

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs

AGENDA ITEM: 6 – D

DATE: October 4-6, 2016

SUBJECT: Intent to Plan: NSU BFA in Art and Art Education

Northern State University (NSU) has submitted an intent to plan requesting authorization to develop Bachelor of Fine Arts (BFA) in Art and Art Education. The request is in recognition of the national standard for studio art degrees moving from the BA/BS to the BFA, a professional degree accredited by the National Association of Schools of Art and Design (NASAD). Both South Dakota State University (SDSU) and Black Hills State University (BHSU) have transitioned to the BFA in the last two years.

University Mission and System Strategic Goals

South Dakota Board of Regents Policy 1:10:6 and SDCL 13-59-1 establish the mission of NSU to have “graduate and undergraduate programs in education to promote excellence in teaching and learning, to support research, scholarly and creative activities, and to provide service to the State of South Dakota, the region, and the nation.”

The proposed BFA in Studio Art meets Goal 2 of the Board of Regents 2014 Strategic Plan, “Academic Quality and Performance,” by “documenting that academic programs are of the highest quality” by moving to the nationally accepted standard for Art programs.

Related Programs in the System

USD has long offered the BFA in Studio Art (including various specializations). SDSU received approval to offer the BFA in Architecture, Studio Art, Interior Design, and Graphic Design in 2015. BHSU received approval to offer the BFA in Graphic Design, Photography, and Studio Art in June of 2016.

Workforce Need, Student Demand, Projected Graduates

NSU notes the U.S. Department of Labor and South Dakota Department of Labor project modest to strong growth for art related professions, including projected growth of 5%-7% in K-12 art teaching through 2024. Graduates can expect to find employment as educators, artists, in media and communications, and other positions. NSU projects graduating 10-12 students per year after full implementation.

Board Policy

NSU is not requesting any exceptions to Board Policy.

(Continued)

DRAFT MOTION 20161004_6-D: I move to authorize NSU to develop a proposal for a B.F.A. in Art and Art Education as described.

Off Campus and Distance Delivery

NSU does not intend to offer the program off campus or online.

Budget and Resources

NSU does not expect to request any new State resources to implement or maintain the proposed program. NSU will fund the program through reallocation of existing resources.

Conditions for Approval

The approval of this request will be contingent upon the following:

1. The university will research existing curricula, consult with experts concerning the curriculum, and provide assurance in the proposal that the program is consistent with current national standards and with the needs of employers.
2. The proposal will define the specific knowledge, skills, and competencies to be acquired through the program, will outline how each will be obtained in the curriculum and will identify the specific measures to be used to determine whether individual students have attained the expected knowledge, skills, and competencies.
3. The university will not request new state resources and the program proposal will identify the sources and amounts of all funds needed to operate the program and the impact of reallocations on existing programs.

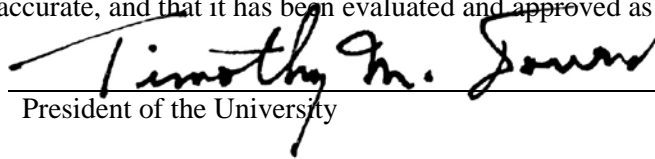
South Dakota Board of Regents
Intent to Plan for a Bachelor of Fine Arts Degree (BFA)

Use this form to request authorization to plan a new baccalaureate major, a new associate degree program, or a new graduate program. The Executive Director or the Board may request additional information.

UNIVERSITY:	NSU
DEGREE(S) AND TITLE OF PROGRAM:	BFA in Art, BFA in Art Education
INTENDED DATE OF IMPLEMENTATION:	Fall 2018

University Approval

To the Board and the Executive Director: I certify that I have read this intent to plan, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



 President of the University

8/18/2016

 Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the general nature of the proposed program? What is the expected demand for graduates in South Dakota? What is the need for the proposed program?

BFA degree overview

NSU is a NASAD accredited institution, and currently offers the following NASAD BA and BSED level degree programs:

1. BA in Art, Specialization in Graphic Design
2. BA in Art, Specialization in Fine Art
3. BSED in Art Education

We propose to offer BFA degree programs in the following areas:

1. BFA in Art, Emphasis in Graphic Design
2. BFA in Art, Emphasis Fine Art
3. BFA in Art Education

BFA degree programs are commonly viewed as professional degrees, intended towards market place career tracks in visual art, graphic design and K-12 teaching. BFA degree outcomes also enhance student opportunities for graduate degree education (MFA/PhD in Art Education).

