

## BA Applied Art & Design CPR Index (AY 23-24)

- Department Chair Report
- IEB Review
- Academic Dean Response
- Provost Response



**Comprehensive Program Review**

**AY 2023 – 2024**

**Institution:** Middle Georgia State University

**Academic Program:** Art and Applied Design

**College or School:** School of Arts and Letters

**Department:** Media, Culture and the Arts

**CIP Code:**

**Date of Last Internal Review:**

**Faculty Completing Report:** Sheree Keith

**Current Date:** 03/15/24

**5 Year Enrollment by Campus and Graduation Trends** *(data available in Deans and Chairs Dashboard)*

**Enrollment**

Campus	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	5 4 YR Growth	Fall 2019 compared to Fall 2023 only
Macon	0	7	36	50	82		
Cochran	0	9	18	25	25		
Warner Robins	0	0	2	3	4		
Dublin	0	0	3	2	6		
Eastman	0	0	0	0	0		
Online	0	12	12	11	18		
Off Campus	0	0	0	7	8		
<b>Total</b>	NA	28	71	98	143	411%	

**Graduates**

- For data consistency, the fiscal year is in which the degree was awarded. For examples, academic year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019. *(data available in Deans and Chairs Dashboard)*

AY 2019	AY 2020	AY 2021	AY 2022	AY 2023	5 YR Growth	AY2019 compared to AY2023 only
	NA	0	3	3		

**Include a narrative that discusses:**

- Program purpose and mission

The BA in Applied Art & Design is a flexible, professionally-oriented curriculum for students who seek employment in an array of creative sectors including graphic design, advertising, computer graphics, publishing, creative web design, and film. The program includes an embedded professional minor in areas such as business, information technology, and professional writing to prepare students for the working world. Optional concentrations in Visual Communication and Film offer students the opportunity to specialize in high-demand areas of employment.

- Align of program mission with department, school, and institutional mission

- How does the program align with your institutional mission and function?

MGA Mission: ***Middle Georgia State University educates and graduates inspired, lifelong learners whose scholarship and careers enhance the region and the state.***

The BA in Art and Applied Design aligns with the mission of MGA in that it is inherently career focused. The goal of the degree is to ultimately prepare our students for careers in a variety of areas of art, including on film sets, museums, galleries, television shows, graphic design, etc. You can see below that these fields are all expected to have growth through 2030.

- How does the program align with your institution’s strategic plan and academic program portfolio?

The BA in Applied Art & Design program has a unique, navigable curriculum that includes market-oriented art concentrations in film, graphic design, digital media, and painting that are specifically aligned to Georgia’s film production, graphic arts, and advertising industries. The program also requires a professional certificate or minor, giving art students an opportunity to earn a Georgia Film Academy certificate or minors in business, information technology, professional writing, or web design. This aligns with the 2023 Strategic Plan Strategy #2- “Lead Innovation and Economic Opportunity Priority” #4 –“Ensure high-demand programs for workforce and career alignment”.

The BA program is also face to face on both the Macon and Cochran campus, helping to fulfil Strategic Plan Strategy #2, Priority #4 subpoint 2- “Provide undergraduate programs that meet residential capacity in Macon and Cochran.”

- How does the program align with the USG System Wide/Strategic Plan Context (within mission fit)?

The USG's 2029 Strategic Plan states that the "University System of Georgia will increase degree completion through a robust and intensive approach to access and student success". Under this goal the USG lists the importance of accessibility and ease of admissions. Our program does not have any barriers to admission beyond what the institution requires. We are an open-access art program where all students, no matter what their level of previous experience, are able to enroll and hopefully ultimately succeed.

- Program age, tracks, concentrations, etc.

The BA in Art and Applied Design was first approved for fall 2020 with concentrations in Generalist, Visual Communications and Film.

In 2022 the Visual Communications track was renamed and redesigned as a track in Graphic Design.

In the fall of 2023 we offered concentrations in Generalist, Graphic Design, Film, Painting and Digital Media.

- Accreditation information/status

Not applicable

- Method(s) of delivery

Face to face for studio art classes on the Macon and Cochran campus.

- Changes since last review

This is the first review of the BA program. It was first offered in the fall of 2020.

- Benchmarks of progress

The program has experienced 411% growth since its beginning in fall 2020. We should graduate 10 students from the BA in 2023-2024.

We will aim for 1% enrollment growth each year moving forward.

We will graduate at least 10 students every year.

- Plans for action

The degree in the fall of 2024 will require a concentration related to an area of focus rather than allowing students to get the generalist concentration. The degree is focused on preparing students for a career in the arts.

To keep up with enrollment numbers, we are hiring another 2D instructor as well as an art historian.

We have also moved forward to add a concentration Digital Media to address the growth in online applications and web development.

- Shifting trends and market forces that may impact program demand

The growth in user experience and user interface (UX/UI) is being incorporated into the degree for 2023-2024. Students are able to add this area as a concentration that will be important for online graphic design development going forward.

Georgia continues to be a state that focuses on film. There are jobs in that arena that our students will be prepared for.

Artificial intelligence might also impact the demand in this area. The program should contend with the possibility of this going forward.

