

CALIFORNIA STATE UNIVERSITY, EAST BAY

Designation Code 2005-06 CAPR 18

Date Submitted: May 4, 2006

To: Academic Senate
From: Committee on Academic Planning & Review (CAPR)
Subject: Five-Year Program Review of Art BA and BFA degrees
Purpose: For Approval by the Academic Senate

Action

Requested: Acceptance of Five-Year Review for the Art programs and approval of the continuation of the Degree Programs in Art without modification; and that the Program faculty response, signed by the Dean, correcting inaccuracies of the Review document, be sent to the Senate Office before the end of the academic year and be attached as part of the permanent records of the Five Year Program Review.

Background

Information: CAPR met the Department Chair, Michael Henninger on 1 December 2005 and again with Chair Henninger and Dean Alden Reimonenq of the College of Letters Arts and Social Sciences on 13 April 2006. We deliberated many times on issues presented in the materials and by concerns of committee members. CAPR passed the attached report initially on 23 February 2006 and reaffirmed our support of the report and some revisions at our meeting of May 4, 2006. The Art program review was two years late. It is requested that a modified CAPR report from the Art Department (showing their concerns with the document) will be filed with all other materials in the Senate office.

The Art Department consists of nine regular faculty members, thirteen lecturers and five administrative support persons. The Department of Art offers both the Bachelor of Arts (BA) degree and the Bachelor of Fine Arts (BFA) degree. Seven options for the B.A. degree are offered: Art History, Art Studio (general), Digital Graphics, Multimedia, Photography (jointly offered by the Departments of Art and Mass Communication), Pictorial Arts (Drawing/Printmaking/Painting), Spatial Arts (Ceramics/Sculpture). The department is also part of the interdisciplinary graduate M.A. degree program in Multimedia.

The Art Department offers minors in Art Studio, Art History, and Multimedia. The Departments of Art and Communication offer a joint minor in Photography. In addition, the Art Department offers an option in the Liberal Studies major. A Certificate Program in Art Museum and Gallery Studies is offered through the Division of Extended and Continuing Education. The number of undergraduate majors has remained stable from 2000 to 2004 at about 350 (359 to 342) while the number graduating has doubled from 51 to 98.

Many exciting curricular plans are underway, including creating an MFA program. CAPR endorses this idea, and encourages the Department to undertake the investigations necessary to assure such a program's success. An MFA program cannot occur, of course, without additional permanent faculty and staff support.

The department has made a commendable initial effort toward collecting and assessment data. When the data is available, it will be utilized to improve programs and curricula. However, although assessment planning is emerging in the Art Department there still are no hard assessment data about student learning available. CAPR should review assessment data from the program in two years.

The BA consists of 64-80 units; requiring 180 units overall while the BFA requires a 102 unit major within the 180 unit university degree.

CAPR Recommendation for Continuation of the Program:

CAPR recommends the continuation of the BA and BFA degree programs in Art without modification.

Date of the Program's next Academic Review: The next CAPR review will be in 2008-9.

Additional background

Overview description of the program:

The Bachelor of Arts degree major program in the Department of Art develops students' perceptual skills, their access to the imagination, and their ability to think critically and independently. Instruction in use of art materials and specific arts processes enables students to create original artworks reflecting their evolving vision, both in traditional and in electronic media formats. The program also fosters a broad cultural awareness of the visual arts in society. Graduating majors should be able to clearly express their ideas about art-making. In addition, their grasp of historical and contemporary aesthetic issues should inform their own work.

Seven options for the B.A. degree are offered: Art History, Art Studio (general), Digital Graphics, Multimedia, Photography (jointly offered by the Departments of Art and Mass Communication), Pictorial Arts (Drawing/Printmaking/Painting), Spatial Arts (Ceramics/Sculpture). The major consists of 64-80 units; the BA requires 180 units.

