

OSU

Corvallis and Cascades

ACTION PLANS

In response to the
Art Programs Undergraduate
Review Report

OSU-Corvallis Action Plan submitted by
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With support from the Art Faculty and Art Advisor

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Preface from Lee Ann Garrison, Director of the School of Arts and Communication

I arrived at OSU in September 2014 to start my new position as director of the school. My background is as a professor of art with three degrees in art. I also chaired a very large art and design program (1000 undergraduate students and a graduate program) at my previous institution. I have performed program reviews for other institutions before. I write this to let you know that I agree fully with the review report of the undergraduate program. We are already working on solving the many problems in the Art program at OSU-Corvallis. I am also working with OSU-Cascades as they undertake a major transformation due to the retirement of the only two professors in their Art programs.

At OSU-Corvallis, I knew before I arrived that art was in decline due to Graphic Design's move to the College of Business. That move happened a few years before I arrived. I like to think it might not have happened if I had been here at the time. Design programs are the key to successful university art programs. Over the last two decades we have seen nationally the rise in the number of students interested in design (or arriving on campus as design majors because they and their parents think that the way to have a career in the arts with a job is as a designer. Most art programs have a common first year experience for the art and design students, then students find their way to the area of study best suited for them. Also most design programs have a portfolio review at the end of the sophomore year, selecting a smaller number of students for the intense upper level design program. When the art and design programs are together, the students who are not selected typically find other areas of art to pursue, even taking classes allowing them to become web designers, multimedia artists, photographers, or videographers, areas with the similar job potentials as graphic design.

With the current OSU model, the freshman interested in art and design, as expected, are enrolling in the design program in the College of Business. They now have a different first and second year experience focused on design. At the end of sophomore year, they have a portfolio review and the Graphic Design faculty members select the students who will be allowed to go on to complete the BFA in Graphic Design. This past spring, 71 students went through the portfolio review (end of second year in Graphic Design) and 27 were selected to proceed in Graphic Design. The 44 students who were not selected are now not connected to the Art program and have not taken any common courses required in Art. The normal pathway back to other art majors has been disrupted compared to universities where the two are in the same unit.

I write this, not to ask that OSU make the change to "return" Graphic Design to the School of Arts and Communication, but to explain the specific reason the Art program currently shows a severe decline. I have built a good working relationship with the Dean, Associate Dean overseeing Design, and the faculty in Graphic Design.

The Art program is undergoing total Academic and Strategic Planning. The Art program will need to reinvent itself as a 21st century program without Graphic Design. I fully believe this is possible, to build a new model for an Art program in a School of the Arts and Communication, integrating and connecting to some areas in Music, New Media Communications (with Digital Communications Arts degrees), Theatre and Speech Communication.

Action Plans:

The Art faculty and Arts administrators at OSU-Corvallis and OSU-Cascades want to commend the review team for their excellent and accurate review of the Art programs. We sent no response report after reading the review report because we are in agreement with the findings and the recommendations.

In this Action Plan for the Art Programs, we will follow the outline of the Review Report.

As explained in both the original Self-Study and in the Review Report, OSU-Corvallis and OSU-Cascades are connected by faculty members and by curriculum, yet separate in mission, programming and future plans.

Our report will be in two sections, one for each campus.

I. OSU-Corvallis Action Plan:

The Undergraduate Art Program Review Report (the Report) listed five major directions overall recommendations. The five are listed below. The Action Plan follows each recommendation.

- 1. Reassessment and restructuring of the three current degrees (BFA, BA/BS, BA in Art History) under a singularly titled major (such as Fine Arts) with areas of concentration (such as photography, art history, etc.) featured under degrees as required.**

Action I: Program Review. The Art Program is undergoing full Academic Planning and participating in SAC Strategic Planning. The Academic Plan will be completed in fall term 2015 with the goal of revising the program tracks with learning outcomes, the curriculum, and the courses with learning outcomes connected to the program learning outcomes. The Art program began systematic program Assessment in 2014 and will continue to build, adding courses to the formal assessment each year. Recruitment will become a priority under the Director of the School of Arts and Communication (SAC) and the new SAC Director of Marketing and Communications.

Anticipated Outcome/Goal: Revised degree programs, curriculum and course offerings.

Metric: Increased enrollments and numbers of majors and minors beginning fall 2016. Increased majors in the new Renewable Materials' Art and Design Track, Wood Sciences, in the College of Forestry. Increased collaborative teaching opportunities with SAC and with other colleges. All of these require adherence to the path of continuous improvement.

