

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Southern State University

Program Title: Bachelor of Fine Arts (Studio Art)

Degree/Certificate: B.F.A.

Options: One Option

Delivery Site(s): MSSU Campus

CIP Classification: 50.0702 (CIP 2010 Version _____) (Please provide a CIP code)

Implementation Date: Fall 2010

Cooperative Partners: N/A

Expected Date of First Graduation: May 2012

AUTHORIZATION

Dr. A. J. Anglin, Vice President, Academic Affairs

_____ July 12, 2010 _____

Name/Title of Institutional Officer Signature Date

Dr. Delores Honey, Asst. Vice President, Assessment & Institutional Research (417) 625-9696

Person to Contact for More Information Telephone

MISSOURI SOUTHERN STATE UNIVERSITY

Proposal for New Program

1. Form NP

Sponsoring Institution: Missouri Southern State University

Program Title: Bachelor of Fine Arts (Studio Art)

Degree: B.F.A.

Delivery Site: MSSU Campus

CIP Classification: 50.0702

Implementation Date: Fall 2010

Expected Date of first graduation: May 2012 (some current students will move to this option)

Authorization: Dr. A.J. Anglin, Vice President for Academic Affairs

Person to contact for more information: Dr. Delores Honey, Asst. Vice President, Assessment and Institutional Research (417) 625-9696

2. Need:

The Bachelors of Fine Arts Degree (B.F.A.) in Studio Art is an established course of study (with minor variations from institution to institution). The National Association of Schools of Art and Design (NASAD) was established in 1944 as a national art accreditation body and has curriculum guidelines for B.F.A. degrees in art. They recommend for this degree:

Studies in studio comprise 25-30% of the total program; supportive courses in art and design, 20-30% studies in art history, 10-15%; and general studies, 25-35%. *Studies in the major area, supportive courses in art and design, and studies in visual arts histories normally total at least 65% of the curriculum.* (pages 89-90 NASAD 2008 Guidelines)

A. Student Demand

This major would be similar to that offered by other Missouri Institutions except our students would be more broadly trained in a range of disciplines with a trade-off of a smaller focus in any one distinct studio discipline. Other institutions award several different B.F.A studio degrees, each specializing in a specific art media (Painting, Ceramics, etc.) to the exclusion of the others. This general Studio Arts Degree will allow our students versatility in experiences that will better facilitate multi-disciplinary art studies.

A survey was held at the beginning of the fall 2009 semester in which over half of the B.A. Art majors responded. In this survey 65% of the respondents stated they would prefer to be enrolled in a B.F.A. program rather than a B. A., 20% of the students were unsure if given a choice which of the two programs they would enroll, and only 15% of the respondents stated that the currently offered B.A. in Studio Art was their preferred choice for a major in art. We are currently failing to meet the demands of our student population by not having a B.F.A. degree in Studio Art.

- i. Estimated enrollment each year for the first five years for full-time and part-time students

Student Enrollment Projections

Year	1	2	3	4	5
Full-Time	28	35	40	42	50
Part-Time	0	0	0	0	0
Total	28	35	40	42	50

- ii. Will enrollment be capped in the future? **No.**

B. Market Demand:

- i. Labor Need for citizens with these skills.

Of the four-year institutions that offer degrees in art in the State of Missouri (both private and public) 70% offer the B.F.A. Degree. Of the four-year institutions within a 100-mile radius of Joplin, Missouri that offer a degree in art, 80% offer the B.F.A. (*note: statistics do not include MSSU*). As the B.F.A. is a more professional oriented art degree that allows students to better develop their skills, knowledge, and graduation portfolio; currently our graduates are at a distinct competitive disadvantage against other art graduates in our region and within our state by only having a B.A. degree.