The BFA programs will replace the existing BA and BSED degree programs.

Expected demand

Increasingly, the BFA is becoming viewed as a “standard” within the fields of art, art education and design. NSU’s accrediting body – NASAD – considers the BFA degree as a professional program of study. *The NASAD Handbook* describes the BFA as follows:

5. Professional Degrees

Northern State University Intent to Plan: BFA

a. *Curricular Structure and Title.* Degrees in this category include Bachelor of Fine Arts and Bachelor of Science in Design, and normally require that at least 65% of the course credit be in the creation and study of art and design (page 84).

Please see the tables below for occupational growth projections – 2014- 2024. Over the next ten years, demand for art and design professionals ranges from flat to quite vigorous, depending upon specific occupational specializations (at both national and state levels).

Marketplace demand for K-12 teachers is consistently modest to strong; post-secondary teacher demand is strong.

<i>Art & Design Occupational Growth Projections 2014-2024</i>	<i>Source: U.S. Department of Labor, Bureau of Statistics</i>	<i>Source: South Dakota Department of Labor & Regulations</i>
Art/Design Workers (overall)	2.2%	3.07%
Graphic Designers	1.4%	1.72%
Multimedia Artists/Animators	6.0%	6.85%
Set/Exhibit Designers	6.8%	<i>Confidential*</i>
Artists/Illustrators	3.5%	<i>Confidential*</i>
Crafts persons	0.6%	<i>Confidential*</i>
Art Directors	2.4%	6.2%

<i>Teaching Occupational Growth Projections 2014-2024</i>	<i>Source: U.S. Department of Labor, Bureau of Statistics</i>	<i>Source: South Dakota Department of Labor & Regulations</i>
Elementary Teachers	5.5%	5.8%
Middle School Teachers	5.8%	5.17%
Secondary Teachers	5.4%	7.76%
Post-secondary Teachers	10.8%	11.92%

**Occupations within SD that exhibit limited or insignificant data.*

In South Dakota, the need for highly trained and educated visual professionals will continue. Visual professionals are in essence *visual communicators*, who play important roles in the economic, political, social and cultural fabric of our state.

As a leading South Dakota liberal arts institution, NSU must position itself to best serve our students and citizens – and to strongly compete in the academic marketplace. Currently, USD offers BFA degree programs. SDSU received approval to offer BFA programs in 2015, and BHSU received approval in 2016. This state-wide trend reflects consensus among our state’s art and design professionals that the BFA degree now sets the bar in terms of professional education, training and preparedness.

NSU perspective

NSU is exceptionally well positioned to offer BFA degree programs; our 2013 NASAD national accreditation is solid evidence of the high quality and rigor of our art, design and art education curriculums. Recent facilities upgrades now meet expected NASAD health and safety standards in visual art and our graphics facilities rank among the best in the state.

We believe that offering the BFA will help NSU to attract and retain students who are likely to choose a competing institution, or those students who decide that a BFA degree will enhance their future options. As noted, the BFA degree has become an essential credential for students to successfully compete in the fields of art, graphic design and art education.

Northern State University
Intent to Plan: BFA

2. What is the relationship of the proposed program to the University's mission as provided in South Dakota statute and Board of Regents Policy?

[Board Policy 1:10:6](#) establishes the mission for NSU:

The legislature established Northern State University to meet the needs of the State, the region, and nation by providing undergraduate and graduate programs in education and other courses or programs as the Board of Regents may determine. (SDCL 13-59-1) The Board implemented SDCL 13-59-1 by authorizing graduate and undergraduate programs in education to promote excellence in teaching and learning, to support research, scholarly and creative activities, and to provide service to the State of South Dakota, the region, and the nation. The Board approved a special emphasis on E-learning in the university curriculum and service.

Curriculum Degrees are authorized at the associate, baccalaureate, and masters levels.

The following curriculum is approved for the university.

A. Undergraduate Programs Associate degree programs in arts and sciences, business, education and fine arts. Baccalaureate degree programs in arts and sciences, business, education, and fine arts.

