

DATE: July 26, 2007

SUBJECT: East Tennessee State University, BA in Theatre

ACTION RECOMMENDED: Approval

BACKGROUND INFORMATION: Currently, East Tennessee State University offers a concentration in theatre within the Speech major. The Theatre concentration averages 45 students enrolled each year and a Theatre minor attracts over 50 students each year, demonstrating sustained student interest. The University maintains that a major in Theatre rather than Speech will properly designate the program students currently seek and will aid in recruitment. Further, the Theatre major rather than the embedded theatre concentration in a Speech program will be more easily noted by professionals and patrons. The Theatre designation as an accurate naming will benefit graduates applying to graduate Theatre programs and will position the program for accreditation through the National Association of Schools of Theatre (NAST). The proposed program is a liberal arts program traditionally found at comprehensive universities. In Tennessee, UT Knoxville, UT Chattanooga, University of Memphis, Tennessee State University, and Middle Tennessee State University have baccalaureate programs carrying the word “Theatre” in the title.

PROPOSED START-UP DATE: Fall 2007

Commission staff reviewed this program proposal according to the academic standards adopted by the Commission on January 29, 1997. Each relevant standard is referenced below.

1.1.20A MISSION: The proposed program is consistent with ETSU’s mission to educate students to become responsible, enlightened, and productive citizens; conduct scholarship that improves the human condition; serve business, education, government, health care systems, and community; and enhance the cultural environment of the region.

1.1.20B CURRICULUM: The proposed program requires completion of 120 semester credit hours, distributed as follows:

<u>Curriculum Component:</u>	<u>Hours Required:</u>
General Education	41-42
Major Field Core	36
B.A. Requirements	3-9
Elective Options	18-22
Minor	<u>18-24</u>
	120

Proficiency in a single foreign language equivalent to two years at the college level and a non-U.S. History course is required for the Bachelor of Arts. No new courses are required for the implementation of the proposed new degree.

1.1.20C ACADEMIC STANDARDS:

Projected Program Productivity:

Year	Full-time Headcount	Part-time Headcount	FTE	Graduates
1	50	2	51	9
2	52	2	53	9
3	54	2	63	12
4	60	6	63	12
5	65	6	68	14

Admission, retention, and graduation requirements will be the same as institutional requirements for other degree programs and published in the institution’s *Catalog*. In addition, all students will be required to take a discipline-specific exit examination.

1.1.20D FACULTY: The existing faculty is adequate to support the program.

1.1.20E LIBRARY RESOURCES: Current library holdings are sufficient.

1.1.20F ADMINISTRATION/ORGANIZATION: The proposed program will be located in the existing Department of Communication within the College of Arts and Sciences.

1.1.20G SUPPORT RESOURCES: The Fine and Performing Arts Scholars program, a component of the ETSU Honors College, provides special educational opportunities for artistically and academically talented students. The program focuses on recruiting exceptional students and nurturing their artistic and intellectual growth. Both academic honor and performance scholarships are available for students based on theatrical abilities and potential. The Theatre major designation, rather than the Speech major designation, will benefit recruitment of these talented students.

1.1.20H FACILITIES/INSTRUCTIONAL EQUIPMENT: Current equipment and classrooms are adequate to support the proposed program.

1.1.20I STUDENT/EMPLOYER DEMANDS: The Bureau of Labor Statistics predicts that the need for trained theatrical personnel (actors, directors, designers, technicians) is growing faster than the average job market growth.

1.1.20J NO UNNECESSARY DULICATION: All of ETSU’s peers and several universities in Tennessee have either a BA in Theatre, a BFA in Theatre, or both. Duplication exists, as it does for other traditional liberal arts majors.

1.1.20K COOPERATIVE INSTITUTIONS: N/A

1.1 20L ASSESSMENT/EVALUATION AND ACCREDITATION: The program faculty plan to seek accreditation by the National Association of Schools of Theatre (NAST) and targets gaining accreditation within five years. The addition of the program will have no implications for ETSU's SACS accreditation. The department will track recruiting success, assess learning outcomes through a required knowledge-based exit exam and assess student learning through capstone courses and/or senior projects. Additionally the success of the program will be measured by the number of graduates with a Theatre major who 1) become employed in jobs related to professional theatre, 2) become involved in significant cultural community theatre efforts, and 3) continue their academic studies at the graduate level. The success of the program will also be judged by the results of South East Theatre Conference (SETC) auditions and by adjudicators in American College Theatre Festival (ACTF) productions and competitions.

1.1.2M ARTICULATION: N/A

1.1.20N EXTERNAL JUDGMENT: No consultant required for a bachelor's program proposal.

1.1.20O COST/BENEFIT/SOURCE: No new resources are required. All courses and required resources are now provided to support the existing concentration in Theatre within the Speech major.

1.1.3P POST APPROVAL MONITORING: An annual performance review of the proposed program will be conducted for the first five years following approval. The review will be based on benchmarks established in the approved program proposal. At the end of this period, campus, governing board, and Commission staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, library acquisitions, student performance, and others set by the institution and agreed upon by governing board and Commission staff. As a result of this evaluation, if benchmarks are not met during the monitoring period, the Commission may recommend that the governing board terminate the program. The Commission may choose to extend the period, if additional time is needed and requested by the governing board.