Who: All tenured and tenure-track faculty and full-time instructors along with the Art Advisor and the SAC Director, also an Associate Professor in the Art program and former Co-Leader of university-wide academic planning at her previous institution. Recruitment materials and process managed by the new SAC Director of Marketing and Communications.

WHEN: Academic Planning complete with CAT I program change and CAT II course changes completed in AY 2015-2016.

Action 2: Further Program Review and future Accreditation. The Art program will bring in a National Association of Schools of Art and Design (NASAD) consultant to review the program and write a report in preparation for the in-depth NASAD Self-Study, which will also include OSU-Cascades. This will be done along side the NASAD accreditation of the Graphic Design program in the College of Business. NASAD accredits an institution (OSU), not individual programs.

Anticipated Outcome/Goal: The NASAD consultant's report and the beginning of the NASAD Self-Study will aid academic planning and eventually lead to OSU's accreditation in Art and Design.

Metric: The NASAD's consultant study and report completed by the end of fall 2015.

The NASAD Self-Study will begin along with the academic plan in Action 1 above.

Who: NASAD consultant and all tenured and tenure-track faculty and instructors along with the SAC Director.

When: Professor Jim Hopfensperger, Western Michigan University, and member of the OSU Art Program Review Team, has agreed to return as the NASAD consultant in fall 2015. We are working on the exact date, hoping to align with a NASAD design consultant in the College of Business. The consultant's report will be completed soon after the campus visit. The Self-Study preparation will begin in fall 2015. It could take a year or more to complete the Self-Study for the NASAD application for accreditation. Once completed and accepted by NASAD, they will identify external evaluators to visit campus and write a recommendation report. This entire process could take two to three years before we receive either the information needed to continue the process of improvements needed for NASAD accreditation or receive accreditation. We will continue to work until accreditation is accomplished.

Action 3: Benchmarking and Comparisons. The Art program will complete the information for the Higher Education Arts Data Services (HEADS) data form and receive HEADS data information. The Higher Education Arts Data Services (HEADS) Project is a joint effort of the National Association of Schools of Music, the National Association of Schools of Art and Design, the National Association of Schools of Theatre, and the National Association of Schools of Dance. The HEADS Project is designed to provide comprehensive management data on the arts in higher education.

Anticipated Outcome/Goal: Once OSU's Art programs enter the information, we become part of the overall data and have access to data for many types of comparisons with art programs across the US (student numbers, faculty student ratios, budgets and more in comparison to large public institutions, to all art programs, to art programs within Colleges of Liberal Arts, etc.). This gives us knowledge about where this program stands among peers and allows us to create realistic benchmark goals.

Metric: Art completes the process and has access to the information.

Who: SAC Director, SAC Assistant to the Director, CLA Business Center

When: The HEADS process is yearly and opens in November with a firm deadline of January 31st each year. We will complete this process by January 31, 2016.

Action 4: Alumni Relations. The SAC Director will review the cost of purchasing the services of Strategic National Arts Alumni Project (SNAAP), data compiled by Indiana University, and review the cost/benefit analysis. We will also work with the OSU Alumni Association and the OSU Foundation to gather contact information for art alums, and create a survey to connect with graduates of the art program. We are planning a regularly recurring Art Alumni Exhibition and will create an alumni area on our revised webpages.

Anticipated Outcome/Goals: Connecting with alumni in art will allow us to gather feedback regarding the art program and also help with recruitment, recognition, public relations and fundraising.

Metric: Increased involvement by OSU Art alums.

Who: SAC Director, SAC Director of Marketing and Communications, Art Faculty, OSU Alumni Association

When: Work has begun and will be ongoing with continuous improvement. The Alumni Exhibition will be in AY 2016-17. The decision to pay for the SNAPP information will be made in AY2015-16 by the Director in conjunction with the CLA Dean.

2. A revised 100--200 level foundational art and design core curriculum that (a) revisits present course content to make it more suitable and attractive to first year majors and baccalaureate core students and (b) integrates new courses that draw on the interdisciplinary nature of the fields of fine arts, photography, graphic design, new media and communication arts, interior design, and apparel design.

Action: Review current instructors and change as needed. Complete Academic Planning included intensive review of the first and second year curriculum. Work with New Media Communications' Digital Arts Communications (DCA) to create high-level and overlapping first and second year sequences to bring faculty and students from both areas together. In many other national art programs, the DCA programs would be in the Art Department.

Anticipated Outcome/Goals: Revitalized first-second year curriculum and instruction.

Metric: More students selecting art as a major or minor. More connections and collaborations between Art and DCA faculty and students. More integration of the Art and DCA curriculum.

Who: Art and DCA faculty and advisors, with SAC Director.

When: CAT I and II processes in Art and DCA will be completed by the end of AY2015-16.

