

SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – A.2 (c)

DATE: October 8-9, 2014

SUBJECT: Intent to Plan: SDSU B.F.A. in Interior Design

South Dakota State University (SDSU) requests authorization to offer the Bachelor of Fine Arts in Interior Design to replace the existing B.S. in Interior Design. The new degree is part of SDSU’s new Division of Design integrating visual arts, graphic design, landscape architecture, architecture, and interior design. The B.F.A. is the most commonly recognized degree within Interior Design. SDSU anticipates 20-25 new students in the program each year.

University Mission and Priorities

The proposal is within the statutory mission of SDSU as described in SDCL 13-58-1, including providing “undergraduate and graduate programs of instruction in the liberal arts and sciences.” In addition, the “South Dakota State University Mission Statement” in Board Policy 1:10:2 calls for SDSU to provide undergraduate programs in “humanities and liberal arts . . . [and] performing and visual arts.”

Related Programs within the System

No related programs exist within the Regental System.

(Continued)

RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Authorize SDSU to develop a proposal for a B.F.A. in Interior Design with the following conditions:

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.

System Strategic Goals, State Initiatives, & Workforce Demand

The proposal supports System Strategic Goals (Board Policy 1:21), including expanding programs to meet workforce needs, keeping graduates in state, and promoting high standards in student learning. The program also meets objectives in SDSU's Strategic Plan, including increasing the distinction of SDSU and expanding artistic and creative activities. Employment data indicates a 13% increase in national demand for interior designers over the next decade.

Off Campus & Distance Delivery

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

Resources

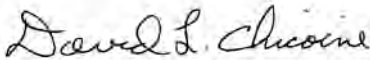
SDSU is not requesting additional resources to support the program.

South Dakota Board of Regents
Intent to Plan for a Bachelor of Fine Arts in Interior Design

UNIVERSITY:	South Dakota State University
DEGREE(S) AND TITLE OF PROGRAM:	Bachelor of Fine Arts in Interior Design
INTENDED DATE OF IMPLEMENTATION:	Fall 2015

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

 August 26, 2014

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?

South Dakota State University (SDSU) requests authorization to develop a Bachelor of Fine Arts (B.F.A.) in Interior Design. This proposed degree will provide an enriched, design-focused curriculum, culminating in a B.F.A. in Interior Design. Furthermore, the B.F.A. is considered to be a professional degree in Interior Design when accredited by the Council for Interior Design Accreditation (CIDA). Currently, SDSU holds the only accredited 4-year degree in Interior Design in the state. A professional degree in Interior Design is necessary to promote quality programs within the new Division of Design. The B.F.A. in Interior Design is one of four proposed B.F.A. degrees (along with one B.L.A. degree) within the Division of Design. The Division of Design is a collaborative structure across three colleges (Arts & Sciences, Agriculture & Biological Sciences and Education & Human Sciences) and includes the five programs. This structure was established to bring together the highly related disciplines of visual arts, graphic design, landscape architecture, architecture and interior design. This interdisciplinary entity forms the foundation for educational programs, collaborative research/scholarly and creative activity and outreach. The proposed degree is in direct response to SDSU's strategic plan, *IMPACT 2018*. In particular, the new degree supports goal 1, enhancing academic excellence through achieving program accreditation and goal 4, increasing efficiencies through academic program alignment.

General Nature of the Proposed Programs

The accredited B.F.A. in Interior Design would replace the accredited B.S. in Interior Design that SDSU currently offers. The change in degree nomenclature helps graduates compete with professional peers at a regional and national level by utilizing the most commonly recognized degree found in Interior Design education (listed in order):

- Bachelor of Fine Arts in Interior Design (B.F.A.–ID)
- Bachelor of Science in Interior Design (B.S.–ID)

- Bachelor of Arts in Interior Design (B.A.–ID)
- Bachelor's of Interior Design (BID)
- Bachelor of Fine Arts in Interior Architecture (B.F.A.–IA)

The proposed B.F.A. degree will take advantage of current programs strengths appropriate to the land grant mission and will remain a four-year, 120-credit program. These credits will be divided into the following main categories:

• System Graduation Requirements (SGR)	32 credits
• Institutional Graduation Requirements (IGR)	5 credits
• Division of Design Requirements	9 credits *
• Major coursework (ID Prefix)	51 credits
• Supporting coursework	11 credits
• Other Electives	12 credits

*The Division of Design requires eleven credits; however one of the courses will fulfill two credits of the Institutional Graduation Requirement.

