TOPIC: University of Baltimore: Bachelor of Arts in Integrated Arts

COMMITTEE: Education Policy

DATE OF COMMITTEE MEETING: January 26, 2011

SUMMARY: Carefully balancing arts production and performance with courses in arts analysis and management, the proposed program fills a niche in the universe of fine arts degree programs, an area not thoroughly covered in more traditional fine arts majors. No area universities offer undergraduate degree programs that combine experiential arts learning with instruction in technology, business and public policy. The program's interdisciplinary approach will draw on existing areas of the University's strength: design, writing, technology, business, law and public policy. Thus the program will rely heavily on existing courses offered, enabling effective and efficient delivery.

Three aspects of the proposed program make it unique in the state. First, students will be exposed to the cultural, political and economic aspects of the arts in general while specializing in one area: creative writing, creative multimedia, graphic design, visual arts, theater, dance, music, photography or filmmaking. Students specializing in an arts area not offered by UB may take advantage of USM inter-institutional registration. Second, the program emphasizes technological literacy, from the history of arts technology to contemporary and future applications of technology that help artists and arts organizations produce, manage, and promote the arts. Third, the program will make extensive use of the Baltimore metropolitan area as a learning laboratory for students: integrated arts majors will shadow artists, intern with arts organization, and attend exhibits and performance.

As the University continues to define itself as a four-year undergraduate institution, it continues to expand its program offerings. The proposed program, the University's first arts-related bachelor's degree program will provide students in the arts an opportunity to develop the knowledge and skills they will need to pursue a career in that field. Consistent with the University's emphasis on practical education and community engagement, the proposed program in integrated arts will partner with the city's theaters, museums, galleries, musical venues and arts advocacy groups for student internships, work/study positions and job placements.

ALTERNATIVE(S): The Regents may not approve the program or may request further information.

FISCAL IMPACT: No additional funding is necessary. The program will be supported through tuition and reallocated funds.

CHANCELLOR'S RECOMMENDATION: That the Committee on Education Policy recommend that the Board of Regents approve the proposal from the University of Baltimore to offer the Bachelor of Arts in Integrated Arts.

COMMITTEE RECOMMENDATION: DATE:

BOARD ACTION: DATE:

SUBMITTED BY: Irwin Goldstein   (301) 445-1992   irv@usmd.edu

December 9, 2010

Dr. James E. Lyons, Sr.
Secretary
Maryland Higher Education Commission
839 Bestgate Road, Suite 400
Annapolis, MD 20401

Dear Secretary Lyons:

In accordance with MHEC approval guidelines, the University of Baltimore is requesting approval of the attached B.A. in Integrated Arts. The program will be offered through the College of Arts and Sciences.

Please let me know if you need anything further.

Thank you.

Sincerely,

Robert L. Bogomolny
President

Enclosure

Cc: Irvin Goldstein, Senior Vice Chancellor for Academic Affairs, USM
       Joseph Wood, Provost and Senior Vice President for Academic Affairs, UB
       Diedre Badejo, Dean, College of Arts and Sciences

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PR0POSAL FOR

A NEW PROGRAM SUBMITTED BY A UNIVERSITY SYSTEM OF
MARYLAND

INSTITUTION IN ACCORD WITH SECTION 11-206.1 OF

THE ANNOTATED CODE OF MARYLAND

UNIVERSITY OF BALTIMORE
Institution Submitting Proposal

B.A. in Integrated Arts
Title of Program; Proposed HEGIS Code:

Yale Gordon College of Arts and Sciences
        Division of Communications Design
Department in Which Program
Will be Located

Jonathan Shorr
Department Contact

Bachelor of Arts (B. A.)
Degree to be Awarded

Fall 2011
Proposed Initiation Date

Signature of President or Designee

12/9/10
Date

Date Received by Commission

The University of Baltimore is proposing a new undergraduate major in integrated arts. By taking courses in production/performance, analysis, and business practices, students will be prepared for a variety of careers in the arts field.

Correlation of Proposed Program to University's Mission

The University of Baltimore's mission, as stated in its 2008-2012 Strategic Plan, is to

> provide innovative education in law, business and the applied liberal arts to serve the needs of a diverse population… motivated by professional advancement and civic awareness.   [It does this by combining] theory and practice to create meaningful, real-world solutions to 21st-century urban challenges. [The University] is an integral partner in the culture, commerce and future of Baltimore and the region.

The proposed program integrates in a unique way courses in the traditional and applied fine arts and humanities with courses dealing with the civic and business aspects of the arts; it prepares students to help artists and arts organizations survive in the 21st Century; and located in Baltimore's cultural arts district, it uses the neighboring arts community as its laboratory, further breaking down barriers between "town" and "gown." In these ways and more, the proposed program is consistent with the University's mission and goals.

