Agenda Item 2.c

New Program Proposal
Bachelor of Arts
Major in Studio Art
USC-Beaufort

Summary

USC-Beaufort requests approval to offer a program leading to the Bachelor of Arts degree with a major in Studio Art, to be implemented in Spring 2010.

The proposal was approved by the University of South Carolina's Board of Trustees on December 15, 2008. The Program Planning Summary was received on November 6, 2008 and was reviewed without substantive comment by the Advisory Committee on Academic Programs on January 15, 2009, and approved unanimously. The full proposal was received by the Commission on Higher Education on March 3, 2009.

According to the proposal, the purpose of the program is twofold: 1) to respond to regional needs by offering a Studio Art program in the College's service area; and 2) to prepare students for graduate studies and a diverse number of careers in the arts. With the arts being a major area of economic support for the Lowcountry's tourist-driven economy, the need for arts professionals continues to grow. The proposal states that a partnership initiative with USC-Beaufort and the City of Beaufort is being explored to establish an arts incubator program similar to small business incubators at other universities. According to the proposal, based upon a recent high school student interest survey of 372 students from the three local high schools, 37% of those students surveyed stated that they would consider majoring in Studio Art at USC-Beaufort.

Projected enrollment for the proposed program is 15 students (15.9 FTE) in the first year, increasing to 16 students (16.4 FTE) in the second, 17 students (17.6 FTE) in the third, 18 students (18.6 FTE) in the fourth, and 19 (19.8 FTE) in the fifth year of the program's implementation. If enrollment projections are met, the program will meet the current Commission on Higher Education's program productivity standards for enrollment.

The curriculum of the proposed program will consist of a minimum of 120 semester credit hours. These credit hours include 49 hours in general education requirements, 15 hours in general education requirements specific to art, 39 hours in major requirements, and 17 hours in electives.

Implementation of the program will require two new courses to be added to USC-Beaufort's catalogue: BATS 102 (Introduction to Visual Arts Computing) and BATS 490 (Senior Seminar). All other courses in the program are already included in the college's catalog of approved courses. The existing concentration in art under the Bachelor of

Liberal Arts degree program will be discontinued prior to implementation of the B.A. in Studio Art.

No new physical plant requirements are necessary for the first five years of the program. The Studio Art program will utilize the existing art labs on both USC-Beaufort's North (Beaufort) and South (Bluffton) campuses. Both are adequate for the new program and include art labs, offices, classrooms, a library, and computer labs. USC-Beaufort has received a gift from the Heritage Classic Foundation in the amount of $35,000 to expand its studio facilities on the North (Beaufort) Campus by converting two classrooms to art labs. The program proposal also indicates that a total of $9,500 for supplies and materials will be necessary to support the program for the first five years of implementation.

The proposal indicates that the program will seek accreditation from the National Association of Schools of Art and Design (NASAD). The NASAD accreditation is expected to be awarded within the first five years of the program's implementation. There is no licensure or certification for graduates in this field.

USC-Beaufort anticipates spending a total of $35,000 within the first five years of the program's implementation to purchase books and serials to support the program. The proposal states that library and learning resources are currently able to provide a variety of materials for this program because of the electronic databases which are available to students and faculty members through PASCAL.

According to the proposal, there are 5 (3 FTE) faculty who are available for program instruction in the first year. This faculty will be adequate to provide instruction for the program. In the next four years, however, a total of 3 headcount (2.25 FTE) new faculty will be necessary to continue the proposed program. There will be no new staff or administration required in the first five years of the program.

Total new costs are estimated by the institution at $529,912 for the first five years of the program. The categories for these operational costs include faculty salaries ($316,862), lab supplies and materials ($98,500), office supplies and materials ($9,500), library resources ($35,000), equipment ($32,000), and accreditation ($3,000).

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with the implementation of the proposed program for its first five years. Also shown are the estimated revenue projected under the MRR and the Resource Allocation Plan as well as student tuition.

Estimated Program Costs and Revenue

	Estimated Program Costs		Estimated Program Revenue				
	(A) MRR Cost	(B) Other Costs*	(C) Actual State Funding	(D) Tuition	(E) Additional Revenue	(F) Total Revenue (C+D+E)	(G) Total Revenue - Total Costs (F-(A+B))
Year 1	$107,075	$0	N/A	$118,876	$0	$118,876	$11,801
Year 2	$110,442	$0	$49,167	$122,376	$0	$171,543	$61,101
Year 3	$118,523	$0	$50,817	$131,534	$0	$182,350	$63,827
Year 4	$125,257	$0	$54,446	$139,291	$0	$193,738	$68,480
Year 5	$133,338	$0	$57,416	$147,691	$0	$205,108	$71,769

*Includes costs of an extraordinary nature not otherwise included in the MRR cost calculation (e.g., costs for a new building required to support a program).

These data demonstrate that if USC-Beaufort can meet the projected student enrollments and contain costs as they are shown in the proposal, the program will be able to cover new costs with revenues it generates beginning in the first year of its implementation.

In summary, USC-Beaufort proposes to offer a new program leading to a Bachelor of Arts degree in Studio Art to be implemented in Spring 2010. The proposal demonstrates that there is a growing need in the college's service area for the proposed new program in Studio Art. Graduates of the program will be prepared to work in various capacities in the region's growing art infrastructure.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission the program leading to the Bachelor of Art degree with a major in Studio Art at USC-Beaufort's North (Beaufort) and South (Bluffton) campuses, to be implemented in Spring 2010, provided that no "unique cost" or other special state funding be required or requested and provided further that prior to implementation of the program the institution terminate the concentration in art currently offered under the program leading to a Bachelor of Liberal Arts degree.