For students wishing to pursue advanced, graduate studies in art, the B.F.A. is the standard degree required for entrance into a Master of Fine Arts (M.F.A.) program. Currently, it is difficult for our students to be accepted into any M.F.A. program without earning additional credit hours beyond their B.A. degree. Of the four MSSU B.A. Studio Art graduates who pursued graduate studies in the past three-year period, one was not accepted into any program but was offered a chance to come to one institution as a “special student” to earn more credit hours to “bring them up to speed” with the B.F.A. applicants (our student would have to reapply to enter the M.F.A. program the following year). The other three graduates were accepted into M.F.A. programs but each had spent more than four years at MSSU and graduated with an excess of credit hours in art well beyond the degree requirements.

C. Societal Need:

- i. General needs not directly related to employment.

The local economy realizes \$220 million direct income each year from tourism. (*Source: Joplin, MO website. <http://www.joplinmo.org>*). One increasingly important source of this tourism in Joplin is the visual arts. Recognizing this, the Joplin Area Chamber of Commerce created the Cultural Affairs Committee as an outgrowth from its 2009 Board of Director's Retreat, placing the Arts as they related to the quality of life for the City of Joplin as their number five goal. In addition, it related to the City of Joplin's 2007 and 2009 Envisioning Process, where area citizens asked that Public Art and Art activities be added to the short and long term goals for the City.

These Goals include:

1. Cultural Arts Center Creation.
 - In the planning stages, \$25,000 has just been allocated by city hall to hire professionals to help further develop the plans.
2. Establish Public Mural Project
 - A new mural depicting downtown Joplin during the Route 66 heyday was painted by Anthony Benton Guide — the grandson of Thomas Hart Benton — and located near his grandfather's “Joplin at the Turn of the Century, 1896-1906” mural, which was dedicated in 1973
3. Community Events for Arts Visibility
 - Partially complete, events are being designed to engage and involve a variety of age groups from children to seniors in the arts.

(Source: http://www.joplincc.com/ourchamber_communitydevelopment_arts.html)

The Visual Arts is a component of the city of Joplin's revitalization of its historic downtown, where several blocks of neglected buildings have recently undergone renovation. An event using visual art to bring people to the downtown area both for economic and entertainment reasons has been developed as part of the mission of the Joplin Discover Downtown Alliance, a not-for-profit organization dedicated to supporting and promoting the revitalization of the downtown community as a thriving, safe and attractive center of art, history, enterprise, commerce, culture, residence, and entertainment. (Source: <http://mainstreetjoplin.ning.com/>) One key to implementing their mission was the creation of the Discover Downtown Third Thursday Art Walks. This event, now in its third year, is a monthly evening expo of downtown Joplin businesses and artists and draws in about a thousand visitors each month to the Joplin downtown to see temporary, rotating exhibits of visual art. In this three-year span, gallery space for artists has dramatically expanded from three venues to well over a dozen.

Our current B. A. in studio art is a broad-based liberal arts degree program that only serves as a general introduction to the experiences of the artist. It enables art majors to gain an understanding of basic materials and techniques. The Bachelor of Fine Arts (B.F.A) degree is the *internationally recognized* professional degree standard for students who wish to pursue a career in art. This proposal outlines an 80-hour B.F.A. program that would allow student more time to develop kinesthetic motor skills, incorporate greater aesthetic sensitivities, and conceptual understanding into their work than currently available in our B. A. Studio Art program. This will produce local artists better capable of fulfilling the expanding needs of the Joplin community.

3. Duplication and Collaboration:

This major would be similar to that offered by other Missouri Institutions except our students would be more broadly trained in a range of disciplines with a trade-off of a smaller focus in any one distinct studio discipline. Other institutions award several different B.F.A studio degrees, each specializing in a specific art media (Painting, Ceramics, etc.) to the exclusion of the others. This general Studio Arts Degree will allow our students versatility in experiences that will better facilitate multi-disciplinary art studies.

Delivery of the program does not involve a collaborative effort with any external institution or organization.