The degree nomenclature of a B.F.A. is necessary for the requirement of additional credits in Art, Architectural, and Design History. Maintaining these curriculum requirements adheres to the National Association of Schools of Art and Design (NASAD) accreditation standards for a B.F.A. degree, though primary accreditation would be held through CIDA, as that is the accrediting body recognized by the National Council for Interior Design Qualification (NCIDQ), the organization responsible for national licensure of the profession. Students graduating from a CIDA accredited program are also eligible to qualify for their NCIDQ exams with fewer hours of practice-based on-the-job education.

The proposed B.F.A. in Interior Design will include 120 credits with studies in the major area; supportive course in design, related technologies, and the visual arts/design histories and theory normally total at least 65% of the curriculum (NASAD Handbook, 2013–14, page 119 http://nasad.arts-accredit.org/site/docs/Handbook/NASAD_HANDBOOK_2013-14.pdf#page=127).

Expected Demand for Graduates in South Dakota and the Region

Increasingly, graduates of SDSU's Interior Design program are seeking employment both within and beyond the region at a variety of design firms ranging from small practices requiring a generalist's knowledge of built environments to large firms providing specialized design services. Depending on the regulations in each state, the combination of a CIDA accredited degree coupled with practical experience in the field prepares students to take the National Council for Interior Design Qualification (NCIDQ). Graduates who successfully complete the NCIDQ exam are eligible for professional certification or licensure in states currently regulating interior architects and designers. The practitioners of Interior Design and Interior Architecture in the 37 states requiring professional certification or licensure expect highly rigorous design degrees with intensive levels of historic, theoretical, and practical studio experiences. This requires additional credit hours and content within the art and design disciplines to establish a more holistic and comprehensive foundation in design, as well as the use of one of the five most commonly recognized degree types in Interior Design education and practice.

Nationwide the US Department of Labor (www.bls.gov/ooh/arts-and-design/interior-designers.htm), anticipates a 13% growth rate over the next ten years for interior designers, compared to the national average of 11% for all industries and 7% for other Art & Design related fields. In addition, allied fields in which interior designers often work (namely architecture) anticipate similar or improved growth statistics (17%), forecasting a robust outlook for design professionals in these sectors.

Need for the B.F.A. in Interior Design

As the demand for professionally recognized and certified or licensed Interior Designers grows, the industry-wide recognition of their degrees also becomes increasingly important. A thorough analysis of the degree names and types accredited by the Council for Interior Design accreditation clearly shows the most common degree for professionally accredited programs is the B.F.A. in Interior Design. Further, the top five most common degree types all include the terms ‘Interior Design’ or ‘Interior Architecture’ directly in the name of the awarded degree. Students are increasingly concerned that the tuition spent on their higher education is for a high quality, nationally accredited program/degree in order to meet the entry level expectations of the industry.

The request to utilize a B.F.A. in Interior Design aligns with common practices among accredited Interior Design and Interior Architecture programs across North America. Furthermore, it aligns with educational and industry expectations for a clearly named interior design degree, as recent scholarship and professional association white papers reflect the importance of both public and professional recognition and respect for the contributions of Interior Designers as professionals through a combination of education, experience, and examination. (NCIDQ)

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?

