



October 29, 2007

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 Science Degree with a Major in Studio Arts at USC Beaufort.

Sincerely,

Harris Pastides

HD:nid  
Enclosure

*Program Planning Summary  
For New Program*

**University of South Carolina Beaufort**

*Title of Program:*  
**Bachelor of Arts**  
**Major: Studio Art**

**October 2008**



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**Harris Pastides, President**

**Program Planning Summary**  
University of South Carolina Beaufort  
Bachelor of Arts  
Major: Studio Art

**Program Designation**

This is a New Program Proposal for a Bachelor of Arts with a major in Studio Art degree at USCB. The proposed curriculum requires 120 credit hours, 36 hours in fine arts courses, 12 hours in art history, and the remaining 72 hours in general education and electives. Courses will be offered at the Beaufort and possibly the New River (South) campuses.

**Proposed Date of Implementation**

Spring or fall 2009

**Justification of Need for the Proposed Program**

The University of South Carolina Beaufort's mission statement reads: "USCB offers baccalaureate degrees that respond to regional needs, draw upon regional strengths, and prepare graduates to participate successfully in communities here and around the globe. USCB offers programs in mathematics and the natural sciences, humanities, and professional and social sciences." The B.A. in Studio Art responds directly to both "regional needs" and the call to "offer programs in. . . [the] humanities." With its focus in the training in diverse media in the visual arts and a grounding in the history of art, the program will prepare graduates for acceptance into competitive Masters of Fine Arts programs and for a number of professional practices in the visual arts, such as full-time artists, administrative and managerial positions in government and public art agencies, in museums and galleries, the media, and private corporations in the Lowcountry or anywhere else in the country.

All Public High Schools in Beaufort County offer curriculum in studio art. Both the Bluffton and Hilton Head High Schools boast extensive facilities and programs of study that emphasize studio arts. It is clear that the arts are valued by Beaufort County schools as well as the community. There are no universities in South Carolina within commuting distance from Beaufort offering a B.A. in Studio Art. This degree will make USCB more attractive for local students wanting to continue their studies within the arts. Moreover, it will serve as a retention tool for students currently enrolled desiring a major in studio art.

USCB's service area is steadily growing and consequently there will be more undergraduate students seeking a wide range of degree options. The region's burgeoning growth is well documented and recognized statewide. Beaufort County is the fastest growing county in the state, with a burgeoning population increase of nearly 40% from 1990 (pop. 86,425) to 2000 (pop. 120,937). Additionally, Jasper County's population increased by 33.5% (15,137 to 20,678) during this decade—both counties more than doubling the state rate of 15.1%. Projections show a slower, but continual growth pattern for the region. In Beaufort County alone, the most conservative projections anticipate the population increasing by a minimum of another 40% over the next 25 years. Sources from labor market indicators reflect varying growth projections, though all show a steady increase as indicated in the following chart.

Even more significant is the fact that the population age sector analysis from the 2000

U.S Census Bureau data shows that Beaufort County's 10-14 years of age group grew by a staggering 47.7%, substantially higher growth than any other county in South Carolina. These young people will be the next wave of enrollees in USC Beaufort. They will be seeking educational programs that meet their expectations for viable careers and long-term quality of life potential. Combining this with labor market projections detailed below, USCB's program in Studio Art will be a viable avenue available to them.

**Beaufort County Population Growth and Projections**

Source	2000	2005	2010	2015	2020	2025
1. LMI	120,937	137,800 (13.9% over 2000)	152,000 (25.6% over 2000)	166,190 (37.4% over 2000)	180,390 (49.1% over 2000)	194,570 (60.8% over 2000)

Cited Sources: Lowcountry Economic Network, U.S. Department of Commerce, Bureau of Census, and S.C. Office of Research and Statistical Services.

USCB's faculty is well qualified to offer this degree. The University has recently hired two tenure track faculty in art, one in art history and the other in studio art. Additionally, a lecturer and adjunct faculty teach studio art courses to meet enrollment demands. All required courses are currently taught at USCB. In order to implement the program the campus would rely on the Studio Art in Downtown Beaufort in addition to two new dedicated studio spaces in the upstairs PAC. It has been determined that the Historic Downtown Beaufort Campus is best suited for the Studio Art Program because of its existing strengths within an arts community as well as the availability of space on the campus. The program would capitalize on the strengths of Beaufort, specifically its vibrant and supportive arts community. There is a wide variety of galleries, arts organizations, artists, as well as access to potential adjuncts from within the local community. Utilizing these local assets opens the door to collaborative opportunities and a wealth of knowledge as the program expands.

