



TENNESSEE HIGHER EDUCATION COMMISSION

REGULAR CALENDAR ITEM: III. A.

MEETING DATE: July 28, 2022

SUBJECT: New Academic Program
Tennessee Technological University
Studio Arts, Bachelor of Science
CIP Code: 50.0702 (Fine/Studio Arts, General)

ITEM TYPE: Action

ACTION RECOMMENDATION: Approval

PROGRAM DESCRIPTION

Tennessee Technological University (TTU) proposes a Bachelor of Science (BS) in Studio Arts which will capitalize on the inherent strengths of the university, including the nationally recognized Appalachian Center for Craft. The proposed program has been designed to prepare students for meaningful careers in visual art, craft design, and other artistic fields, while providing an alternative to the more restrictive curriculum required for the Bachelor of Fine Arts (BFA) degree. The program has been intentionally designed to create a nimble and flexible degree program that provides an open path for transfer students including those with many dual enrollment credits. Further, the proposed program provides a mechanism for forging meaningful and innovative collaborations with TTU's strong STEM programs due to the availability of elective credits in the proposed program.

INSTITUTIONAL GOVERNING BOARD APPROVAL

The proposed Studio Arts, BS program was approved by the Tennessee Technological University Board of Trustees on June 23, 2022.

PROPOSED IMPLEMENTATION DATE

Fall 2022 – TTU is confident they will be able to meet initial enrollment projections because they will be using existing curriculum, faculty, facilities, and have a pipeline of current undergraduate students interested in changing their major to the Studio Arts, BS if approved.

ALIGNMENT WITH STATE MASTER PLAN AND INSTITUTIONAL MISSION/STRATEGIC PLAN

The proposed Studio Arts, BS program aligns with the State's Master Plan by supporting increased and timely degree completion. The program also provides broad workforce applicability because of its intentionally designed curriculum. In addition, the flexible curricular design will create accessible degree pathways for students, accommodating transfer students and students interested in cross-disciplinary inquiry.

The proposed program also aligns with each of the four strategic goals articulated in Tennessee Tech's new strategic plan, *Tech Tomorrow*. Specifically, the program provides "education for life" by creating a flexible degree that will meet the needs and interests of students at various phases of their undergraduate career,

while providing meaningful and rigorous education. Further, it provides a foundation for “innovation in all we do,” by allowing students to expand and apply their studio arts practice with other disciplines, and thereby to build cross-disciplinary inquiry, dialogue, and innovative learning. It is built with “exceptional stewardship” in mind, creating a new academic program while utilizing existing faculty and facilities, and without requiring any significant cost. Finally, the program provides “education for impact,” by creating opportunities for students to tailor their education to their needs and interests, strengthening their employability.

CURRICULUM

The proposed Studio Arts, BS program is structured to adhere to National Association of Schools of Art and Design (NASAD) accreditation standards while providing a flexible degree program. The 120-credit hour program consists of 39 credits of studio arts, 12 credits of art or design history, 41 credits of general studies, and 28 elective credits. The program culminates in a capstone course which will include a group exhibition of student artwork.

At the completion of the program, graduates will have accomplished several learning outcomes, including:

- developed visual sensitivity;
- gained technical skills, perceptual development, and understanding of principles of visual organization sufficient to achieve basic visual communication and expression in one or more media;
- have some familiarity with the works and intentions of major artists/designers and movements of the past and present;
- understand the nature of contemporary thinking on art and design, and have gained at least a rudimentary discernment of quality in design projects and works of art;
- explored additional areas of study to broaden their skills and experiences in other disciplines; and
- developed a set of skills and competencies relevant to their career interest, thus creating increased workplace viability.

PROGRAM PRODUCTIVITY

Projections by TTU’s School of Art, Craft, and Design estimate that seven students will enroll in the Studio Arts, BS program in its first year, with enrollment growing to 20 students by year five. The program will graduate its first students in year two.

	2022-23	2023-24	2024-25	2025-26	2026-27
Enrollment	7	9	12	15	20
Graduates	--	4	7	9	12

PROGRAM DUPLICATION

Middle Tennessee State University and Tennessee State University offer similar concentrations in their Art, BS programs. In addition, Austin Peay State University, East Tennessee State University, Middle Tennessee State University, University of Memphis, University of Tennessee, Chattanooga, and University of Tennessee, Knoxville all offer a BFA in Studio Arts.

EXTERNAL JUDGEMENT

An external review of the proposed program was conducted during a virtual site visit on February 16, 2022 by Professor Valerie Zimany, Chair of the Art Department at Clemson University. The site visit included meetings with campus administrators, faculty, prospective students, and industry partners. Prof. Zimany recommended

approval of the proposed program, commenting “the program is needed, and the institution is ready.” She also pointed out that “the proposed BS in Studio Arts degree provides students the natural ease to combine the in-demand qualities of creativity and adaptability/resilience in art studies, along with complementary studies in a variety of applied second majors and minors. This will benefit students’ post-graduation marketability to employers.” Prof. Zimany also pointed out that student expertise in creativity and resilience – skills central to the proposed curriculum – are uniquely valuable skills in the job market, pointing out that LinkedIn listed creativity as the top soft skill needed for employment in 2020 and 2021.