As the University continues to define itself as a four-year undergraduate institution, it continues to expand its program offerings. The proposed program, the University's first arts-related bachelor's degree program, does just that, without duplicating existing programs at other area institutions: it provides students interested in the arts an opportunity to develop the knowledge and skills they'll need to pursue a career in that field. Consistent with the University of Baltimore's emphasis on practical education and community engagement, the proposed program in integrated arts will partner with the city's theaters, museums, galleries, musical venues and arts advocacy groups for student internships, work/study positions and job placements.

The Integrated Arts program will enhance the undergraduate experience of non-majors by providing courses that fulfill general education requirements or general electives in the humanities in subject areas and delivery formats that are currently not available at UB.

The proposed program will draw on the strengths of several of UB's existing programs, including the MFA in Creative Writing & Publishing Arts, the MFA in Integrated Design, and the B.A. in Community Studies and Civic Engagement, as well as the expertise of faculty in the University's School of Public Affairs and the Merrick School of Business.

The degree will also prepare students for graduate work in some of the University's strongest graduate programs, including the M.F.A. in Creative Writing and Publishing Arts and the M.A. in Publications Design in the College of Arts and Sciences; the Master of Public Administration in the College of Public Affairs; and the Master of Business Administration in the Merrick School of Business.

The proposed major serves three valuable functions for the University. First, it provides the University's first fine arts major, a critical area of expansion for the University's four-year programs and newly

constituted College of Arts and Sciences. Second, it furthers the University's goal of integrating rather than isolating disciplines. And third, it reinforces the role of UB, the only urban engaged university in Baltimore's central arts district, as an active partner in the community.

Overview and Uniqueness of the proposed Program

Educational Objectives

Through its integrated and systematized curriculum, the proposed program will provide students with a broad-based, practical understanding of the arts in the 21st century. Through the multidisciplinary perspectives of the humanities (design, creative writing, performance, history, literature, and music), technology (video, digital imaging and interaction design), business (arts/nonprofit management, entrepreneurship), public policy and law (entertainment law, intellectual property), the program's graduates will be prepared for entry and mid-level positions in arts organizations and as community arts advocates as well as for sustainable careers as creative professionals.

Unique Aspects of the Proposed Program

Carefully balancing arts production and performance with courses in arts analysis and management, the proposed program fills a niche in the universe of fine arts degree programs, an area not thoroughly covered in more traditional fine arts majors. No area universities offer undergraduate degree programs that combine experiential arts learning with instruction in technology, business and public policy. The proposed program will accept arts production courses students have taken at community colleges and four year institutions, making it attractive to transfer students. Students who come to the University as freshmen will be able to take some of their production courses elsewhere. The program's interdisciplinary approach will draw on existing areas of the University's strength: design, writing, technology, business, law and public policy. The program will rely heavily on existing courses offered for other UB majors, enabling effective and efficient delivery.

Three aspects of the program make it unique in the state. First, students will be exposed to the cultural, political and economic aspects of the arts in general, while specializing in one area: creative writing, creative multimedia, graphic design, visual arts, theater, dance, music, photography, or filmmaking. (Students specializing in an arts area not offered by UB may take advantage of USM inter-institutional registration.) Second, the program emphasizes technological literacy, from the history of arts technology to contemporary and future applications of technology that help artists and arts organizations produce, manage, and promote the arts. Third, the program will make extensive use of the Baltimore metropolitan area as a learning laboratory for students: integrated arts majors will shadow artists, intern with arts organizations, and attend exhibits and performances.

Description of Program as It Would Appear in the Catalog

The BA in Integrated Arts is housed in the College of Arts and Sciences and administered by the School of Communications Design. The program is designed for students planning careers in arts organizations and as community arts advocates as well as careers as creative professionals. It provides students with a broad understanding of the role of the arts in society, as well as skills for helping artists and arts organizations survive and thrive in a market-driven culture. This interdisciplinary program combines courses from the arts and humanities, social sciences, and business.

The BA in Integrated Arts encompasses coursework in arts production and performance; history, appreciation, and analysis of the arts; government, and business; and the historical and ongoing important of technology in the arts. Through a variety of courses, internships and co-curricular activities,

students develop skills in creating their own art, managing their own artistic careers, and building and supporting arts organizations. They benefit from courses taught by professor/practitioners who are experts in arts production, analysis, and management of nonprofit arts organizations.

Some graduates will pursue their own art; others will work in and bridge the gaps between the business, governmental, and nonprofit communities, providing practical skills including organization, marketing, and management, and will have a clear understanding of the creative and artistic process, as well as of the role of the artist and the arts in society.

