

## COMMISSION FOR HIGHER EDUCATION

Friday, February 9, 2012

### DECISION ITEM A-1:

#### Bachelor of Fine Arts To Be Offered by Indiana University Kokomo at Kokomo

#### Staff Recommendation

That the Commission for Higher Education approve the Bachelor of Fine Arts (BFA) to be offered by Indiana University Kokomo at Kokomo, in accordance with the background discussion in this agenda item and the *Abstract*, January 27, 2012.

#### Background

At its October 2011 meeting, the Commission for Higher Education tabled action on the Indiana University Kokomo Bachelor of Fine Arts (B.F.A.), which had been placed on the agenda for expedited action. Questions relating to the number of credits required in the curriculum (125), resources required to launch the program, and market demand for graduates led to the Commission tabling the request. The University has responded to all three of these items, and for this reason the program has been placed back on the agenda as a regular action item.

The University has revised the curriculum so that now the B.F.A. requires 120 semester hours to complete the degree.

With respect to resources, IU Kokomo currently has three fine arts faculty members, one whose responsibilities are split between teaching and managing the art gallery. As the program grows, a part-time gallery director will be hired so that the third position can be devoted to full-time teaching. The campus has also allocated resources to create a modern, 2,000 sq. ft. art gallery, which provides access to local, regional, national, and international exhibitions, in addition to providing space for student exhibitions and regional juried shows. In addition, the campus has dedicated significant funds for the development of jewelry making, sculpture, and ceramics and for equipment and supplies.

In addressing the employer demand for graduates, the Kokomo campus stresses that the B.F.A. would be the only opportunity in the region for someone to become a professional artist and that the campus must be responsive to local student interests. While some graduates may move out of the region, many will find jobs locally and others will find employment in Hamilton or Marion Counties but live in Howard County and the surrounding area (see attachment for additional detail on

demand and employment factors). The B.F.A. allows students who are creative and artistically inclined to develop those talents, which can be utilized in a variety of careers, including those that can help the region in “transforming from an economy of manufacturing to an economy of innovation.”

The Commission approved a B.A. in Fine Arts for the Kokomo campus in May 2008. In Fall 2011 (year four of the program), the B.A. enrolled 41 students, which is ahead of enrollment projections made at the time the program was approved (34 students by the fifth year of operation). The B.A. option would be retained and the fine arts faculty described earlier would teach courses for both the B.A. and the B.F.A. IU Kokomo has an articulation agreement with Ivy Tech for this program.

### **Supporting Documents**

- (1) *Abstract – Bachelor of Fine Arts To Be Offered by Indiana University Kokomo at Kokomo, January 27, 2012*
- (2) *New Academic Degree Program Proposal Summary – Bachelor of Fine Arts, January 27, 2012*
- (3) *Demand and Employment Factors in Indiana and the Campus Service Region*

## Abstract

Bachelor of Fine Arts  
To Be Offered by  
Indiana University Kokomo at Kokomo

January 27, 2012

**Objectives:** To allow students the opportunity of earning a Bachelor of Fine Arts degree that fits their academic and artistic interests.

**Clientele to be Served:** Full- and part-time undergraduate students as well as non-traditional students (e.g., working professionals) in North Central Indiana who seek a professional education in the visual arts.

**Curriculum:** A total of 120 semester credit hours are required to complete the program, distributed as follows:

General Education Core (36 credit hours)

*(9 of the 45 credit hours in the General Education Core would be met through the Fine Arts Core)*

Communication Skills (9)

Quantitative Literacy (7)

Critical Thinking: Philosophy of Art (3)\*

Cultural Diversity (3)

Ethics and Civil Engagement (3)

Social and Behavioral Sciences (6)

Humanities and Arts (6)\*

Physical Sciences; one course with a lab (8)

*\*Met through the Fine Arts Core*

Fine Arts Core (Minimum of 84 credit hours)

Art History (15)

Foundation Art at the 100 level (9)

Studio Courses at the 200 level or above (57)

Senior Capstone Experience (3)

**Employment Possibilities:** Graduates would have the opportunity to prepare for future commercial, academic, or professional pursuits in a multiplicity of creative media industries. Examples include: illustrator, cartoonist, animator, video game design, special effects artist, art director, craft artists, painter or sculptor.

**NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY**

January 27, 2012

**I. Prepared by Institution**

Institution/Location: Indiana University Kokomo at Kokomo

Program: Bachelor of Fine Arts

	Year 1 FY2013	Year 2 FY2014	Year 3 FY2015	Year 4 FY2016	Year 5 FY2017
Enrollment Projections (Headcount)					
Full-Time	<u>6</u>	<u>12</u>	<u>17</u>	<u>20</u>	<u>20</u>
Part-Time	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total	<u>6</u>	<u>12</u>	<u>17</u>	<u>20</u>	<u>20</u>
Enrollment Projections (FTE)					
Full-Time	<u>6</u>	<u>12</u>	<u>18</u>	<u>21</u>	<u>21</u>
Part-Time	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total	<u>6</u>	<u>12</u>	<u>18</u>	<u>21</u>	<u>21</u>
Degree Completions Projection	<u>0</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>5</u>
New State Funds Requested (Actual) *	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
New State Funds Requested (Increases) *	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>

**II. Prepared by CHE**

New State Funds To Be Considered For Recommendation (Actual) *	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
New State Funds To Be Considered For Recommendation (Increases) *	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>

CHE Code: 11-25

Campus Code: 1814

County: Howard

Degree Level: 06

CIP Code: Federal – 500702; State – 500702

\* Excludes new state dollars that may be provided through enrollment change funding.