The University’s mission is to “*provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing and pharmacy, and other courses or programs as the Board of Regents may determine.*” (SDCL 13-58-1)

Furthermore, Board-approved programs currently include “*baccalaureate programs in the agricultural sciences, aviation, education, engineering and technology, human sciences, humanities and liberal arts, nursing, performing and visual arts, pharmaceutical sciences, physical and biological sciences, and social sciences.*” (Board Policy 1:10:2)

Interior Design is a professional program that synthesizes much of the content from already approved courses. Furthermore, it is closely related to architecture and the other design disciplines of graphic design, fine arts, and landscape architecture at SDSU. Therefore, the Bachelor of Fine Arts in Interior Design would clearly fall within the statutory and Board policy mission for South Dakota State University.

University Priority and Strategic Plan

The proposed B.F.A. degree in Interior Design supports the current SDSU strategic plan. The SDSU Strategic Plan *IMPACT* 2018 (<http://sdstate.edu/impact2018/>) includes goals that are directly related to this program request, including:

- Cultivate aware, engaged, and active citizens well prepared to work in local, state, national and global communities.
- Foster academic rigor and student success through a comprehensive approach to engaged learning, resulting in complexity of thought, in-depth mastery, and lifelong curiosity.
- Involve students with faculty to expand excellence in scholarship and creative works; prepare students to make intellectual contributions to the global community; and build a highly educated workforce to be tomorrow's leaders.
- Increase regional and national distinction of the University.
- Expand artistic and creative activities to enrich cultural life and lift the human spirit.
- Recruit and retain talented, diverse, and committed faculty and staff and invest in their professional development.

In addition, the proposed degree meets the performance indicators for the University's strategic plan by maintaining an accredited program in interior design.

The B.F.A. in Interior Design further support the Board of Regents 2014 Priorities:

- Enroll and graduate more citizens
- Attract new residents to South Dakota
- Leverage university-based research and development

Further, the proposed degree supports the system strategic goals (Policy 1:21) and State Initiatives, including:

- *Economic Development and Quality of Life*
 - *Contribute to the workforce development and quality of life by expanding academic programs to meet our future workforce needs*
- *Educational Attainment*
 - *Increase college participation rates*
 - *Keep our graduates in the State*
- *Academic Quality and Performance*
 - *Promote high standards for student learning, quality instruction, and research*
 - *Encourage student involvement in research and service*

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."

None

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

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

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.

Minnesota	
University of Minnesota	Bachelor of Science in Interior Design
Dunwoody College of Technology	Bachelor of Science in Interior Design
North Dakota	
North Dakota State University	Bachelor of Arts in Interior Design
	Bachelor of Science in Interior Design
Montana	
No CIDA accredited degrees	
Wyoming	
No CIDA accredited degrees	

The above list reflects only those programs at the same level as the existing, accredited SDSU Interior Design degree. Unaccredited degrees are not represented.

The proposed program already exists in the state of South Dakota and fulfills the needs of students seeking a CIDA accredited program with student-focused university and program experiences. The proposed B.F.A. degree would provide a positive distinction with strong recruitment potential for SDSU’s program compared to regional competitors. Furthermore, the program’s setting in a more rural community is desirable for many students in the state.

Additionally, maintaining and strengthening the existing program in Interior Design fulfills the University Strategic Plan *IMPACT* 2018 by enhancing creative capacities in South Dakota, and provides opportunities to keep South Dakota’s creative community in the state. (See Section 2.)

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?

Current students seeking the B.S. in EHS with a major in Interior Design would be allowed to finish there degree with the current college and department requirements.

Otherwise, it is anticipated that the majority of students in the program would be new to the University. SDSU does not expect that many students from other existing undergraduate programs would be redirected to the program. However, the existing program enjoys enrollment from some students who self-select from related fields; this tendency is expected to continue to some degree, but students will not be actively recruited away from other programs.

proposed program is a baccalaureate major, then list only related baccalaureate majors in the other states and do not include associate or graduate programs.

Initial program enrollments of 20-25 new students per year are anticipated, with graduating classes between 12-20 students. The projection is based on the number of students currently in the B.S. program. It is expected that students will require eight semesters in sequence to complete the major requirements for the program. Thus, there is no possibility to fast-track required course work to finish major requirements in fewer semesters for students transferring in from unrelated disciplines. Students would be recruited from among high school graduates throughout the region, in collaboration with other design programs at SDSU.

