

Comprehensive Program Review Report

Academic Program Name: AA Art

College or School: School of Arts & Letters

Department: Media, Culture, & the Arts

Date of Last Internal Review: 2016

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

Current Date: 4/7/21

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. Include a statement of plans for action based on the overall categorical summation contained in the next section.*

The AA in Art is a viable, high quality academic program that offers a stackable credential that can be embedded in the BA in Applied Art & Design or other baccalaureate programming. As expected, enrollment in the AA in Art has decreased with the implementation of our new BA in Applied Art & Design in 2020. Although enrollment and degrees conferred for the AA in Art are low, the program is productive because it serves as a feeder for the BA program. All Area F courses for the AA and BA art curriculums are fully aligned – so the redundancy of the dual art pathways creates fuller, more efficient, and more diverse classrooms. Because all BA Art students earn the AA in Art on their way to the baccalaureate credential, degrees conferred in the AA Art is expected to increase.

The AA in Art should be reviewed again within a 3 year period to see if it remains valuable as a stackable credential or if deactivation should be considered.

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 DOES NOT MEET Institution's Criteria

- 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):

Academic Dean Signature: 
Dean of Graduate Studies Signature (when applicable):

Date: 4/7/21

IERB's Comprehensive Program Review Rubric and Evaluation

Program Reviewed: AA Art

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program

Enrollment in the AA Art Program has been relatively steady up until Fall 2020. In Spring of 2020 the A.A. in Art was replaced as the primary art degree at Middle Georgia State University with the BA in Applied Art. The A.A. in Art now serves as the foundation for the first two years of the B.A. in Applied Art. The rollout of the BA in Applied art essentially cannibalized students from the AA Art program, decreasing enrollment and graduation rates. As Art is predominantly face-to-face, the COVID outbreak most likely also had a detrimental effect on enrollment and graduation for Fall 2020 as many students declined to return to campus due to the virus.

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>		5 year growth for programs by locations is -17.58% for Macon and -19.09% for Cochran. There was a sharp decrease of 52% between fall 2019 and fall 2020. The overall 5 year growth regardless of campus is -17.97%. This negative trend is an area of concern.
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year Programs falling under these benchmarks are designated as "low performing"	<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>		The graduation trend has been reasonably consistent until fall, 2020. While the most recent graduation number does not meet the USG benchmark the 3 year average still meets the minimum. With the addition of the BA in applied arts there is potential for students to bypass this degree.

IERB's Comprehensive Program Review Rubric and Evaluation

Program Strengths of Note:

Addition of the BA in applied arts could increase enrollment in the art courses and students will be encouraged to apply for the AA in arts degree after completing the first 2 years of the program leading to a potential increase in graduation rates for the program. Program has also added more flexibility in elective courses to speed the path to graduation. Program incorporates online courses as much as possible to increase flexibility for students. It's online component, if expanded, is a strength for the program because it might increase enrollment. The Program still meets the USG minimum graduation requirements and is, therefore, viable.

Areas of Serious Concern:

Significant decrease in enrollment and graduation over the past year. Much of the impact can be attributed to COVID and the introduction of the BA in applied arts. It will take time to see if this is a permanent impact or if the students will continue to apply for the AA of arts degree after completing the first 2 years of the BA in applied arts.

Other Comments:

Job growth and potential career tracks appears to be limited. If the B.A. in Applied Art continues to adversely affect enrollment figures, it may be necessary to revisit the AA Program in 3 years to determine its viability. If it's determined that it's not viable, it may need to be terminated.



Comprehensive Program Review

FY 2020 – 2021

Institution: Middle Georgia State University

Academic Program: AA Art

College or School: School of Arts and Letters

Department: Media, Culture, and the Arts

CIP Code: 500101

Date of Last Internal Review:

Faculty Completing Report: Charlie Agnew

Current Date: 02/11/2021

5 Year Enrollment by Campus and Graduation Trends

Enrollment: 5 year growth for programs by locations is -17.58% for Macon and -19.09% for Cochran. The overall 5 year growth regardless of campus is -17.97%.

Campus	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	5 YR Growth	Fall 2016 compared to Fall 2020 only
Macon	26	22	24	23	12	-17.58%	-54%
Cochran	14	20	16	17	6	-19.09%	-57%
Warner Robins	5	6	4	2	2		
Dublin	7	2	0	1	0		
Eastman	0	0	0	0	0		
Online	1	1	6	7	4		
Off Campus	0	0	0	0	0		
Total	53	51	50	50	24	-17.97%	-55%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For example, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	5 YR Growth	FY16 compared to FY20 only
10	10	16	13	6	-11.99%	-40%

Include a narrative that discusses:

- **Program purpose and mission**

The A.A. in Art’s purpose and mission is 1) to maintain regularly scheduled course offerings and a strong advising support system that helps students progress and graduate in a timely manner, 2) to graduate students who demonstrate expertise in a broad range of fine arts, design, art history concepts and studio practices, 3) to prepare students and give them a foundation to move on to our new B.A. in Applied Art, and 4) to prepare students for professional practice in an advanced 21st century economy. The program equips students for creative careers in areas such as graphic design, web design, commercial artist, advertising design, packaging design, sign design, toy design, digital illustration, book illustration, magazine layout design, concept art, creative director, and more.