Using IPEDS data, list the supply of graduates in the program and related programs in the service area:

Similar or Related Degrees/Programs	CIP Code	Supply* (Graduates/Completers)	Competitor Institutions**
BA in Art	50.0701	Avg of 23.7 over 3 yrs	Georgia College & State University
BA in Art	50.0701	Avg of 4 over 3 yrs	Columbus State University

\*Supply = Number of program graduates last year within the study area

\*\*Competitors = List other USG institutions that offer this program of a similar program in the area

**Labor Market/Career Placement Outlook/Salary:**

Based on the program’s study area, what is the employment outlook for occupations related to the program?

**There is a very solid outlook for graduates of the program. Data is below.**

If data for the study area is not available, then use state- or -national-level data. Only list the jobs that are highly aligned and likely to be those for which you are preparing students and not every possibility.

**Possible Resources:**

- Click [here](#) for US and Georgia occupation projections
- Click [here](#) for 2026 Georgia Department of Labor data projections for the State or Georgia Workforce Board Regions in Qlik (link to GDOL Projections); data is also available through the [GDOL Labor Market Explore Website](#)
- Using data from [O\\*-Net](#), identify the average salary for the related occupations identified in question.

Occupation	O*Net <sup>1</sup>	Current Employment	% Growth	Average Salary	Future Earnings Potential

				(O-Net data)	(O-Net data)
Art Directors	13,800	135,100	Faster than average (5% to 8%)	\$50.57 hourly, \$105,180 annual	<b>Projected employment(2032)</b> 143,200 employees <b>Projected growth(2022-2032)</b> 6%Faster than average <b>Projected annual job openings(2022-2032)</b> 13,800
Fine Artists, Including Painters, Sculptors, and Illustrators	2,900	29,100	Faster than average (5% to 8%)	\$27.67 hourly, \$57,560 annual	Georgia -Projected growth (2022-2032) 5% Faster than average Projected annual job openings (2022-2032) 2,900
Graphic Designers	22,800	270,900 employees	Average (2% to 4%)	\$27.88 hourly, \$57,990 annual	Georgia- Projected employment(2032) 279,800 employees Projected annual job openings(2022-2032) 22,800
Multimedia Artists and Animators	9,400	89,300 employees	Faster than average (5% to 8%)	\$47.57 hourly, \$98,950 annual	<b>Georgia- Projected employment(2032)</b> 96,600 employees <b>Projected growth(2022-2032)</b>

					8%Faster than average <b>Projected annualjob openings(2022-2032)</b> 9,400
Set and Exhibit Designers	2,500	27,800 employees	Faster than average (5% to 8%)	\$28.84 hourly, \$59,990 annual	<b>Projected employment(2032)</b> 29,800 employees <b>Projected growth(2022-2032)</b> 7%Faster than average <b>Projected annualjob openings(2022-2032)</b> 2,500
Film and Video Editors	5,000	51,000 employees	Much faster than average (9% or higher)	\$30.54 hourly, \$63,520 annual	<b>Projected employment(2032)</b> 55,800 employees <b>Projected growth(2022-2032)</b> 9%Much faster than average <b>Projected annualjob openings(2022-2032)</b> 5,000

<sup>1</sup>National Center for O\*NET Development. *O\*NET OnLine*. Retrieved [include date] from <https://www.onetonline.org/>

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**Note: The narrative areas should be as direct as possible, address all the areas/elements referenced above, and be of sufficient length to represent your academic program holistically since the last review. In drafting the CPR note the principle function is to “address the quality,**

***viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission.***

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USG Academic and Student Affairs Handbook 2.3.6 “consistent with efforts in institutional effectiveness and strategic planning, each USG institution shall develop procedures to evaluate the effectiveness of its academic programs to ***address the quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission***. Institutional review of academic programs shall involve analysis of both quantitative and qualitative data, and institutions must demonstrate that they make judgments about the future of academic programs within a culture of evidence”



**IEB's Comprehensive Program Review Rubric and Evaluation**

Date Reviewed: April 15, 2024

Program Reviewed: BA in Applied Art & Design

<p><b>Contextual Notes:</b> Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program</p> <p>The Department of Media, Culture, and the Arts in the School of Arts and Letters launched the BA in Applied Art &amp; Design in Fall of 2020. This is the first review of the program. Its 4-year growth in enrollment in 411%.</p>
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Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		
Graduation Trends USG benchmark:  Bachelor's Degrees: 10 graduates/year  Graduate, Associate's or Certificates: 5 graduates/year  <small>Programs falling under these benchmarks are designated as "low performing"</small>	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition</i>		<i>This degree program is not even 4 years old yet, but if the current enrollment and graduation rates are predictive of what is to come, there will not be a concern about meeting the USG Benchmark. This will need to be watched over the next several years.</i>

### **IEB's Comprehensive Program Review Rubric and Evaluation**

#### **Program Strengths of Note:**

There has been an enormous (411%) growth in enrollment in this program since its inception in Fall 2020. There appears to be many options for concentrations. Based on predictions that can be made with our growth in enrollment, the program should be very competitive with both the Georgia College & State University program and the Columbus State University Program. The Georgia focus on the Film industry is definitely a drawing point

#### **Areas of Concern:**

Is there any possibility that the growth in the program is too fast?