6. Does the university intend to seek authorization to deliver this entire program at any off-campus locations? If yes, enter location(s) and intended start date(s). Does the university intend to seek authorization to deliver this entire program by distance technology? If yes, identify delivery method(s) and intended start date(s).

Off-campus	No
Distance delivery	No

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

	Development/Start-up	Long-term Operation
Reallocate existing resources	YES	YES
Apply for external resources	NO	NO
Ask Board to seek new State resources	NO	NO
Ask Board to approve new or increased student fee	NO	NO

SDSU faculty and administration will cover the needs of the program through internal staff and fiscal reallocation. The program will be developed to leverage existing faculty and course offerings. SDSU currently has three faculty members with expertise in both interior design and architecture.

The proposed program focuses on hands-on learning techniques and community and industry engagement. Collaborative efforts between the proposed program and related programs (like architecture and graphic design) will serve to strengthen students' understanding of their role in the design process, and how the profession serves the public interest.

8. Curriculum Example: Provide (as Appendix A) the curriculum of a similar program at another college or university. The Appendix should provide the required and elective courses in the program. Catalog pages or web materials may be used. Identify the college or university and explain why the program may be used as one model when the proposed program is developed.

The curriculum for the Bachelor of Fine Arts at Iowa State (Appendix A) provides an excellent example of curricula that is accredited and nationally ranked among the top in the region by Design Intelligence. Furthermore, this program is closely aligned with allied design disciplines. This model is one that SDSU plans to emulate.

The Iowa State program was also selected as a model since it provides students with a rigorous plan of study in Interior Design while providing flexibility in electives, appreciation for allied design professions, and depth of knowledge in related fields. The required courses in the proposed curriculum will be similar the provided program, but built on a foundation of SDSU's existing program sequence and strengths. An additional difference is that while the Iowa State B.F.A. models requires 129.5 credits for graduation, the SDSU program will limit its requirements to the Board-stipulated 120 credits.

Appendix A

Curriculum Example: Iowa State University

Additional information regarding the Bachelor of Fine Arts program at Southern Illinois University may be found at: www.design.iastate.edu/interiordesign/

Degree Requirements:

Bachelor of Fine Arts in Interior Design degree – 129.5 credits

University Requirements		General Design Education	6
International Perspectives			3
US Diversity			3
Communications	10	Studio/Business Option	6
ENGL 150 (C or Better)	3	Select 6.0 credits from any College of Design studio or MKT or MGMT	
ENGL 250 (C or Better)	3	STUDIO/MKT/MGMT	3
Select 1 course from CMDIS 286, COMST 101, 102 SP COM 212		STUDIO/MKT/MGMT	3
	3		
LIB 160	1		
Humanities	6	Interior Design	63
Social Sciences	6	ARTID 250	2
Mathematical, Physical and Biological Sciences	6	ARTID 251	3
Choose between MATH 104, 105, 140, or 150 (req'd)	3	ARTID 261	3
	3	ARTID 263	3
Additional General Education Courses	9	ARTID 265	4
(300-400 Level)	3	ARTID 267	4
(300-400 Level)	3	ARTID 350	3
	3	ARTID 351	3
College of Design Core	11.5	ARTID 259	R
DsnS 102 Design Studio I	4	ARTID 353 or ARCH 245	3
DsnS 131 Design Representation	4	ARTID 360	0.5
DsnS 183 Design Culture	3	ARTID 355	3
DsnS 115 Design Collaborative	0.5	ARTID 356	3
Electives	6	ARTID 365	4
	3	ARTID 367	4
	3	ARTID 359	R
		ARTID 352	3
		ARTID 360	0.5
		ARTID 460	3
		ARTID 465	4
		ARTID 459	R
		ARTID 467 or DsnS 546	4 (6)
		ARTID 469	3
		ARTID 461	3
		Rome Preparation	1
		DsnS 301	