4. Program Structure: Form PS

- A. Total credits required for graduation: **124**
- B. Residency requirements: **None**
- C. Courses and credits required for general education :**44 (Excluding Art theory which counts in both major and general education requirements)**
- D. Courses and credits required for the major :**80**
- E. Number of free elective credits remaining: **All electives are within Art courses**
- F. Requirements for thesis, internship, or other capstone experiences:

Senior Exhibit

Both a two credit hour capstone course that meets once a week every fall semester as well as a capstone experience culminating in a one or two week formal exhibition of the student's artwork to the public in the spring semester. The final grade students receive for this experience is determined both by the student's participation in the semester long course as well as an average of the evaluations all art faculty members submit based upon a ratings sheet assessing how well a candidate meets criteria in the actual exhibition as well as submitted exit portfolio. *Students will be assessed on all objectives in this exit exam.*

G. Any unique features; **None**

5. Financial Projections (for public institutions only): Form FP. (deleted)

6. Program Characteristics and Performance Goals: Form PG.

Student learning objectives:

1. **Understanding of basic design principles, concepts, media, and formats in the various fines arts disciplines. Development of this sensitivity continues throughout the degree program.**
2. **Ability to apply principles of design and color and competency in drawing from direct observation to work in specific fines arts specializations.**
3. **The ability to conceive, design, and create works in one of more specific fine arts fields.**
4. **Working knowledge of various aesthetic issues, processes, and media and their relationship to the conceptualization, development, and completion of works of art.**
5. **Understanding of the similarities, differences, and relationships among the various fines arts areas.**
6. **Experiences that encourage familiarity with a broad variety of work in various specializations and media, including broad exposure to works of art.**
7. **Opportunities to develop an area of emphasis in at least one fine arts area.**

There will be three major, direct assessments of candidates for the B.F.A. in Studio Art. Foundation Review (Entrance exam), Junior Review, and Senior Exhibit (Capstone graduation portfolio review).

Foundation (Sophomore) Review

Passing the Foundation Review will be a requirement for entry into the B.F.A. Degree program. Until this point students will be listed as majors in our B.A. Studio Art program. Upon completion of the six (6) art foundation courses MSSU art students will take part in a foundation portfolio review and display samples of studio work completed in those courses. This review will provide an opportunity early in the student's education for the student and the art faculty to review the academic and artistic progress that the student is making towards personal and institutional goals; *especially objectives a. and b. and partially c. listed above.*

Junior Review

An already long-established review process at MSSU, this serves as the entrance exam for our capstone course Senior Exhibit. For the review students submit a two-page paper and have a half hour meeting with the entire department faculty where they present a MS PowerPoint™ visual presentation documenting the performance of their art department coursework. This oral presentation and the paper both follow guidelines established in advance by the art department faculty. *Again objectives a. b. and c. listed above will be measured as well as some d. e. and f.*

Senior Exhibit

Only students who have passed the Junior Review process are eligible to enroll in Senior Exhibit which is both a two credit hour capstone course that meets once a week every fall semester as well as a capstone experience culminating in a one or two week formal exhibition of the student's artwork to the public in the spring semester. The final grade students receive for this experience is determined both by the student's participation in the semester long course as well as an average of

the evaluations all art faculty members submit based upon a ratings sheet assessing how well a candidate meets criteria in the actual exhibition as well as submitted exit portfolio. *Students will be assessed on all objectives (a-g) in this exit exam.*

7. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

Currently only one publicly funded institution in Missouri (the University of Central Missouri) is accredited by National Association of Schools of Art and Design (NASAD). Several factors exclusive of curriculum preclude us from applying for accreditation at this time, including departmental budgetary constraints. The following curriculum requirements have been specifically designed to meet the NASAD guidelines for a *B.F.A. in Studio Art* to better prepare us for accreditation in the future.

8. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

This program will not require additional faculty or additional funding. The students will be required to take more upper division courses in art to fulfill the B.F.A. degree and thus some advanced studio art classes will be larger, but no additional sections will be needed.