#### **Other Comments:**

This report is very exciting and promising! We hope the growth is realistic. Is there enough faculty for all concentrations? It is a young program. We will need to continue to monitor.

## Comprehensive Program Review Report

**Academic Program Name:** BA in Art

**College or School:** School of Arts & Letters

**Department:** Media, Culture, & the Arts

**Date of Last Internal Review:** N/A – New Program

**Outcome of Previous Program Review (brief narrative statement, if applicable):**

**Current Date:** 7/15/2024

**Executive Summary:** *Provide a summary related to the academic program's **quality, viability, and productivity of efforts in teaching and learning, scholarship, and service** as appropriate to the institution's mission. If this is the initial review of the program address how the program is/is not meeting the enrollment and credit hour projects contained in the original program proposal.*

The BA in Art is a rapidly growing new academic program that far exceeds the enrollment and credit hour production projection contained in the original program proposal. Our faculty continue to refine the curriculum and enhance the classroom experience, and some art faculty have had notable scholarly productivity through exhibition and conference presentation. The art faculty provide significant service outside the classroom by running the Peacock Gallery, advising student organizations, developing student exhibitions, providing art demonstrations, and creating public art.

The rapid growth of the program provides both opportunities and risks. Faculty turnover due to low salaries in high-demand areas such as graphic design and 3D art is a serious threat. Facility resources are becoming a problem on the Macon campus, with studio classes being scheduled into the evening to allow for adequate number of sections. More space and resources are needed. In particular, a ceramics lab is needed on the Macon campus.

### Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program. *Include a statement of plans for action based on the overall categorical summation contained in this section.*

X Program MEETS Institution's Criteria (also indicate 1 subcategory below)

- Program is critical to the institutional mission and will be retained.
- X Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Required statement of plans for action: \_\_\_\_\_

Classroom space once delegated to music must be turned over to studio art. Additionally, we hope to reclaim more art office space, specifically near the SoAL theatre. (The large office outside the theatre is currently being used by OTR for storage.) We recommend consideration for higher salaries in high demand art fields, including graphic design and 3D art.

Program DOES NOT MEET Institution's Criteria (also indicate 1 subcategory below)

- Program will be placed on a monitoring status.
- Program will undergo substantive curricular revisions.
- Program will be deactivated.
- Program will be voluntarily terminated.
- Other (identify/add text):

Required statement of plans for action: \_\_\_\_\_



Academic Dean Signature

Dean of Graduate Studies Signature (when applicable):

Date: 7/15/2024

## **Comprehensive Program Review Report**

**Academic Program Name: BA in Applied Art & Design**

**College or School: School of Arts and Letters**

**Department: MCA**

**CPR Review Schedule AY23-24**

### **Provosts Response:**

I concur with the Dean's evaluation of the Bachelor of Arts (BA) in Applied Art & Design program's rapid growth and notable achievements. Exceeding initial enrollment and credit hour projections reflects both robust student demand and the dedication of faculty who continue to refine the curriculum, enhance classroom experiences, and contribute through scholarship and service. Their efforts in managing the Peacock Gallery, advising student organizations, supporting exhibitions, and fostering community engagement have been instrumental in the program's success.

As identified, this success comes with challenges that must be addressed to ensure sustainable growth. Faculty turnover, particularly in high-demand areas such as graphic design and 3D art, poses a serious risk due to uncompetitive salaries. Additionally, space constraints on the Macon campus, including the increasing need for expanded studio space and the absence of a ceramics lab, present critical resource challenges that could impact student success and faculty productivity.

### **Next Steps:**

1. Faculty Retention & Compensation Review
  - Conduct a market analysis to evaluate salary competitiveness in key areas like graphic design and 3D art.
  - Develop retention strategies, including targeted salary adjustments, professional development opportunities, and workload evaluations, to mitigate turnover risk.
2. Space and Facility Planning
  - Collaborate with Facilities and Academic Affairs to assess short-term solutions, such as optimizing current space utilization or repurposing existing spaces to accommodate studio classes.
  - Initiate planning for long-term infrastructure enhancements, including the establishment of a ceramics lab on the Macon campus.
3. Resource Allocation & Advocacy

- Explore internal reallocation of resources to address immediate needs and seek external funding through grants, partnerships, or philanthropic opportunities to support facility and program development.

4. Strategic Enrollment & Program Growth Planning

- Continue to monitor enrollment and credit hour production to guide course offerings, faculty hiring

**Categorical Summation**

Check any of the following to categorically describe action(s) the institution will take concerning this program.

**X Program MEETS Institution's Criteria**

**X Program is critical to the institutional mission and will be retained.**

Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in

Program DOES NOT MEET Institution's Criteria

Program will be placed on a 1 year monitoring status.

Program will undergo substantive curricular revisions.

Program will be deactivated.

Program will be voluntarily terminated.

Other (identify/add text):

Provost or VPAA Signature:      Date:

      2/5/25