The department also offers a Bachelor of Fine Arts (BFA) degree. This is a professional degree offering students the opportunity to develop a higher level of expertise. It is often the degree of choice for those who intend to pursue graduate studies or attend other professional schools. It allows time for concentrated work within a specific art discipline: Digital Graphics, Multimedia, Photography, and Traditional Arts. BFA candidates complete a 102 unit major within the 198 unit university degree.

The department is also part of the interdisciplinary graduate M.A. degree program in Multimedia.

The Art Department offers minors in Art Studio, Art History, and Multimedia. The Departments of Art and Communication offer a joint minor in Photography. In addition, the Art Department offers an option in the Liberal Studies major. A Certificate Program in Art Museum and Gallery Studies is offered through the Division of Extended and Continuing Education.

Overview of the documents submitted to CAPR: As required, the report to CAPR included a self study; plan for the degree programs; program assessment plan; outside review and departmental response; applications submitted for new tenure-track positions since 1999 and the outcome of those searches; and enrollment and graduation data.

Five-Year Program Review/Self-Study (AY2004-2005)

• Summary of specific areas of the Self-Study

- Two tenure-track faculty searches since the last 5-year review (seven have been requested since 1999) resulted in 2 new hires, both of which have added greatly to the expansion of the programs integrating new media. At the time of the review, there remained a real need for a Graphic Design position to serve the Digital Graphics degree option (where the majority of majors is concentrated). A search for this position is currently underway.
- Modification of the curriculum has occurred, with good results (these will continue to be assessed): for example, increased emphasis in Electronic Arts courses on art and design practice, while continuing to teach the nuts-and-bolts of technology.
- A new mission statement has been developed.
- Space reorganization efforts have resulted in the reconfiguration of two rooms to better serve the curriculum.
- Efforts continue toward the eventual goal of establishing an MFA program
- An Assessment document has been created. This document, which will fit into an Assessment plan now nearly complete, and which all faculty have agreed to support and follow, will be fully implemented during the 2005/06 academic year.

- **Summary of supporting data**

- Enrollment has increased steadily during the last five years (51 BA degrees awarded in 2000, 98 in 2004, and 11 BFA degrees in 2000, 22 in 2004.)
- The Department enjoys diversity among its students (41% Asian/PI/F, 34% white, 14% Latino, 6% African American, 4% other minority, 1% American Indian)

Outside Reviewer's Comments & the Department's Response

- Dr. Harry Reese of UC Santa Barbara reviewed the Art Department on April 7-8, 2004, and submitted a favorable nine-page detailed report (“Overall, I found the department to be healthy, energetic, and eagerly building toward the future.” And “The Art Department at CSUH is a good program, one in which the College can take justifiable pride.”) The outside reviewer's observations include the following recommendations:
 - Tenure-track hires are essential to maintain the programs; these should include faculty from traditional areas who are also fully versed in electronic media. These hires should result from well-articulated searches which emphasize directions in which the Department wishes to move, rather than routinely stemming from traditional areas of study.
 - The College needs seriously to assess the space and facilities issues experienced by the Art Department. These include health and safety concerns in labs and classrooms, a revival of the Pictorial Arts labs and classrooms, renovation of unused spaces, and a general upgrading of facilities and equipment (furniture, easels, printmaking equipment, etc.)
 - Ways should be found to balance faculty department and University workload issues.
 - Plans should be developed to increase communication with and input from students.
 - Faculty should review the role of staff as the curriculum changes.
 - An Assessment Plan should be created.
 - An ad hoc committee should investigate options for Gallery expansion.
- Recognizing the importance of each of these recommendations, the Departmental response to outside reviewer's comments indicates that:
 - The tripling of majors in the last decade, while the faculty has declined from 12 to 9, is a clear indication that more Tenure-Track faculty are needed. A search is currently underway for Graphic Designer position in 2005-6, and the Department is hopeful that they will be able to recruit for a pictorial arts position as soon as possible.
 - The Department has enjoyed stable leadership over the last three years (after a period of unrest), and faculty are moving toward better cooperation.
 - Most of the facilities are indeed in need of renovation, though the budget has not allowed for much activity in this area. The Dean of CLASS has endeavored to create a 3-year refresh cycle for the digital arts computers. The Department hopes that when construction of the new Business and Technology building is completed, additional space will be made available in AE for new studio art classrooms, more student exhibition space, and studio space for BFA students.
 - Severe personnel losses have taken place since the reviewer noted that staffing is inadequate. Some of these have been reversed (one staff member may be hired back), but the Department is still understaffed.