Integrated Arts Program Learning Goals

Students graduating as integrated arts majors should be able to:
- Discuss the role of the arts as a reflector and shaper of society.
- Explain the historical and contemporary importance and application of technology in the arts.
- Demonstrate competence in one production or performance area of the arts.
- List and explain skills that artists need in order to manage their careers.
- List and explain strategies for helping arts organizations succeed.

Integrated Arts Degree Requirements

I. **GENERAL EDUCATION REQUIREMENTS (43 credits)**
   English composition (3)
   Mathematics (3)
   Oral Communication (3)
   Literature (3)
   History or Philosophy (3)
   Fine Arts (3)
   Computer Literacy (3)
   Social and Behavioral Science 1 (3)
   Social and Behavioral Science 2 (3)
   Biological and Physical Science non-lab (3)
   Biological and Physical Science with lab (4)
   WRIT 300: Advanced Expository Writing (3)
   IDIS 302: Ethical Issues in Business and Society (3)
   One of the Following (3)
      IDIS 301: World Cultures
      IDIS 304 Arts and Ideas

II. **INTEGRATED ARTS MAJOR REQUIREMENTS (48 credits)**
   A. FOUNDATION Requirements (6 credits)
      ARTS 201—The Arts in Society (3)—NEW COURSE
      ARTS 202—Technology and the Arts (3)—NEW COURSE
   B. PRODUCTION CLASSES (9 credits)
      [Examples include creative writing workshops, painting, acting, piano, and photography.)
      One of these courses must be a 3-credit production-related practicum.]
   C. ANALYSIS CLASSES (9 credits)
      [Examples include "Elizabethan theater," "music appreciation," and "history of photography"]
   D. PROFESSIONAL APPLICATION CLASSES (9 credits)

[Examples include "entrepreneurship," "philanthropy and volunteerism," and "the business of being an artist." One of these courses must be a 3-credit arts management-related practicum. Included in this package must be one course from the "business applications" list.]
- E. ELECTIVES (9 credits)
  [Any additional courses from categories B, C, D above.]
- F. CAPSTONE Requirements (6 credits)
  ARTS 475 Internship—NEW COURSE
  ARTS 476 Senior Seminar –NEW COURSE
III. <u>General electives (29 credits)</u>
  Students may take courses from any University discipline.

FOUR-YEAR Program Summary
- I. General Education: 43 credits
- II. Major Requirements: 48 credits
- III. General Electives: 29 credits (includes First Year Seminar)
  Total for the degree: 120 credits

Integrated Arts Program Faculty

Faculty teaching in the proposed program come from multiple disciplines and bring with them experience in diverse aspects of the arts and arts management. Some, including Professors Valzhyna Cortese, Jane Delury, Kendra Kopelke, Stephen Matanle, and Marion Winik have MFA or equivalent terminal degrees in creative writing, have multiple books among them, and have been published in many of the nation's most prestigious literary journals. Others, Professors Amy Pointer, Bert Smith, and Sarah Verville, have MFA's or significant experience in graphic design; their work has won awards in local, regional, and national competitions. Professor Aaron Oldenburg holds an MFA in digital media, and Professor Julie Simon, who has an MFA in film and video, has shown her film/photography in juried exhibitions across the country. Dr. Richard Swaim researches, writes, and speaks about the synergy that exists between artists, arts organizations, and government agencies and oversight bodies. Also teaching in the program will be School of Communications Design academic program coordinator Daniel Page (PH.D/Brandeis in musicology), as well as University of Baltimore associate vice president for planning Peter Toran (MFA/Wayne State University in acting and directing), and UB Theater coordinator Kimberley Lynne (BA, Loyola University); both Toran and Lynne are members of Actors' Equity and have had their plays produced. Finally, the University has a long history of attracting leaders in a variety of disciplines to teach part time in business, law, and liberal arts programs. The Integrated Arts teaching faculty will be augmented by adjuncts working as professionals in the Baltimore-DC area arts community. As the program develops, University will expand the faculty in appropriate arts production areas. In addition, students may take some of their courses on other campuses where there are specialties in arts production areas that UB cannot currently offer.

Student Audience and Projected Enrollment

Many high school and community college graduates, especially those graduating from area arts magnet schools, realize at some point that they will not have sustainable careers as professional artists. For the many students who believe that they only have two choices—being an artist or not being involved in the arts—the proposed major offers an alternative: arts-related career skills and a broader view of the arts in a technological world while continuing to develop their own performance and production skills.

It will attract students interested in entry-level employment with business, nonprofits, and government agencies that deal in, represent, or interact with artists and the arts. Additionally, it will provide students who want to pursue careers as artists with the skills and knowledge necessary to manage their own "freelance" careers. Finally, the course of study will provide a foundation for graduate work in business and the arts.