STUDENT DEMAND

TTU students majoring in Art were surveyed in spring 2019. Sixty-one students responded, 55 percent of whom indicated moderate or high interest in the establishment of the proposed program. Twenty-six percent of these respondents noted the desire to enroll in the proposed program immediately. Additionally, 47 percent of students suggested that the proposed BS in Studio Arts was better aligned with their future endeavors than their current degree program.

OPPORTUNITIES FOR PROGRAM GRADUATES

Regional Economic Models Incorporated (REMI) predicts an increased job demand for employees in art fields of nearly 7 percent from 2018 to 2025 in the Upper Cumberland region. Further, REMI data show that students trained for Art and Design are finding jobs in several industries including: motion picture and sound recording; professional, scientific, and technical services; education services; performing arts; museums; and historical sites, suggesting that training in Art and Design provides students flexible career options. The national employment outlook is similar, with the US Bureau of Labor Statistics projecting increases from four to seven percent across multiple types of art positions from 2016-2026. Letters of support are provided by Arrowmont, WDStone, The Biz Foundry, and Foxtrot Branding.

INSTITUTIONAL CAPACITY TO DELIVER THE PROGRAM

The Studio Arts, BS program will be housed in the School of Art, Craft, and Design in the College of Fine Arts. Current faculty include two professors, three associate professors, seven assistant professors, and seven adjunct faculty members. The proposed program will also leverage existing courses and only the capstone course will need to be developed.

Students enrolled in the proposed program will be supported by a program director, an administrative associate, a full-time academic advisor, two IT Specialists who are employed in the College of Fine Arts, and six artists in residence. Existing facilities, including TTU’s Appalachian Center for Craft, are sufficient to support the proposed program.

ASSESSMENT AND POST-APPROVAL MONITORING

An annual performance review of the proposed program will be conducted for the first five years following program approval. The review will be based on benchmarks established in the approved proposal. At the end of this period, the campus, institutional governing board, and THEC staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, and other metrics set by the institution and staff. If benchmarks are not met during the monitoring period, the Commission may recommend that the institutional governing board terminate the program. If additional time is needed and requested by the institutional governing board, the Commission may choose to extend the monitoring period.

FINANCIAL PROJECTIONS

Tennessee Higher Education Commission
Appendix A: THEC Financial Projections Form
Tennessee Tech University
Bachelor of Science in Studio Arts

Five-year projections are required for baccalaureate and Master's degree programs
Three-year projections are required for associate degrees and undergraduate certificates.
Projections should include cost of living increases per year.
Planning year projections are not required but should be included when appropriate.

	Planning Year	Year 1	Year 2	Year 3	Year 4	Year 5
I. Expenditures						
A. One-time Expenditures						
New/Renovated Space ¹	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment	\$ 1,000	\$ -	\$ 2,000	\$ 2,000	\$ -	\$ -
Library	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Consultants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250
Other	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total One-time	\$ 4,000	\$ 250	\$ 2,250	\$ 2,250	\$ 250	\$ 250
B. Recurring Expenditures						
Personnel						
Administration						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Administration	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Faculty						
Salary	\$ -	\$ -	\$ 2,100	\$ 2,100	\$ 4,200	\$ 4,200
Benefits	\$ -	\$ -	\$ 210	\$ 210	\$ 440	\$ 440
Sub-Total Faculty	\$ -	\$ -	\$ 2,310	\$ 2,310	\$ 4,640	\$ 4,640
Support Staff						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Support Staff	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Assistants						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tuition and Fees* (See Below)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Graduate Assistants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operating						
Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Printing	\$ 1,000	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ 100	\$ 100	\$ 150	\$ 150
Sub-Total Operating	\$ 1,000	\$ 500	\$ 600	\$ 600	\$ 650	\$ 650
Total Recurring	\$ 1,000	\$ 500	\$ 2,910	\$ 2,910	\$ 5,290	\$ 5,290
TOTAL EXPENDITURES (A + B)	\$ 5,000	\$ 750	\$ 5,160	\$ 5,160	\$ 5,540	\$ 5,540

***If tuition and fees for Graduate Assistants are included, please provide the following information.**

Base Tuition and Fees Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Number of Graduate Assistants	-	-	-	-	-	-

	Planning Year	Year 1	Year 2	Year 3	Year 4	Year 5
II. Revenue						
Tuition and Fees ²	\$ -	\$ 73,654	\$ 94,698	\$ 126,264	\$ 157,830	\$ 210,440
Institutional Reallocations ³	\$ 5,000	\$ (72,904)	\$ (89,538)	\$ (121,104)	\$ (152,290)	\$ (204,900)
Federal Grants ⁴	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Private Grants or Gifts ⁵	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other ⁶	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BALANCED BUDGET LINE	\$ 5,000	\$ 750	\$ 5,160	\$ 5,160	\$ 5,540	\$ 5,540

Notes:

(1) Provide the funding source(s) for the new or renovated space.

The proposed degree does not require new nor renovated space.
 Program related expenses will be supported via departmental operating funds.

(2) In what year is tuition and fee revenue expected to be generated? Tuition and fees include maintenance fees, out-of-state tuition, and any applicable earmarked fees for the program. Explain any differential fees.

Year 1

(3) Identify the source(s) of the institutional reallocations, and grant matching requirements if applicable.

None.

(4) Provide the source(s) of the Federal Grant including the granting department and CFDA(Catalog of Federal Domestic Assistance) number.

N/A

(5) Provide the name of the organization(s) or individual(s) providing grant(s) or gift(s).

N/A

(6) Provide information regarding other sources of the funding.

No other sources exist.