3. An effort to reconsider the interests of the Graphic Design degree program and a new Arts degree program toward the goal of reintegrating the former into the latter as an important concentration within the overall major.

NOTE from the SAC Director: While the review team recommended that Art integrate with graphic design, interior design, and apparel design that is not possible under the current Academic Affairs. Those three programs are in the College of Business' Design and the Human Environment area. While Graphic Design began within OSU's College of Liberal Arts' Art Department and moved in 2012 to the College of Business, Interior Design and Apparel Design were, and still are, connected with Merchandizing, previously in the Health Sciences and now in the College of Business. While I agree with this recommendation on many levels and come from an institution where design and art were together, I also know this is a much bigger OSU Academic Affairs decision. I believe we must be collaborators if not in the same school and college, and they all know I would welcome them into the School of Arts and Communication. While the Art program has reached a low point now due to that decision in 2012, the success or

failure of the Art program is not dependent on merging again with Graphic Design. I also know there are many ways to succeed, and it is possible for Art to connect more deeply with New Media Communications and create new exciting, collaborative programming.

It is not possible to create an action plan for the Art Department at this time. I will continue to create a deeper relationship with those in Design. By aligning the NASAD consultants and reports, we may discover new ways to work together.

4. A concerted effort to grow the level of recruitment and retention of majors through outreach programs such as JumpstArt, early contact with incoming OSU Freshmen who have declared art as an intended major, a sustained sense of community within the major through the student group Montage and its active faculty advisor, and renewed mentoring of the entire cohort of majors by faculty of all ranks.

Action: Recruitment and Retention of art majors.

Jumpstart. We began working on Jumpstart and, while enrollments are low, is taking place July 2015. (Jumpstart is a longstanding OSU high school summer art program that in previous year had high enrollments and was a major recruiting tool. Jumpstart was canceled during the 2013 and 2014 summers due to low enrollments.) The SAC Director will appoint a new head of Jumpstart to revitalize and grow the program.

Montage Student Organization: Montage began in fall 2014 as an official OSU student organization. The Montage students held a major exhibition and fundraiser in winter 2015. They have regular meetings and are planning for more events during the 2015-16 year. The Art faculty will step in and participate to help this effective student organization grow.

Art Advisor: ART 100 is a course taught by the Art Academic Advisor to orient new art students and to create a sense of community. When Graphic Design was in the Art Department, there were typically 50+ students enrolled. Last year, seven students enrolled. The Art Advisor is creating a new U-Engage (part of OSU's First Year Experience) art course to connect with Art 100. All interest first year students will be eligible to take this course.

The Art Advisor and the SAC Director will visit local community colleges and develop a recruitment plan for transfer students.

SAC Director's NOTE: The Art Advisor already works closely with each and every art major and minor, as well as all transfer students and continues a close relationship with all upper level students. The student survey in the 10-Year Program Review Self-Study indicated the 66% of the students surveyed met with the Art Advisor at least once per term (fall, winter and spring) with several stating they met with the advisor 5 or more times per year.

ART 101: The SAC Director selected a new instructor to teach this Bacc Core Art large lecture course required by all art majors. Enrollments in the course have fallen dramatically over the last several years. Student feedback and classroom observation indicated a need to change the instructor and update the curriculum.

ART 115, ART 121, and ART 122: A search is currently underway to hire one or more new instructors to teach the required studio courses in art. Student feedback (especially feedback from Senior Talk Backs) indicated the need to change the instructors teaching these courses and to update the curriculum. ART 121 (PhotoShop/Illustrator/InDesign) and 122 (video) are going through major revisions and also becoming required courses for all first year DCA majors.

ART 117: The instructor for Art 117 3D foundations revised the course for 2015 and has seen increasing numbers of students in sculpture courses.

Living Learning Communities (LLCs): SAC faculty will develop LLCs for each department. Living Learning Communities are organized by OSU Housing and are for first year students who live together in the dorm, take at least one class together per term, and have a faculty advisor working with them all year. According to OSU Housing, the earliest possible new LLC in Art will be in fall 2017.

Faculty Participation: The Art faculty members agreed to focus efforts on recruitment and student engagement and actively participate.

SAC Director of Marketing and Communications: The new SAC Director of Marketing and Communications will be in place in summer 2015 and will begin creating printed and online materials, create a strategy for advertising and publicity, and oversee a complete revision of the SAC webpages for art recruitment and publicity. The Marketing and Communications Director and the Art Advisor will attend arts recruitment fairs in Portland and Corvallis in fall 2015.

Anticipated Outcome/Goals: more art majors and more art graduates.