Program's Five-Year Strategic Plan (2004-2009)

- **Curriculum:**

Among the Departments planned curricular modifications:

- Create and deliver digital equivalents of ART 2701 Beginning Photography and ART 3600 Intermediate Photography.

- Deliver and assess the new Photography Senior Project along with ART 3680 Photography Career Preparation.
- Expand online Art History courses offerings beyond the current offerings of Latin American Art and US Art. Create and deliver online versions of Ancient American Art and Survey of World Art.
- Deliver and assess the new courses History of Graphic Design (ART 4060), and Currents in New Media (ART 4050),
- Assess ART 3440 Visual Literacy,
- Deliver and assess the new courses, ART 3430 Junior/Senior Seminar, and Figure Painting.
- Institute Artist's Bookmaking as a full-fledged component of the printmaking area.
- Assess the substantially revised Spatial Arts Option and the new minor in Interactive Sculpture.
- Develop, deliver, and assess the six new courses in spatial arts. ("Interactive Sculpture", "Electronics for Sculpture", "Tangible Digital Media", and "Human and Mechanical Performance" which introduce technology and interactivity, as well as performance and installation to the curriculum. : "Fabrication for Sculpture" and "Mixed Media Assemblage)

(Near the end of the 5 year cycle, the Department plans to re-evaluate the feasibility of creating an MFA program, a goal which might increase enrollment and the overall quality of the department.)

- **Students and changing trends:**

- The Department feels that demand for classes and programs will continue to grow, though at a slower rate. Significant growth in the number of BA students above the 2004 level (342) could not currently be accommodated because the available resources are operating at full capacity. .
- Career opportunities in the arts will remain relatively stable, with the majority of opportunities occurring in the areas of graphics and multimedia.
- Outreach endeavors must be increased (especially in light of the growth of media programs in neighboring institutions) with attention paid to publicity and recruiting efforts in local high schools and community colleges (visits, guest lectures by CSUEB Art faculty, etc.).

- **Faculty and changing trends:**

- The current faculty consists of nine full-time regular members (tenure or tenure-track), plus two FERPers who will finish their FERP (Faculty Early Retirement Program) this academic year. As stated by the outside reviewer, "...the overall proportion of tenure track faculty to Lecturers, however, is a significant problem that must be addressed immediately." The Department has tripled the number of majors in the last decade, while the number of regular faculty has declined from 12 to 9.
- As mentioned above, a tenure-track search is currently underway in Graphic Design. Needed soon is a position which would combine pictorial arts with either electronic arts or photo or ceramics.

- **Resources and changing trends:**

- The faculty feel that current resources are inadequate. Noting that the budget has not kept pace with enrollment growth and the added demands on facilities and equipment, they feel that more resources are desperately needed in order to maintain program quality. The painting and drawing studios are in urgent need of storage racks for the students' in-process art works, better tables and work surfaces. Improved lighting is needed. Kilns and woodworking equipment must be maintained. The computer hardware and software need to be refreshed periodically (this situation is being addressed partially, as the budget allows). The sculpture spaces require reconfiguration to work better for the new Interactive Sculpture classes. The Slide Library must continue its transition to digital images instead of physical slides. Photography needs to move ahead in the incorporation of digital technology. And funds must be allotted to provide student monitors for the computer labs so they can stay open for student use outside of class time.