## Demand and Employment Factors in Indiana and the Campus Service Region

Data on art employment is difficult to acquire at the county or regional level, with the exception of the Indianapolis region. This is due to the fact that art employment is such a small percentage of overall employment that the various state and national entities do not collect or track the data.

For the state of Indiana as a whole, art employment is predicted to rise in the next five or so years. (Source: Workforce development publication: Long Term Indiana Occupational Projections 2006 – 2016, updated in 2009,

[www.hoosierdata.in.gov/docs/ltproj/pdf/r/EGR03CP.pdf](http://www.hoosierdata.in.gov/docs/ltproj/pdf/r/EGR03CP.pdf), page 5)

Art is category 27-0000 – Arts and Design. Within this 27-0000 category, many of the jobs that show expected growth rates require a Bachelor’s degree. Some examples of jobs , expected employment increases and salaries are shown below:

SOC code	Occupational Title	Expected Growth Percentage	Annual Wage
27-1011	Art Directors	8.3%	\$54,990
27-1014	Multi-Media Artists	23.0%	\$53,113
27-1024	Graphic Designers	8.6%	\$35,117

These figures are congruent with the United States Bureau of Labor Statistics’ Occupational Employment Statistics on art employment in Indiana (Source: [www.bls.gov/oes/current/oes271014.htm](http://www.bls.gov/oes/current/oes271014.htm) for May 2010). For example, in SOC code 27,1014, Indiana’s statewide average salaries are \$46,420 and the Indianapolis region’s average salaries are \$47,690 (or an hourly rate of \$23.41).

While it is true that art employment does not make up a substantial portion of the Howard county economy, Art, Entertainment and Recreation do make up 2.4% of the employment in our 14 county service region. (Source: [www.hoosierdata.in.gov/custom\\_profile2.asp](http://www.hoosierdata.in.gov/custom_profile2.asp)). In addition, many of our graduates either move to the Indianapolis area or travel there daily for employment. In 2009, the Indiana Department of Revenue IT-40 returns showed that almost 1,100 workers commuted from Howard County to Hamilton or Marion counties for employment (Source: Indiana Department of Revenue, 2009-IT-40 Returns). Therefore, we believe the Indianapolis market for artists is a valid employment market for us to serve.

Art job openings in the region – November 2011 to January 2012

Date	Position	Company	Area
1-Nov	Graphic Artist	United Health Group	Indianapolis
2-Nov	Graphic Artist/Designer	Hoosier Park	Anderson
3-Nov	Web Production Artist Videographer for Art Education	Vera Bradley	Fort Wayne
14-Nov	Promotional Video	Ball State University	Muncie
15-Nov	UI Designer/Interactive Art Director	Caldwell VanRiper, Inc.	Indianapolis
15-Nov	Video Production Specialist	John Wiley & Sons	Indianapolis
16-Nov	Graphic Artist	Picis Inc	Indianapolis
17-Nov	Multimedia Content Producer	Decatur Vein Clinic	Indianapolis
19-Nov	Graphics and Illustrations	E lance	Carmel
21-Nov	Digital Media Assistant	Emmis Communications	Indianapolis
21-Nov	Interactive Designer	Brightpoint, Inc.	Plainfield
22-Nov	Graphic Artist	Monarch Beverage Co The American Legion National	Indianapolis
23-Nov	Media Designer	Headquarters	Indianapolis
23-Nov	Multimedia Designer	WellPoint	Indianapolis
28-Nov	Visual Merchandising Artist	Hoffmasster Group Inc Prepress, Digital, Color	Indianapolis
14-Dec	Prepress Coordinator	Management	Elkhart
14-Dec	Art Director	Client Solutions	Indianapolis
20-Dec	Interactive Designer/Developer	Artisan	Indianapolis
22-Dec	Flash Developer	Artisan	Indianapolis
22-Dec	Manager, U.S. Web Site Development	Mead Johnson Nutrition	Evansville
5-Jan	Graphic Designer I	Author Solutions	Bloomington
Jan	Sr. Graphic Designer	Batesville	Batesville
Jan	Web Designer	Defender Direct	Indianapolis
Jan	Web Designer	Angie's List	Indianapolis
Jan	Sr. Web Designer	Angie's List	Indianapolis
12-Jan	Graphic Designer	Professional Data Dimensions	Columbus
Jan	Web Designer	WTHI/WWVR Radio	Terre Haute
Jan	Web Creative Director	Angie's List	Indianapolis
Jan	Web Site Designer	NuOrbit Media Inc	Indianapolis
Jan	Web & Graphic Designer	Purdue	W. Lafayette