Metric: This is a continuous improvement effort and the immediate metric is to have at least 20 new majors in fall 2016, up from 2 majors (at this point) for fall 2015. The problem is the low numbers of first year majors and internal/external transfer students. The problem in Art is not retention and graduation.

Who: Art faculty, Art Advisor, SAC Director of Marketing and Communications, OSU Housing, Art students.

When: This is a continuing improvement process with active changes during AY 2015-16. The Art LLC will open in fall 2017.

5. The immediate hiring of a tenure-track Assistant Professor of Sculpture and/or Three-Dimensional Arts.

Action: Search for a tenure-track Assistant or Associate Professor of 3D Arts with a focus on metals, industrial processes, and rapid prototyping.

Anticipated Outcome/Goals: Revitalize the Art program with a renewed emphasis on the 3 dimensional program and collaborations with faculty and students in New Media Communications (Digital Arts Communications degrees), and potential collaborations in teaching and research with other units such as Engineering, Forestry (particularly Wood Sciences with its new Art and Design track), Business and Health Sciences (. Increase in external funding through grants. Connection to

Metric: New professor begins in fall 2016

Who: A search committee comprised tenured and tenure-track faculty and full-time instructors with final recommendation by the SAC Director and final decision by the Dean of the College of Liberal Arts.

When: The search committee will begin in early October 2015, campus visits will be completed by the 9th week of winter term 2016. The candidate hired in early spring term 2016 to begin in AY 2016-17.

Other comments in response to the Review Team's Report:

OSU-Corvallis Art Facilities Update:

The Art faculty and CLA administrators are aware that Fairbanks Hall is long overdue for renovation and ADA compliance, including the addition of an elevator. It is in the queue for a makeover, but there is no firm date at this time.

The Sociology program in CLA's School of Public Policy will move from the third floor to another newly renovated building by December 2015. This opens the possibility of expanded and secure gallery spaces, including exhibitions as well as storage.

The new College of Liberal Arts' Strategic Plan includes a new Arts Building as one of the priorities. While the vision for this new building will focus on performance and technology, it will likely include high-level exhibition/museum/art storage spaces. While no date has been set, the Arts Building appears to have campus administration and OSU Foundation support.

The Snell Hall renovations for the new art studios is underway. The 3D and Sculpture studios (as well as the New Media Communications Digital Arts Communication faculty and teaching spaces) will be in place before the start of classes in fall 2015. The second phase, including the painting, printmaking, and

photography studios in Cascade Hall, are in the design phase and the expected move in date is for fall 2016. Assistant Professor Julia Bradshaw in Photography received a \$50,000 OSU grant for new photography equipment for the new building. The New Media and Art faculty are actively looking for grant opportunities to build out the digital technology spaces there including Visualization, Rapid Prototyping, 2D Digital and Audio labs with large monitors and high end peripherals.

The new Art studios in the renovation of Snell Hall will help boost enrollments as prospective and incoming students tour the renovated spaces.

Both the New Media Communications Digital Arts Communication degree programs and several of the Art tracks will require a laptop computer by fall of 2016 (for freshman and transfer students beginning in fall 2016). This will allow more art funds to go toward peripherals instead of periodically outfitting entire classroom computer labs.

II. OSU-Cascades Action Plan:

As noted in the recently submitted Undergraduate Art Programs Review Report, Oregon State University-Cascades Art program will benefit from establishing both short and long-term goals as we “re-imagine and clearly articulate the process for determining the viability of the art degree programs, and the role(s) that art will play more generally at OSU-Cascades” (p. 6).

Both of the full time Art faculty members at OSU-Cascades will retire by July 2015, leaving no tenured/tenure track Art faculty.

Based on the Review Report and discussions with Lee Ann Garrison, Director of the School of Arts and Communications, OSU-Cascades, in the short term, will:

1. Hire a full-time instructor in Art History, Art History/Studio, or Studio for AY 2015-16.
2. Hire adjunct instructors to offer studio courses bringing “a greater breadth of studio art and design curricula” (p. 7).
3. Continue to partner with Central Oregon Community College to offer the 2+2 degree program, which includes revisiting the current transfer agreement to “address the structural concerns with the smooth transfer of students from the lower division program to OSU-Cascades” (p. 7).

Additionally, OSU-Cascades will continue to collaborate with the OSU-Corvallis School of Arts and Communications, Art department, and COCC to develop long-term goals addressing our findings from our ongoing process for determining the viability of the Cascades Art degree programs.

OSU-Cascades Facility Update:

OSU-Cascades recently broke ground on the first building at the new campus location in Bend, OR. OSU-C Administration is rightfully focused on this major endeavor at this time.