CAPR Analysis of the Program's Five-Year Review

- **Program changes and challenges**

- CAPR applauds the Art Department's serious and successful efforts as it moves forward into the areas of art and technology, while attempting to honor and maintain commitments to the traditional, foundational areas of artistic expression. However, CAPR urges that work continue in the area of integration of disciplines.
- CAPR also appreciates the work the Department of Art has done toward establishing a strong set of tools for the assessment of its degree programs.
- CAPR gives the Department high marks for its recent move toward departmental stability under a respected and consistent chairship, along with a supportive dean.
- However, we see the following as remaining challenges facing the Department of Art:
 - The Department, consisting as it does of programs highly dependent upon equipment, supplies, space, tools, and personnel to maintain them, urgently needs increased funding support to maintain facilities, staff and services.
 - Although assessment planning is emerging in the Art Department there still are no hard assessment data about student learning available. Noting that Art students have always produced portfolios and engaged in a practice of peer critiquing, we urge the Department to move toward analysis of portfolios and critiques as part of the assessment process. We assume data will be forthcoming as the assessment outcomes are analyzed, and that they will be evaluated and utilized in future planning. We encourage the Department to include such data in its next Annual Report, and as with other programs whose assessment processes are in a developmental stage, we would like to review the Art Department's assessment data in two years.
 - Assessment efforts could be enhanced by the administration of a survey of students regarding the current curriculum, its effectiveness, and quality of classes as perceived by current students and graduates. Additionally, we recommend that graduates be surveyed to determine their satisfaction with the program and its value in preparing them for careers.
 - We see Art as a discipline in which students in the areas of Digital Graphics, Multimedia, and Photography must have a firm foundation in the "traditional" areas of artistic expression such as Drawing, Painting, Printmaking, and Spatial Arts, as well as Art History. Observing that the faculty ratio of traditional artists to those teaching in the electronic media has been reduced from five out of 13 (5 + 8) to one out of 9 (1 + 8), CAPR is concerned that this reduction in numbers of tenure-track faculty in the several areas of traditional art could negatively impact students' artistic development, including that of students with a predominately electronic arts focus. Hands-on courses and techniques in areas such as spatial arts and drawing are essential to the development of successful electronic arts graduates. CAPR remains somewhat divided on these issues, but most members' concerns were allayed when at a CAPR meeting the department Chair and Dean of the College elaborated more fully on the integration of fine arts into the program and some of the work resulting from that integration.
 - CAPR has been assured that the department climate has improved; CAPR strongly encourages continued cooperation and collegiality throughout the Department. We urge

collaboration and mutual respect among faculty in all areas of art, and a creative integration of all art disciplines into the curriculum.

- CAPR would like to see further cooperation and sharing of resources with the Multimedia program, recognizing that the liberal arts resources of a program such as Art would and should contribute greatly to studies in Multimedia.
- CAPR notes that the Art Department's accreditation by the National Association for Schools of Art and Design (NASAD) has lapsed. The Department feels that accreditation does not contribute to the enhancement of the program at this time.
- At least one additional Tenure-Track position (in Pictorial Arts) is essential for the Department to meet the needs of students, and to avoid the excessive dependence on lecturers which currently exists. In this and other future tenure-track searches, increased faculty diversity should be considered a goal.
- Communication among students and between students and faculty (including lecturers) might be improved by utilizing a variety of techniques such as online chat groups, discussion forums, blogging, pizza nights. More space for student exhibitions is also needed.
- In its next five-year review, the Department should provide exit interview data, and data that compares its course requirements with those of similar departments in the CSU.

The BA consists of 64-80 units; requiring 180 units overall while the BFA requires a 102 unit major within the 180 unit university degree. Chico requires 132 semester units (183 quarter units) in its BFA according to its website; Fullerton requires 132 semester units in its BFA; Chico, Humboldt, Northridge, and Bakersfield do not seem to offer the BFA. While some other of the CSU campuses offer the BFA, finding the requirements in terms of units proved challenging for CAPR members. Comparisons of other CSU Art degree programs should be included in the next review.

CAPR Recommendation for Continuation of the Program:

CAPR recommends the continuation of the BA and BFA degree programs in Art without modification.

Date of the Program's next Academic Review: The next CAPR review will be in 2008-9.