Currently, UB has about 100 undergraduate communication majors, about .9% of the students in the mid-Atlantic region indicating to the College Board in 2009 an interest in communication. According to those same figures, more students were interested in careers in the arts (22,000) than in any area other than business, education, and the health professions. If the University were able to build a program with even half the percentage that our communication major represents—in other words .45% of those 22,000 students interested in the arts—we would enroll 99 students.

According to the 2009 College Board survey, 45 students were interested in both the arts and UB, even though we don't currently offer an arts-related major. The only other area in which we lack a major that more students were interested in was engineering. This is further evidence that there is an audience for this major.

Based on these statistics and other trends, we project an initial enrollment of ten students, with that number increasing to about 60 within five years.

We further believe that there are potential jobs for graduates of this program. In addition to those graduates who choose to pursue careers as individual artists, the growing number of arts organizations in the Baltimore region, as well as the proximity of Washington, D.C., the National Endowment for the Arts, and arts-related professional associations indicates a need for individuals trained in the arts and arts management.

Ways the Proposed Integrated Arts Program Enhances Students' Technical Fluency

Integrated Arts majors will gain technological fluency in five ways: by learning how technology and the arts have interacted over time; by observing and interning in arts organizations that rely on technologies for various artistic and business functions; by using various online and other digital technologies to research and present information in their classes; by creating works or art using technology; and by fulfilling the University's IT Fluency requirement.

Facilities and Equipment

The proposed program will not require additional facilities or equipment. The University's digital design studio, audio/video production facility, and multimedia labs as well as the Student Center Performing Arts Theater and Langsdale Auditorium will support Integrated Arts courses. Students wanting to work in other arts areas that require specialized facilities may take classes at other area institutions and intern with arts organizations.

In order to accommodate the program's needs, Langsdale Library plans to expand its arts collections—art history, photography, theater, visual arts, and music. That expansion, along with their online resources and the USM interlibrary loan capability, will provide sufficient library resources to offer the proposed program.

B. A. in Integrated Arts

TABLE 1: RESOURCES

Resources Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds[1]	$14,791	$6,110			
2. Tuition/Fee Revenue (80% of (c+g) below)	$56,392	$119,104	$178,656	$238,208	$297,760
a. #F.T. Students	8	16	24	32	40
b. Annual Tuition/Fee Rate	$7,330	$7,330	$7,330	$7,330	$7,330
c. Annual Full Time Revenue (a x b)	$58,640	$117,280	$175,920	$234,560	$293,200
d. # Part Time Students	3	8	12	16	20
e. Credit Hour Rate	$329	$329	$329	$329	$329
f. Annual Credit Hours	12	12	12	12	12
g. Total Part Time Revenue (d x e x f)	$11,850	$31,600	$47,400	$63,200	$79,000
3. Grants, Contracts, & Other External Sources					
4. Other Sources					
TOTAL (Add 1-4)	$71,183	$125,214	$178,656	$238,208	$297,760

1 One of the objectives within the UB Strategic Plan is to increase the number of four-year undergraduate majors, providing programmatic options to meet student need. It is also part of the UB mission to strengthen ties with Baltimore's cultural arts districts. This program supports both initiatives. Central 21st Century Funds will be reallocated as required to support the startup of this new program, with no impact to other programs.

TABLE 2: EXPENDITURES

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Total Faculty Expenses (b+c below)	$41,590	$89,121	$136,652	$178,241	$225,773
a. #FTE (Based on 382 Credit Hours per FTE)	0.7	1.5	2.3	3.0	3.8
b. Total Salary (1 FTE=$48,425 avg. based on 67% F-T + 33% adjunct.)	$33,898	$72,638	$111,378	$145,275	$184,015
c. Total Benefits	$7,692	$16,483	$25,274	$32,966	$41,758
2. Total Administrative Staff Expenses (b + c below)	$8,826	$8,826	$8,826	$8,826	$8,826
a. #FTE	0.1	0.1	0.1	0.1	0.1
b. Total Salary (1 FTE=$68,000 ave.)	$6,800	$6,800	$6,800	$6,800	$6,800
c. Total Benefits	$2,026	$2,026	$2,026	$2,026	$2,026
3. Total Support Staff Expenses (b + c below)	$5,767	$5,767	$5,767	$5,767	$5,767
a. #FTE	0.1	0.1	0.1	0.1	0.1
b. Total Salary (1 FTE=$40,000 ave.)	$4,000	$4,000	$4,000	$4,000	$4,000
c. Total Benefits	$1,767	$1,767	$1,767	$1,767	$1,767
4. Equipment		$1,500			
5. Library	$15,000	$20,000	$10,000	$10,000	$10,000
6. New or Renovated Space					
7. Other Expenses					
TOTAL (Add 1-7)	$71,183	$125,214	$161,245	$202,834	$250,366