

**New Program Proposal  
Bachelor of Arts / Artium Baccalaureatus  
in Dance  
College of Charleston**

**Summary**

The College of Charleston requests approval to offer a program leading to the Bachelor of Arts or Artium Baccalaureatus degree in Dance with concentrations in General Dance Studies and Performance to be implemented in Fall 2012. The proposed program is to be offered through traditional instruction on campus.

The Program Planning Summary was submitted to the Commission on May 13, 2009, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on October 8, 2009. The College of Charleston Board of Trustees approved the proposal on April 15, 2011, and the full proposal was received by the Commission on November 15, 2011.

According to the proposal, the proposed program will prepare students for careers in dance, dance education, the performing arts, and related fields while also providing a well-rounded liberal arts education. The proposal further states that the program will offer comprehensive training in the technical and theoretical aspects of dance within a liberal arts education; stimulate students' critical thinking through exposure to the many concepts and theories related to sound movement fundamentals and the critical examination of dance; provide performance and production opportunities; and guide the individual's analytical, creative, and intellectual journey as an artist and as a contributing member of a greater cultural community.

The proposal states that the program is needed because no college or university in the Lowcountry of South Carolina currently offers a degree in dance and because the cultural landscape in Charleston provides a viable marketplace for dance graduates. The area has professional dance companies such as the Charleston Ballet Theatre and Annex Dance Company, events such as Spoleto and Piccolo Spoleto Festival USA, and multiple dance studios that serve diverse populations. The proposal cites a recent survey that indicated more than 120 private dance studios are located within a one-hour driving radius from the College and the proposed program will provide these local dance studios with highly qualified, college-educated dance instructors. According to an institutional representative, a recent research study conducted in South Carolina revealed that when hiring teachers, private dance studios want their employees to possess formal education in the discipline and overwhelmingly hired faculty with either some college coursework in dance or dance education, or a bachelor's degree in dance. Furthermore, the representative referred to a recent poll in which dance studio owners from across the country were asked about the growth of their studios. This poll revealed that even with the economic downturn of 2007-2010, enrollments are continuing to grow in these studios. Also, according to the proposal, dance instructors with a bachelor's degree who teach in the private sector should expect to earn \$20 per hour upon graduation and are often given opportunities to enhance their income through freelance choreography and performing jobs.

The proposal also states that graduates of the proposed program will also be prepared to undertake a variety of positions in related areas such as Pilates/somatic practitioners, arts management, dance advocacy, education/curriculum development, audience development,

health/fitness management, dance therapy, dance criticism, and dance anthropology. In addition, according to an institutional representative, because of its liberal arts requirements, the proposed program will produce graduates with an array of knowledge, skills, and dispositions to prepare them for employment in a variety of sectors. The representative also cited a 2003 article, "What becomes of undergraduate dance majors?," in which students from several different universities who graduated within a twenty year window were asked about their current careers. Even the respondents who did not continue in the dance field after graduation noted that studying dance gave the discipline, self-awareness, problem-solving, and other skills needed to be effective in a wide variety of jobs.

According to the Bureau of Labor Statistics's 2010-11 Occupational Outlook Handbook, the employment of dancer/choreographers is expected to increase 6% by 2018, employment of dance therapy providers by 15%, and employment of those in the field of Art/dance criticism by 8-12%. The proposal further states that dance is identified as an area with critical teaching shortages in South Carolina and that the proposed program's curriculum will prepare graduates to pursue certification through a Master of Arts in Teaching program or the Program of Alternative Certification for Educators (PACE) program should they wish to pursue a teaching career.

The institution also surveyed students taking theatre and dance classes as well as students currently minoring in Dance to determine interest in the program: 34% (139 of 340) of the respondents stated that they would have majored in dance had there been an option to do so when they enrolled in the College of Charleston; 23% (78 of 340) stated that they would like to change their major to Dance; 38% (129 of 340) stated they would like to pursue Dance as a double-major; 65% (221 of 340) stated they would be interested in taking additional dance classes; and 17% (60 of 340) stated they would like to pursue a career in the dance or dance education field.

Presently, four colleges and universities in the state offer programs in dance: two public institutions (USC Columbia and Winthrop University) and two independent institutions (Coker College and Columbia College). USC Columbia and Winthrop University offer a Bachelor of Arts degree in Dance. Coker College offers a Bachelor of Arts in Dance with concentrations in Dance Performance and Choreography and Dance Production and Columbia College offers a Bachelor of Fine Arts in Dance and a Bachelor of Arts in Dance with concentrations in Drama and Dance Teacher Education and Theatre and Dance. However, the proposal notes that these programs differ from the proposed program in terms of the size of the programs and the curricular balance between theoretical and technical coursework. For example, Columbia College's Bachelor of Fine Arts in Dance requires 65 credit hours in its core curriculum and is more performance-oriented, USC Columbia's Bachelor of Arts in Dance is focused on classical ballet performance and pedagogy, and Winthrop and Columbia College offer a Bachelor of Arts in Dance with educator certification that requires additional coursework in education and field supervision.

