

PROGRAM PLANNING SUMMARY

Name of Proposed Program: Historic Preservation and the Traditional Building Arts

Academic Units Involved: Historic Preservation and Community Planning
(School of the Arts)

Designation, Type and Level of Degree: Four year, 50-credit major, Bachelor of Arts degree

Proposed Date of Implementation: Fall semester 2012

CIP Code: 301201

Identification of Program: New

Site: College of Charleston

Program qualifies for supplemental Palmetto Fellows Scholarship and LIFE Scholarship awards:

_____ Yes X No

Delivery Mode: Traditional

Justification of need for the proposed program

Before the industrial revolution the building trades took care of themselves; masters taught apprentices, and journeymen worked to become masters. Pressures from the mechanized world and the triumph of modernism in the architectural world that consciously rejected craft and ornament in the mid-twentieth century nearly ended the traditional building arts. Our culture and society is poorer for this loss. The American College of the Building Arts (ACBA) was established in response to the void. Unfortunately, it has been unable to find a foothold as an independent accredited institution. This new major will incorporate the traditional building arts curriculum developed by the American College of the Building Arts into the Historic Preservation program at the College of Charleston.

The proposed program fits seamlessly with the Core Purpose of the College of Charleston, which is: "To pursue and share knowledge through study, inquiry and creation in order to empower the individual and enrich society." In addition, one of the fundamental values of the College is to focus on the history, traditions and environment of the Lowcountry in ways "that foster distinctive opportunities and relationships that advance our public mission in the city of Charleston, state of South Carolina, and the world." In late February, 2010, President Obama awarded Charleston's Mayor Joe Riley a National Medal of Arts at a White House ceremony. This medal was awarded for Mayor Riley's tireless efforts to make Charleston a more livable city, not least by supporting initiatives in historic preservation and the maintenance and restoration of the stock of historic buildings in the city. The major in Historic Preservation and Traditional Building Arts will be instrumental in preserving the building arts in Charleston for generations to come.

Anticipated Program Demand

The American College of the Building Arts has not been able to enroll sufficient numbers of students in any given year to survive as an independent institution. Based on surveys of current

students at the College of Charleston, and interest in transferring expressed by current students at the American College of the Building Arts, we estimate an annual enrollment of 40 students a year, for a total of 160 students over a four year period. We anticipate meeting this enrollment goal easily. The new major is unique in American higher education and thus will not be in competition with any other colleges and universities. The inability of ACBA to attract a sufficient number of students should not be interpreted to mean that a market for this program does not exist. The combination of a structured and extensive Traditional Building Arts curriculum within an accredited Liberal Arts institution will be attractive to a sufficient number of students to make the program successful. A survey of College of Charleston students enrolled in Historic Preservation and Community Planning courses in the spring 2011 demonstrated a high level of interest among current students in enrolling in one or more Traditional Building Arts courses in plasterwork, ironwork, stone carving, and gilding. In each case a majority of those responding to the survey indicated interest. Fifty-seven percent of the students were in their freshman or sophomore year. According to the Bureau of Labor Statistics, employment opportunities in each of the traditional building arts are projected to expand. For example, projections for employment in the next decade (2008-2018) for woodworkers (6-9%), metal workers (12%), carpenters (13%), and stone masons (12%) are all in a positive direction.

Duplication

The major in Historic Preservation and Traditional Building Arts will not duplicate any existing program, either in South Carolina or elsewhere. This program is unique.

Relationship to Existing Programs at the College of Charleston

The proposed program will have an integral relationship with the existing and highly successful undergraduate program in Historic Preservation and Community Planning (HPCP). The proposed new major in Historic Preservation and the Traditional Building Arts will share courses with the HPCP major. Courses added to the HPCP curriculum for the new major in HPBA will be available to HPCP majors to further enhance their elective choices.

Relationship of the Program to Other Institutions

In Spring term 2010 some of the students in the joint Clemson - College of Charleston graduate program in Historic Preservation were given the opportunity to enroll in a course offered by ACBA faculty. The course was an extension of the existing relationship between the Clemson Architecture Center in Charleston (CACC) and the American College of the Building Arts. It was a highly successful experiment and the grad students felt the course was very worthwhile. We anticipate that this type of collaboration will continue even as we develop new forms of partnerships between the CACC and the Traditional Building Arts program at the College of Charleston.

Curriculum Outline

The new major in Historic Preservation and Traditional Building Arts requires 50 credit hours of dedicated coursework. In addition to the academic year curriculum, students following this track must complete three 8-week summer internships. The non-credit internships are required and students will be paid consistent with the current practice at the ACBA.

Major Course Requirements

HPCP 199: Introduction to Historic Preservation
HPCP 250: Architectural Drawing and Drafting I
HPCP 251: Architectural Drawing and Drafting II
HPCP 299: Preservation Planning Studio
ARTH 335: History of American Architecture OR

ARTH 338: American Vernacular Architecture & Material Culture
 HPBA 495: Capstone

HPBA Students will also complete 8 semesters (32 credit hours) in their chosen traditional building art: carpentry, timber framing, plastering, masonry, architectural stonework, and ironworking.

Total New Costs

There are costs associated with this new program, but the intent is to maintain a revenue neutral program. Costs will be covered by instituting a differential tuition for students enrolled in the HPBA major. The tuition rate for HPBA students will be equal to the current out-of-state tuition (\$23,172/year in 2010-2011). Until the differential tuition is approved by the Board of Trustees, students in the initial phase of implementation will be charged the regular College of Charleston tuition. Therefore the budget that follows reflects two years of program implementation.

FIRST-YEAR BUDGET

INCOME:	
33 students*	
10 S.C. students x \$9965	\$ 99,650
23 out-of-state x \$23,172	\$532,956
TOTAL INCOME	\$632,606

EXPENSES:	
4 f-t faculty lines	\$220,000
Benefits (30%)	\$ 66,000
3 adjunct faculty	\$ 36,000
Back-out College costs (fees, debt reduction, etc.)	\$ 83,160
Studio rent & utilities	\$100,000
Start-up equipment	
Acquisitions & materials	\$100,000
recruitment	\$ 10,000
Unforeseen	\$ 7,446

TOTAL \$632,606

SECOND-YEAR BUDGET

INCOME	
40 students*	
(all at differential tuition)	\$926,880
TOTAL INCOME	\$926,880

EXPENSES:	
6 f-t faculty lines	\$330,000
benefits (30%)	\$ 99,000
2 adjunct faculty	\$ 24,000
College costs	\$100,800
Studio rent & utilities	\$100,000
trolley barn	\$200,000
Equipment & materials	\$ 50,000
recruitment	\$ 15,000
unforeseen	\$ 8,080

TOTAL \$926,880

The City of Charleston has offered its unused Trolley barn on upper Meeting Street to the College for \$1 a year. This has approximately 50,000 square feet of potentially usable space. After the first year the renovation of this facility is a line item in the budget. The College has not yet decided whether to make use of this space or locate other suitable space.

* These are conservative enrollment estimates based on current enrollment and application reports from ACBA. After graduation in 2011, for example, there will be 26 students enrolled and seven additional students have applied for admission in fall 2011. These estimates do not take into account additional enrollments resulting from recruiting efforts.