**Anticipated Program Demand and Productivity**

As noted above, there is anticipated high demand for the program based on general student interest, regional growth, and varied career options. In recent years there has been a greater number of students concentrating on an Studio Art and/or Art History concentration within the Liberal Arts degree program. Over the past few years, there has been a notable increase of students taking Studio and Art History courses. More specifically, enrollment numbers in freshmen level courses in studio and art history reflect the university's tremendous growth in new students. Providing a Studio Art major will also aid in our retention of students wishing to seek this degree.

Figures in the table listed below support that there is high demand for this degree. The following table shows interest data from area high school art students polled in addition to the number and percentage of students that would consider majoring in a future Studio Art Program at USCB.

<b>High School Student Interest Survey Data for a Studio Art Major at USCB – Survey Administered February &amp; March, 2008</b>			
School	Students Polled	Number of students considering USCB Art Major	Percent considering USCB Art Major
Hilton Head High	237	84	35%
Bluffton High	58	34	59%

Beaufort High	77	19	25%
Total	372	137	37%

**Assessment of Extent to Which the Proposed Program Duplicates Existing Programs in the State**

Although there are a number of baccalaureate level Studio Art major programs in public and private colleges/universities within South Carolina, none are proximate to the Lowcountry region. For students in the Lowcountry desiring a baccalaureate level degree in Studio Art, a minimum three-hour daily commute would be necessary (to Charleston) and consequently would eliminate most students interested in this degree. Such an offering would be competitive with comparable degrees in Georgia, such as those generated at the Savannah College of Art and Design, Armstrong Atlantic University, and Savannah State University. Because USCB provides in-state tuition and these competitors might act to spur, not hinder, such a program at USCB.

The curriculum outlined for this new program intentionally duplicates, in part, that of the University of South Carolina Columbia, building on the established pedagogical strengths of this senior institution's Studio Art program.

**Relationship of the Proposed Program to Existing Programs at the Proposing Institution**

Because all programs will develop new foci under USCB's new mission, relationships will continually evolve. Clearly the existing general education core requirements will expose students to faculty from all academic divisions and will build on the strengths of other programs of study. As the levels of scholarship, research, teaching, and service expand to meet the higher standards of a baccalaureate institution, new opportunities for intra-collegial relationships will develop. Strong relationships will be vital between the Liberal Studies/Studio Art and the other degree programs. For instance, a studio major with a minor in business would be better prepared for a career in gallery management or self-employment. Other potential relationships could exist with Early Childhood Education, English, and Hospitality Management.

**Relationship of the Proposed Program to Other Institutions Via Inter-Institutional Cooperation**

USCB has a substantial record of partnering on collaborative initiatives in the education arena in the state, region, and nation. USCB faculty and staff have a long history of working collaboratively with colleagues at other institutions through professional conferences, exhibitions, lectures, and art making demonstrations. Furthermore, several notable arts events have been scheduled to take place throughout the 2008 year involving artists from SCAD, Texas Tech University, University of Alabama, and other areas as well. With this new Studio Art program, such initiatives will only be strengthened and serve as a foundation for future cooperation.

Beaufort defines itself by the arts and the implementation of an Studio Art degree will spur greater partnership with the many local artists, galleries, schools, and organizations such as the Arts Council of Beaufort County, the Beaufort Art Association and the Penn Center on St. Helena Island.

**Total New Costs Associated with Implementing the Proposed Program (General Estimates Only)**

Immediate costs associated with this program will relate to updating existing facilities to safely and efficiently accommodate greater course offerings. The estimate is in the range of \$7,500 - \$10,000 to equip two existing rooms in the Performing Arts Center for art courses and update the

existing Studio Art. Once the program is implemented, additional equipment, space, and faculty will need to be added to make the program more competitive with other comparable universities. The projected costs after the program is implemented are expected to be supplemented by enrollment driven revenue.