B. Graduate Programs Masters degrees in education and E-learning.

The proposed BFA degree program(s) meets and supports the NSU mission, primarily by enhancing the outstanding educational opportunities in Art Education, Fine Art and Graphic Design. Our proposed degree programs will ensure that NSU art and design studies remain relevant, rigorous and competitive.

3. Are there any related programs in the regental system? If there are related programs, why should the proposed program be added? If there are no related programs within the system, enter "None."

- USD, SDSU and BHSU all offer the BFA degree.

NSU requests permission to develop a BFA degree program for the following reasons:

- To modernize degree program offerings to remain current and relevant in the marketplace.
- To complete the alignment of art programs within the South Dakota Regental system, utilizing the NASAD recognized professional degree for art and design disciplines.
- To enhance academic opportunities for the region of NE South Dakota – similar programs in Fargo, Moorhead and Minot can attract students who might otherwise attend NSU.
- To contribute further NSU's significant cultural contributions in the visual arts and design
- To facilitate local and regional businesses by providing highly trained designers, artists and art educators.

Northern State University
Intent to Plan: BFA

4. **Are there related programs at public colleges and universities in Minnesota, North Dakota, Montana, and Wyoming?**¹ **If there are related programs in these states list below under each state and explain why the proposed program is needed in South Dakota. If there are no related programs in a state, enter "None" for that state.**

The NSU art department enjoys a strong reputation for providing high quality graduates to public and private employers. The art unit also has considerable success in preparing students for graduate level studies in art, design and art therapy. The NSU art department offers a strong track record of graduates that have gone on to successful careers as painters, designers, sculptors, K-12 art teachers and University level professors.

However, with a changing marketplace, NSU art and design students may face employment disadvantages in both the private and public marketplace - and in their access to advanced graduate study. We believe that offering BFA degree programs will allow NSU art students to compete at state, regional and national levels well into the future.

Competing regional institutions offer the BFA degree, including:

Minnesota

University of Minnesota

- Twin Cities campus
- Duluth campus (*art education only*)
- Morris campus

Minnesota State University

- Moorhead campus
- Mankato campus

North Dakota

- NDSU
- UND
- Minot State

Montana

- Montana State (*graphic design & studio*)

Wyoming

- University of Wyoming, Laramie

¹ This question addresses opportunities available through Minnesota Reciprocity and the Western Undergraduate Exchange in adjacent states. List only programs at the same degree level as the proposed program. For example, if the proposed program is a baccalaureate major, then list only related baccalaureate majors in the other states and do not include associate or graduate programs.

Northern State University
Intent to Plan: BFA

5. Are students expected to be new to the university or redirected from other programs? How many majors are expected in the first years of the program? How many graduates are expected?

Both new and re-directed students are expected. While we propose to replace our current BA/BSED degree programs with the BFA, the University will honor existing BA and BSED degree program requirements for currently enrolled students. However because the BFA will be a 120 hour program, we expect many currently enrolled students will elect to earn the BFA.

Based upon enrollment data covering the past five years, the art unit can reasonably expect to enroll 12-17 new students per year and we expect (initially) that this enrollment pattern will continue for the new BFA program(s).

Based upon graduation data covering the past five years, the art unit has graduated 11-18 students per year. The first class of BFA degree program graduates can reasonably be expected at 10-12.

6. Does the university intend to seek authorization to deliver this entire program at any off-campus locations? *No.* Does the university intend to seek authorization to deliver this entire program by distance technology? *No.*

Off-campus	<i>No.</i>
Distance delivery	<i>No.</i>

7. What are the University's plans for obtaining the resources needed to implement the program? Indicate "yes" or "no" in the columns below.

The new BFA degree programs will not require new resources.

	Development/Start-up	Long-term Operation
Reallocate existing resources	x	x
Apply for external resources		
Ask Board to seek new State resources		
Ask Board to approve new or increased student fee		

8. Curriculum Example: Provide (as Appendix A) the curriculum of a similar program at another college or university.

Please see Appendix A, *USD BFA Program Overview*.

The USD BFA program listed in Appendix A is an appropriate example. This 120 hour BFA program (128 credit hours for Art Education) closely resembles the structure of our current BA and BSED in art degree programs; i.e., coursework in Foundations, Core courses, Major courses and a Senior Capstone Experience. GE requirements for our proposed BFA program(s) will be consistent and comply with both system and institutional requirements for this type of professional degree.

