

**New Program Proposal**  
**Bachelor of Arts**  
**Art Education**  
**USC – Upstate**

**Summary**

USC-Upstate requests approval to offer a program leading to the Bachelor of Arts degree in Art Education to be implemented in Spring 2008 on the Spartanburg campus.

The Board of Trustees approved the proposal on April 20, 2007. It was submitted to the Commission on May 25, 2007, and reviewed by the Advisory Committee on Academic Programs without substantive comment and voted upon favorably on July 25, 2007.

According to the proposal, the purpose of the program is to offer a Bachelor of Arts degree in Art Education to students seeking initial teacher certification. The proposed program in art education will implement a curriculum that emphasizes a strong background in digital technology and computer-based imagery. The need for the program, according to the proposal, is based on a survey that was conducted with school districts located in the upstate region, which indicated that approximately 50 (i.e. 30%) of art teachers currently on staff are eligible for retirement within the next three to five years. In addition, the South Carolina Department of Education has listed art as a critical needs area since the inception of the listing. The Bachelor of Arts degree in Art Education supports the mission of USC-Upstate.

USC-Upstate and Greenville Technical College (GTC) initiated a 2 + 2 partnership agreement in visual arts in 1998. This will allow GTC students pursuing an Associate Degree in Arts with a transfer track to Art Education to transfer efficiently in to the proposed BA degree program with a major in Art Education at USC-Upstate. The proposed program will operate in conjunction with this agreement.

The curriculum of the proposed program consists of a minimum of 121-124 credit hours of undergraduate coursework in general education, content concentration in art, and professional education. Students in the proposed program will be trained to use the latest design software and to develop visual arts lessons using technology such as SMART Boards and computer-based lessons. Communication between representatives from USC-Upstate and staff indicates that the current course

descriptions are being revised to incorporate the technology components in the methods courses. Four new courses will be added to the catalog of the institution.

Admission standards require that students interested in pursuing the program leading to the B.A. degree in Art Education must meet the same criteria required for all initial teacher certification programs at USC-Upstate. Students will be admitted to the proposed program upon completion of 60 credit hours with a grade of C or better in specific courses and successfully passing all State Department of Education teacher preparation requirements.

Similar programs in public institutions are found at six public institutions and at Converse College, one of South Carolina's independent institutions. According to the proposal, the proposed Art Education major is uniquely designed to provide students with a core foundation in studio experiences and digital-rich course curriculum. While there are seven other programs in the state, given the needs for professionals with this background, this program does not constitute unnecessary duplication.

Enrollment in the proposed degree program is estimated to begin at eight headcount students (8 FTE) in Spring 2008 and increase to 15 headcount students (15 FTE) in the second year, 25 headcount students (25 FTE) in the third year, 33 headcount students (33 FTE) in the fourth year and 40 headcount students (40 FTE) by the fifth year of the program. In addition to students at USC-Upstate and prospective students in the USC-Upstate database, the proposal reports that Limestone College is in the process of terminating its Art Education program, and approximately eight to ten students may transfer to USC-Upstate if the program is approved. If the enrollment projections are met, the program will meet the current CHE program productivity standards by the second year of the program.

USC-Upstate currently has nine existing faculty at with both expertise and/or teaching experience to support the proposed program in art education. The partnership with GTC will provide affiliate faculty for the first three years of the program. According to the proposal, USC-Upstate will utilize affiliate faculty through the partnership with Greenville Technical College to support the program the first three years. There will be nine headcount faculty (6 FTE) serving the new program. New faculty must have a terminal degree (EdD or PhD) in art education. There will be one new faculty (1 FTE) required in the fourth year. USC-Upstate officials stated on September 6, at the CAAL meeting that one new full-time faculty was hired this year and another will be hired next year.

The proposed program will be subject to accreditation by professional organizations including the National Council for Accreditation of Teacher Education (NCATE) and the National Association of Schools of Art and Design (NASAD). Additionally, the program will have to demonstrate to State Department of Education

officials discipline-specific objectives as articulated in the South Carolina Curriculum Standards and South Carolina's ADEPT program. All students completing the art education program must be certified by the South Carolina State Department of Education, pass the Praxis II examination, and undergo an FBI fingerprint review.

No additional physical plant or equipment requirements exist for the proposed program within the first five years of implementation. According to communications with officials from USC-Upstate, there are two rooms in the Visual Arts Center (VAC) that contain the latest smart classroom technology and 15 Power Mac G-4s and six PCs between the two rooms. The joint facilities of USC-Upstate and Greenville Technical College-Greer graphic design labs will provide adequate technology to support the program. The USC-Upstate Library provides print and electronic resources, access to electronic library resources through Infotrak Search bank that contains over 1000 full-text journal titles, and other library resources that complement instruction. These include the statewide PASCAL databases, a variety of other digital indexes and full-text databases, Interlibrary Loan, Internet access, bibliographic instruction, and a variety of class-specific user education programs. Preliminary searches indicate that the art portion of the budget was relatively small because there was no program. Total needs for new materials in the collection needed to support Art Education will require approximately \$5,000 the first year and \$3,000 per year for the second through fifth years of implementation.

New costs for the program are estimated to begin at \$11,592 in year one and include supplies and materials (\$2,500), library resources (\$5,000), equipment/software (\$2,500) and tuition costs for USC-Upstate students enrolled in Greenville Technical College art education courses (\$1,592). Estimated new costs increase to \$14,480 in the second year, decrease to \$14,460 the third year, increase to \$69,460 because of the hiring of a new faculty member and decrease to \$15,460 the fifth year. The total estimated new costs for the program for its first five years will total \$171,452. Revenues will be generated through estimated FTE revenue generated from the state and tuition funding. No "unique cost" or other special state appropriations will be required or requested. The School of Education currently has sufficient, qualified faculty on staff to meet the anticipated program needs for at least the next three years.

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

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$41,379	\$0	<b>\$41,379</b>	N/A	\$31,862	<b>\$31,862</b>
Year 2	\$62,599	\$0	<b>\$62,599</b>	\$19,366	\$48,182	<b>\$67,548</b>
Year 3	\$100,795	\$0	<b>\$100,795</b>	\$29,305	\$77,716	<b>\$107,021</b>
Year 4	\$138,991	\$0	<b>\$138,991</b>	\$47,137	\$107,250	<b>\$154,387</b>
Year 5	\$194,163	\$0	<b>\$194,163</b>	\$64,969	\$149,201	<b>\$214,170</b>

These data demonstrate that if USC-Upstate 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 by the second year of its implementation.

In summary, USC-Upstate will offer a program leading to the Bachelor of Arts degree in Art Education. This program is needed in South Carolina and will allow students to obtain the special skill set required of art teachers. The proposed program at USC - Upstate will contribute to the placement of “critical needs” art teachers and contribute to increased effectiveness of South Carolina schools. The proposed program will emphasize a strong background in digital technology and computer-based imagery.

### **Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of USC-Upstate’s proposed program leading to a Bachelor’s degree in Art Education to be implemented in Spring 2008 on the Spartanburg campus provided that no “unique cost” or other special state funding be required or requested and provided further that the program be approved by the State Board of Education prior to implementation and seek accreditation by the National Association of Schools of Art and Design (NASAD) and the National Council for Accreditation of Teacher Education (NCATE) for the Art Education program.