

**New Program Proposal
Bachelor of Arts
Graphic Design
Coastal Carolina University**

Summary

Coastal Carolina University requests approval to offer a new program leading to the Bachelor of Arts degree in Graphic Design, to be implemented in Spring 2010. The proposed program is to be offered through traditional instruction methods on the Coastal Carolina University main campus.

The Program Planning Summary was submitted to the Commission on April 29, 2008, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on July 17, 2008. The Coastal Carolina University Board of Trustees approved the proposal on February 19, 2009. The final proposal was received by the Commission on May 12, 2009.

According to the proposal, the purpose of the program is to meet the demand for graduates trained in the fine arts to serve the various arts-related activities and organizations in the University's service area. At present the institution has a minor in graphic design. The proposed program will assist graduates to develop thorough technical and problem-solving graphic design skills at a level considered important to potential employees and/or graduate schools but not easily attained with just a minor in the field. The growing interest in the program was illustrated by a recent survey conducted by the University that asked accepted applicants and current juniors and seniors if they would be interested in pursuing a bachelor's degree in graphic design if it were to be offered at Coastal Carolina University. Of the 590 survey responses, 260 gave an affirmative response. Sixty-five of 114 current juniors and seniors replied that they would be interested in pursuing a bachelor's degree in Graphic Design if it were offered.

The need for the program was determined by a survey distributed to 82 advertising agencies throughout Myrtle Beach, Charleston, Columbia, and Greenville to determine the need for individuals with the knowledge and skills acquired with this degree. Of the agencies that responded, 85.7% stated that they would encourage a current employee to seek a B.A. degree in graphic design. The agencies also indicated that in the next three years the need for graphic design graduates will increase. Based upon the survey, an estimated total of 27 full-time and 16 part-time Graphic Design positions will need to be filled from 2009-2011 in the University's service area.

Francis Marion, the only competitive institution within close proximity to Coastal Carolina, offers a program leading to the Bachelor of Arts degree in Studio Art with a Graphic Design Specialty. Four private institutions, Bob Jones, South University, Coker College, and Benedict College offer either a B.A. or a B.S. program in Graphic Design.

According to the proposal, Coastal will provide the only coastal South Carolina-based graphic design major, as well as the only program in a three-hour radius.

The proposed program will consist of 120 credit hours of coursework. The coursework will include the core course requirement (34-39 credit hours); arts foundations (18 credit hours); major requirements (34 credits hours); electives (15-22 credit hours); and cognates (12 credit hours). No new courses will be added to Coastal Carolina University's course catalog to support the program.

The proposal states that admissions and transfer criteria will be the same as for all other students accepted into Coastal Carolina undergraduate programs. The proposal also states that current articulation agreements in place with all South Carolina's two-year institutions will apply.

The proposed program is subject to accreditation by the National Association for Schools of Art and Design (NASAD). The graphic design program will meet the same accreditation requirements as the existing B.A. program in Studio Art. Coastal Carolina University notes that the B.A. program in Graphic Design will be part of the overall Visual Arts Department accreditation by the NASAD, and it will be accredited separately as a program.

The proposal anticipates there will be 10 new students (7.5 FTE) in the program's first year, increasing to 10 students (8.2 FTE) in the second year, and further increasing to 11 students (12.3 FTE) by the fifth year of the program. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

The program proposal notes that one new faculty member will be hired specifically for this program in addition to the three full-time faculty and one part-time faculty already participating in the existing graphic design minor. The proposal indicates that the new faculty hire will allow all classes to continue as scheduled since one of the faculty members has become the chair of the department.

The proposal states that no new costs for additional physical space and equipment are required for the successful implementation of the proposed graphic design program. According to the proposal, the existing Thomas W. and Robin W. Edward College of Humanities and Fine Arts building will be adequate for the first five years of implementation. The building has a fully equipped art department complete with two computer classrooms for graphic design instruction. The proposal further states that no additional equipment will be required for the proposed program within the first five years of implementation.

The Kimbel Library provides print and electronic resources, including the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, reference books and a variety of class-specific user education programs, library catalog and on-line resources. As noted in the proposal, Coastal has identified two peer institutions for the purpose of evaluating library holdings. These institutions, USC-Upstate and Winthrop University, have an average of 22 titles per student, while Coastal has only 13 titles per student. Also, according to the proposal, only 44% of the available titles relevant to this area were published within the last ten years, indicating that the holdings will need to be updated. The library will need to acquire approximately 318 additional titles to reach the bench mark of 22 titles per student. To accomplish this will cost \$25,122, or \$5,024, per year over the first five years of the program.

New costs for the proposed program include \$57,025 in the first year, increasing to \$58,555 in the second year, increasing to \$60,131 in the third year, and increasing to \$61,754 and \$63,426 in the fourth year and fifth years respectively. Categories of new costs in the first five years of the proposed program include Faculty Salaries (\$270,766), Supplies and Materials (\$5,000), and Library Resources (\$25,125). Total new costs for the first five years of the program are estimated to be \$300,891. Revenues will be generated through tuition funding and reallocation of existing funds. No “unique cost” or other special state appropriations will be required or requested.

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 during its first five years. Also shown are the estimated revenues 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				(G) Total Revenue - Total Costs (F-(A+B))
	(A) MRR Cost	(B) Other Costs*	(C) Actual State Funding	(D) Tuition	(E) Additional Revenue	(F) Total Revenue (C+D+E)	
Year 1	\$56,642	\$0	N/A	\$55,514	\$0	\$55,514	-\$1,128
Year 2	\$61,676	\$0	\$21,914	\$60,671	\$0	\$82,584	\$20,908
Year 3	\$63,439	\$0	\$24,021	\$62,215	\$0	\$86,236	\$22,797
Year 4	\$65,453	\$0	\$24,442	\$64,449	\$0	\$88,891	\$23,438
Year 5	\$92,641	\$0	\$25,285	\$91,089	\$0	\$116,374	\$23,733

*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 Coastal Carolina University can meet the projected student enrollments and contain costs as shown in the proposal, the proposed program will be able to cover costs with revenues it generates beginning in the second year of implementation.

In summary, Coastal Carolina University is proposing a program leading to the Bachelor of Arts degree in Graphic Design. The program will prepare graduates to meet the growing demand for trained graphic designers in the fine arts to serve the various arts-related activities, businesses, and organizations in the University's service area, regionally, and statewide.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission approval of the program leading to a Bachelor of Arts degree in Graphic Design at Coastal Carolina University, to be implemented in Spring 2010, provided that no "unique cost" or other special state funding be required or requested.