The proposal states that the institution anticipates enrolling 20 new students the first year, 15 new students the second year, 20 new students the third and fourth years, and 25 new students the fifth year. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

Admission to the proposed program will require that students meet the College's current admission standards. While the General Dance Studies concentration does not have any additional admission requirements, the concentration in Performance will require a dance audition for admission to the major. Students denied admission for the Performance

concentration will be able to re-audition throughout their academic career. The curriculum is designed so that the program can be completed within 122 credit hours, including 29 credit hours in the core curriculum; 8 credit hours for the General Studies Dance concentration or 17 credit hours for the Performance concentration; and a maximum of 57 credit hours of general education courses. The Artium Baccalaureatus degree requires an additional six credit hours in language and six in civilization courses, but can still be completed in 122 credit hours. Sixteen new courses will be added to the institution's catalog, including: DANC 235: Jazz Dance Technique; DANC 237: Modern Dance Technique I; DANC 285: Classical Ballet Technique I; DANC 330: History of Non-Western Dance; DANC 331: History of Western Dance; DANC 332: Dance Improvisation and Choreography; DANC 333: Dance Choreography II; DANC 337: Modern Dance Technique II; DANC 351 : Dance Pedagogy and Practice; DANC 385: Classical Ballet Technique II; DANC 421: Applied Kinesiology for Dance; DANC 422: Body Conditioning and Somatics; DANC 437: Modern Dance Technique III; DANC 441: Dance Capstone; DANC 442: Career Seminar in Dance; and DANC 485: Classical Ballet Technique III. The proposed program's assessment plan has several components, including both formative and summative assessments. For example, technique classes will use both written and performance-based assessments as well as self-evaluation when appropriate and theoretical courses will include written assessments, portfolio reviews, and critique of creative works. If the program proposal is approved, the College of Charleston indicates that it will seek accreditation from the National Association of Schools of Dance (NASD) once it graduates its first class.

The proposal states that one-full time faculty member will need to be hired as the proposed program progresses. Presently, one full-time faculty member (0.25 FTE for program administration and 0.75 FTE for teaching) will support the proposed program and serve as the director of the program. In response to a staff inquiry, an institutional representative revised the personnel figures provided in the proposal to reflect that the proposed program will be supported by adjuncts as well so that in the first and second years, one full-time faculty and two adjuncts will support the program (1 FTE the first year, 1.5 FTE the second) and beginning in year three, two full-time faculty and two adjuncts will support the proposed program (2 FTE). The faculty for the proposed program is adequate given the short-term demands of the curriculum. According to the college representative, the program will begin with 7-8 courses a year, moving to 10-12 courses in the major the second year, and then 13-16 courses offered annually. The representative also noted that an adjunct typically teaches no more than 12 credit hours a semester for the College of Charleston and that the two adjuncts who will support the program have long been teaching dance courses for the College.

The proposal states that no physical plant or significant equipment needs are anticipated for the proposed program. The proposal notes that the Cato Arts Center (completed in late 2009) provides two large dance studios and faculty office space for the proposed program and that the Theatre Department will share other spaces as appropriate. The proposal also states that the program will request a new portable floor for future production use, which will be a one-time expense of approximately \$5,000. According to the proposal, library resources are sufficient but appropriate additional resources will be needed to maintain and improve the collection as the program grows. Students also have access to materials through the Partnership Among South Carolina Academic Libraries (PASCAL).

The proposal states that two-year colleges offer few courses that would count towards the dance major so there are no plans for articulation agreements. However, according to the proposal, students transferring to the College from two-year institutions would not have great difficulty majoring in dance. With proper advising, a student transferring to the College would

be able to transfer to the major, particularly if that student has completed the general education requirements.

Costs and sources of financing identified by the institution for the proposed program are shown in the following table.

<b>ESTIMATED COSTS BY YEAR</b>						
<b>CATEGORY</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>TOTALS</b>
Program Administration	\$7,711	\$7,711	\$15,836	\$15,836	\$18,750	\$65,844
Faculty Salaries	\$65,000	\$81,250	\$124,865	\$124,865	\$119,730	\$515,710
Graduate Assistants						
Clerical/Support Personnel	\$4,083	\$4,083	\$4,083	\$4,083	\$4,083	\$20,415
Supplies and Materials						
Library Resources	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
Equipment						
Facilities						
Other (Operating)	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
<b>TOTALS</b>	<b>\$80,794</b>	<b>\$97,044</b>	<b>\$148,784</b>	<b>\$148,784</b>	<b>\$146,563</b>	<b>\$621,969</b>

<b>SOURCES OF FINANCING BY YEAR</b>						
Tuition Funding*	\$50,021	\$79,886	\$143,672	\$152,093	\$137,472	\$563,144
Program-Specific Fees						
State Funding						
Reallocation of Existing Funds (Chair FTE, faculty salaries, clerical support, library)*	\$76,294	\$92,544	\$79,284	\$79,284	\$77,063	\$404,469
Federal Funding						
Other Funding (Specify)						
<b>TOTALS</b>	\$126,315	\$172,430	\$222,956	\$231,377	\$214,535	\$967,613

\* The proposal refers to this line item as Estimated FTE Revenue because certain amounts being reallocated are funded by tuition and are thus subtracted from the figures listed here and appear instead in the Reallocation of Existing Funds line item.

These data show that if the institution meets the projected student enrollments and contains costs as they are shown in the proposal, the proposed program will be able to cover costs beginning in the first year and thereafter.

In summary, the College of Charleston requests approval to offer a program leading to the Bachelor of Arts degree in Dance with concentrations in General Dance Studies and Performance. The proposed program will prepare students for a variety of positions in the dance field and for careers in related areas such as dance therapy, dance education, and arts management.

**Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission the program leading to the Bachelor of Arts degree or Artium Baccalaureatus degree in Dance with concentrations in General Dance Studies and Performance at the College of Charleston, to be implemented in Fall 2012, provided that no “unique cost” or other special state funding be required or requested.