youth Cultural Festival in the summer of 2011. The University currently supports degrees in Art Studio Graphic Design, Art Education and Commercial Music, but has no degree in performance.

Relationship of the proposed program to the existing programs at the proposing institution

The proposed program would not interfere with the existing major in Communications which allows students to choose the Bachelor's Degree in Communication with a concentration in Theatre. The existing program requires that students take courses in Speech, Theatre, Journalism and Electronic Media. Between 12 and 20 students who have a genuine interest in USC Upstate opt to go elsewhere each year because there is no independent major in Theatre. The University offers majors in Art Studio Graphic Design, Art Education and Commercial Music; a Theatre major would complete the University's mission to offer a variety of Fine Arts programs for students.

The University of South Carolina Upstate has developed a "Direct Connect" program which will allow students from junior and technical colleges across the state to move seamlessly into bachelor's degree programs at Upstate. The program will attract a number of transfer students each year as a result of this plan.

Similarities or Differences Between the Proposed Program and Those with Similar Objectives Within the State

Other institutions in the upstate offering this degree program are, for the most part, private colleges and universities and therefore cost prohibitive for the students served by Upstate. Furman University, Limestone College, Wofford College and Converse College all offer degree programs in Theatre, but as private institutions, they are much more expensive and they do not serve the same student population as USC Upstate. North Greenville University and Anderson University also offer Bachelor's Degree programs in Theatre but both of those institutions have religious affiliations and offer a program distinctively different than what we propose. Clemson University offers a program in Production Studies with a concentration in Performing Arts which is also unlike our degree proposal in that it is a hybrid degree program. Winthrop University offers degree programs in Theatre with concentrations in performance, design/technical Theatre and teacher certification. The College of Charleston and Coastal Carolina also have majors in the low country with which we do not compete. With the majority of USC Upstate students claiming residency in surrounding counties, there is no conflict with the existing program at Winthrop University. Our international collaboration, foreign study opportunity, annual participation in the American College Theatre Festival, unique South Carolina student chapter of the United States Institute of Theatre Technology, dedicated theatre design laboratory, \$20,000 in yearly performance and production scholarships, and Direct Connect partnership with technical and community colleges make us unique among our peers.