

PROGRAM PLANNING SUMMARY

PROGRAM DESIGNATION:

Institution: Coastal Carolina University
Academic Unit Involved: College of Arts and Humanities
Name of Proposed Program: *Bachelor of Fine Arts in Acting*
Proposed date of implementation: Fall 2009
New Program or Modification: New Program
Number of Credit Hours: 120

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AUG - 1 2008

South Carolina Commission
on Higher Education
Academic Affairs Division

Justification of Need

The Department of Theatre at Coastal Carolina University currently offers a Bachelor of Arts degree in Theatre with concentrations in Acting/Directing and Design and Technology. The proposed Bachelor of Fine Arts degree will replace the current B.A. Acting/Directing concentration. The proposed Bachelor of Fine Arts will have four new degrees: Design and Technology, Musical Theatre, Acting, and Physical Theatre. The B.A. in Theatre will remain as a general theatre option, without concentrations, for those students seeking a less rigorous approach to theatre training. Directing will be removed as a concentration altogether. Directing is the culmination of all theatrical skills and should only be embarked upon by students at the graduate level. These changes seek to transform Coastal Carolina University as a premier comprehensive undergraduate professional theatre training institution.

Bachelor of Fine Arts programs are for students focused on developing specific skills and who are willing to commit to structured, intensive, studio-based training. The B.F.A. concentrates on developing the skills and professionalism of its students to prepare them for careers in the theatre and related fields or for advanced study in graduate or conservatory programs.

The Bachelor of Fine Arts in Acting will incorporate the classes already offered in the Bachelor of Arts program. We do not anticipate eliminating any current class offerings, concentrating rather on additional courses that focus on developing the skills and professionalism of students to prepare them for careers in the theatre and related fields or for advanced study in graduate or conservatory programs. The program will attract students who are willing to commit to structured, intensive, studio-based training and are searching for a degree that prepares them to function in the professional entertainment world as actors.

The goal of the program is to cultivate practitioners for the live theatre entertainment industry. This is achieved by developing a practical knowledge and competence that include sensitivity to technique, artistry, and style, as well as an insight into the role of the theatre arts. The highly focused and demanding training is enhanced by appropriate courses in the liberal arts. Students enrolled in professional undergraduate degrees in theatre are expected to develop the knowledge, skills, concepts, and sensitivities essential to the life of the theatre professional. In any of many possible roles, the theatre professional must exhibit not only technical and artistic competence, but also broad knowledge of theatre, sensitivity to artistic style, and an insight into the role of theatre in the life of humankind.

Employer demand is difficult to quantify because employer demand data for theatre-related occupations is not disaggregated from more general categories of occupations. However, data that is available suggests that career opportunities and employer demand exist for graduates with training in acting. The Program prepares students for professional careers as actors, entertainers, and managers in live theatre or film or for continued study in graduate school. This program is

designed for students seeking professional training and desiring an intensive program of theatre studies with a high degree of specialized training. It provides a balance of multiple performance disciplines, vocal technique, movement and literary class work and gives the student a complete overview of the production process. Coastal Carolina University further notes that previous graduates in theatre have gone on to a wide variety of careers outside of theatre. Statistics published by the Occupational Information Network indicates need for Actors shows growth both nationally and in South Carolina.

Nationwide the *Directory of Theatre Training Programs 11th edition 2007-2009* lists 116 Bachelor of Fine Arts in Acting or Performance programs; however it should be noted that this is not a comprehensive directory and fails to list several programs at private institutions. In states similar in size to South Carolina by population (26th) several Bachelor of Fine Arts programs exist. In Colorado (24th) two programs exist, in Kentucky (25th) three programs exist and in Oklahoma (27th) two programs currently exist.

Student demand for the program is strong. Enrollment in existing Theatre Arts programs at CCU has grown substantially this decade. In 1997 the Department of Theatre had 47 majors; in fall of 2007 72 majors were enrolled showing a 53% increase. Expected enrollment for fall 2008 shows a 65% increase over the 2007 incoming class. Growth in the specific concentration of Acting / Directing has been adequate however, we believe this can be directly attributed to our lack of a the more focused Bachelor of Fine Arts degree sought by students who desire to study Acting.

ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY

Coastal Carolina University completed a survey of 5400 students accepted to Coastal Carolina University for the fall of 2008. Of those that responded to the survey 22.9% stated that they would be interested in pursuing a Bachelor of Fine Arts Degree in Acting if it were offered by Coastal Carolina University.

Due to the intensive nature of the Bachelor of Fine Arts in Acting the matriculation rate would need to be directed and controlled. National Association of Schools of Theatre, in its accreditation guidelines state that "Opportunities for solo and ensemble performance experience in a variety of formal and informal settings shall be provided throughout the degree program including the opportunity for a significant role in a major production no later than the senior year." Therefore class size would be limited to allow for these opportunities.

Acceptance would be based on current University standards and an intensive audition process with no student allowed into the program without successfully completing the audition process. Expectations of acceptance rates would be 24-30 students with an anticipated yield of 12-15 students per incoming class. Total annual enrollment for the proposed program would be expected to be between 48 and 60 with current resources. It is anticipated that this number would easily be reached within four years of opening enrollment for the program.

ASSESSMENT OF EXTENT TO WHICH THE PROPOSED PROGRAM DUPLICATES EXISTING PROGRAMS IN THE STATE

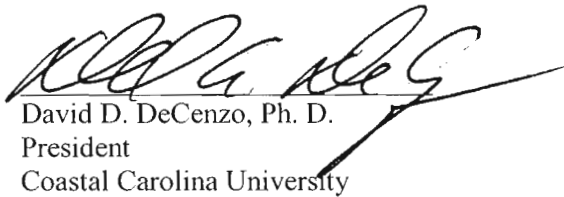
Currently there are no Bachelor of Fine Arts degrees in Acting in the state of South Carolina. However, there is a Bachelor of Arts program in Acting/Directing at Coker College.

RELATIONSHIP OF THE PROPOSED PROGRAM TO EXISTING PROGRAMS AT THE PROPOSING INSTITUTION

The Department of Theatre currently offers a Bachelor of Arts in Theatre with a concentration in Acting/Directing. The B.A. provided the curriculum and resources appropriate for students at the beginning of their studies. While there is no specific structure, format or schedule of training which will be effective in every case, actors ready to embark on a professional career must possess a body of knowledge and skills. The range of skills necessary for the actor dictates a more thorough and intensive approach than currently in place, therefore the B.F.A. will provide a comprehensive program expected to produce a professional ready for career entry. Students who are serious about training as an actor seek the specialized, rigorous training indicative of the B.F.A. The Bachelor of Fine Arts will replace the Bachelor of Arts with a concentration in Acting/Directing.

TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM

The Bachelor of Fine Arts in Acting seeks to refine the current Bachelor of Arts degree and therefore we seek no additional faculty or resources for the next four years. Long term planning should take into consideration the probable growth in the Department of Theatre and the NAST guidelines for B.F.A programs which state that there should be involvement of Professional Companies within the degree program. It is difficult to estimate the fiscal needs at this time, but we do not anticipate new personnel or other significant resources would be necessary to implement or maintain the Bachelor of Fine Arts in Acting.



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President
Coastal Carolina University

July 28, 2008