Our proposed BFA program will be structured to ensure compliance with existing standards – especially NASAD standards; NSU BA degree programs in Art and BSED degree programs in Art Education are approved for NASAD listing and NSU is fully accredited by the National Association of Schools of Art and Design.

Appendix A

BFA Curriculum Example

The USD Department of Art offers the B.F.A. degrees in Art and Art Education. The B.F.A. is the professional degree for Fine Arts and requires that 60 percent of the degree must be in the art major and 40 percent in general education classes; as opposed to a B.A. or B.S. degree, which only requires 40 percent of art classes and is considered a less intense, general degree. We offer comprehensive B.F.A. degrees in Art and Art Education, that prepare students for careers in art and design but we also provide studio and art history classes for all USD students. All studio classes provide personalized instruction designed to help students explore a variety of interests and develop technical skills in their chosen media, while art history provides an understanding of the role the visual arts play in human development.

Majors

Studio Art

The B.F.A. degree is considered the professional undergraduate degree in the field of visual arts. The four-year program at USD focuses on intensive work in art or design, supported by a program of general studies. The B.F.A. is designed for students who desire a thorough, specialized and rigorous training to develop skills, concepts and sensitivities essential to a career as a professional artist or designer. Candidates select one of the following studio areas to earn their B.F.A. with an emphasis in:

- [Ceramics](#)
- [Painting](#)
- [Printmaking](#)
- [Graphic Design/Multimedia](#)
- [Photography](#)
- [Sculpture](#)

Art Education

The B.F.A. degree in Art Education (with K-12 certification in art) is a four and one-half to five-year professional undergraduate degree program intended for students who desire to teach at the primary or secondary levels (grades K-12), and who desire professional training as a visual artist in one of the above listed studio emphasis areas. This degree is cooperatively offered between the Department of Art and the School of Education, so students will develop competencies in professional education and in specific studio areas.

Northern State University
Intent to Plan: BFA

Art (B.F.A.)

78 Major Hours, 120 Degree Hours
 Departmental Requirements for Major

Studio Foundation Courses (15 hours)

- [ART 100 - First Year Art Seminar](#)
- [ART 111 - Drawing I \(C\) \[SGR #4, IGR #2\]](#)
- [ART 121 - Design I: 2D \(C\) \[SGR #4, IGR #2\]](#)
- [ART 122 - Design II: Color \(C\)](#)
- [ART 123 - Three Dimensional Design \(C\)](#)
- [ART 487 - Professional Practices - Capstone](#)

Art History (15 hours)

- [ARTH 211 - History of World Art I \(C\) \[SGR #4, IGR #2\]](#)
- [ARTH 212 - History of World Art II \(C\) \[SGR #4, IGR #2, G\]](#)
-
- **Select 1 of the following courses (3cr):**
- [ARTH 303 - American Art History](#)
- [ARTH 313 - History of Photography](#)
- [ARTH 314 - History of Design](#)
-
- **Select 2 of the following courses (6cr):**
- [ARTH 401 - History, Women, and Visual Culture](#)
- [ARTH 402 - Renaissance Art History](#)
- [ARTH 404 - Greek Art and Archaeology](#)
- [ARTH 411 - 19th Century Art History](#)
- [ARTH 412 - 20th Century Art History](#)
- [ARTH 413 - Aesthetics](#)
- [ARTH 415 - Gallery Management \(C\)](#)
- [ARTH 416 - Art Theory and Criticism \[G, W\]](#)
- [ARTH 490 - Seminar \(C\)](#)
- [ARTH 491 - Independent Study \(C\)](#)

Studio Core (18 hours)

- [ART 231 - Painting I \(C\)](#)
- [ART 241 - Sculpture I \(C\)](#)
- [ART 251 - Ceramics I \(C\)](#)
- [ART 261 - Photography I](#)
- [ART 281 - Printmaking I \(C\)](#)

Northern State University
Intent to Plan: BFA

- [ARTD 205 - Digital Design](#)

Studio Specialization (30 hours)

- [ART 211 - Drawing III: Figurative \(C\)](#)
- [ART 212 - Drawing IV: Mixed Media \(C\)](#)
- ART 2xx-4xx Specialization (Ceramics, Graphic Design, Painting, Photography, Printmaking, or Sculpture) 24cr