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

The program’s mission statement follows that of Middle Georgia State University, which states that the university “...educates and graduates inspired, lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships, and community engagement.” It is also in agreement with the mission statement of the School of Arts and Letters, which “is to provide broad access to arts and humanities education that promotes creativity, elevates culture, encourages the pursuit of happiness, and prepares intellectually agile citizens to serve our communities and the creative economy of Georgia.” Finally, the program’s mission is also compatible with the mission statement of the department, which states, in part, that coursework “develops student expertise in the visual arts and music; in creative, digital, and professional writing; in culture, gender, and media studies; and in modern language.,” and that faculty will help, “build on a solid foundation in the liberal arts to guide students toward their academic goals and prepare them for a global, culturally diverse society.”

The A.A. in Art helps furnish students with desirable face-to-face experience to attain foundational art experience using artistic media, methods, & equipment found in the workplace. This includes MGA Imperative #1, Grow Enrollment with Purpose; Strategy #1 - Expand and Enrich the Face-to-Face Experience; SOAL Imperative #1- Foster Academic, Professional, and Social Agility; Strategy 1: Build

modular curriculum that deconstructs liberal arts/work ready divide. The A.A. in Art also gives students access, assists in advancement, and aids in degree completion. This includes MGA Imperative #2-Own Student Success.

The program is committed to intellectual diversity, which reflects a diverse student population. The diverse art exhibitions and gallery talks produced by the Middle Georgia State University art program certainly enrich the cultural life of the area as the exhibitions span traditional work, such as the Wini McQueen Art Exhibition or Jon Witzky's Between Dog and Wolf to contemporary shows such as (E)merged with group artists TeaYoun Kim-Kassor, Matthew Forrest, & Abraham Abebe or April Wright's Material Traces.

- **Program age, tracks, concentrations, etc**

The current A.A. in Art dates back to the late 1960s and early 1970s. Glenn F. Chesnut, Sr., was listed as Professor of Literature and Art in Middle Georgia College's Hilltopper Yearbook of 1967 and became the Chairman of the Art Department at Middle Georgia College sometime afterward. Hal Lunsford, Associate Professor of Art, started in 1970 at Middle Georgia College and retired in 2000. Barbara E. Hutto anchored the art program at Macon State College from the early 1970s until she retired in 2011. The A.A. in Art continued after the consolidation of Macon State College and Middle Georgia College joined to become Middle Georgia State College in January 2013. During the summer of 2012, a work team reviewed the programs from the Macon State College and Middle Georgia College catalogs. It melded the best of the two programs together, which were already very similar. The curriculum was then approved through the 2012 – 2013 Academic Affairs and Senate approval process for placement in the 2013 – 2014 Middle State College Catalog. The current 2020 - 2021 A.A. in Art program is quite similar, with some modifications to classes in the elective category of the degree. This degree is the foundation for a B.A. or B.F.A. degree in Art. As of spring 2020, Middle Georgia State University now has its own B.A. in Applied Art, of which the A.A. in Art now forms the first two years of the four-year program.

- **Accreditation information/status**

The A.A. in Art does not require accreditation other than the SACS/COC institutional accreditation obtained by Middle Georgia State University at this time.

- **Method(s) of delivery**

The required courses for the A.A. in Art are primarily offered on both the Cochran and Macon campuses. The Art History courses are currently offered

online throughout the year. However, the majority of the studio courses are not able to be offered online and require face-to-face attendance.

- **Changes since last review**

The A.A. in Art is no longer the primary art degree at Middle Georgia State University, as the B.A. in Applied Art is approved as of spring 2020. The A.A. in Art now serves as the foundation for the first two years of the B.A. in Applied Art. There have also been a few changes to the elective area since the last review due to the creation of the B.A. in Applied Art. Some of the elective classes have had a level change and been removed from the area. Others have been added to allow for degree flexibility and progression towards graduation, such as ITEC 2215 Introduction to Information Technology. These changes aid our students in quicker graduation paths and help to bring down the average total hours at graduation for our majors.

- **Benchmarks of progress**

Enrollment in the A.A. in Art program has been reasonably stable over the past five years, seeing only a 3.8% decrease between Fall of 2016 and 2017, and a 1.96% decrease between Fall 2017 and 2018 and holding even between Fall 2018 and 2019. There are several factors relating to the 52% decrease between the Fall of 2019 and Fall of 2020. The leading cause for the decline is the creation of the B.A. in Applied Art, which was introduced in the Spring of 2020. Many art students changed majors to the new B.A., lowering the A.A. in Art's enrollment count. Also, the Covid crisis has impacted the enrollment as well, as many students have declined to show up for face-to-face classes, which make up the central part of the art program's classes.

Graduation in the A.A. in Art Program has been consistently over ten students each year, rising to 16 graduates in 2018 and 13 graduates in 2019. However, the only fall off in graduation was in 2020, with only six students graduating. The fall-off is due to a couple of factors. First, the Covid crisis drove many students off and did not allow students to complete their degrees on time. Many students declined to come to campus in the fall, and some did not finish up their spring classes due to their home situations. Also, the creation of the B.A. in Applied Art switched many students over to a new degree, starting in the Spring 2020 semester. Both of these factors made for the downward trend of graduation 2020.

- **Plans for action**

Overall, the art program is healthy. Before the Covid crisis hit, the A.A. in Art was reasonably stable in enrollment and had adequate graduation rates. The

program had a good number of students enrolled in its classes, including Art majors and students from various majors across the university.

The recent enrollment and graduation decline in the A.A. in Art can be attributed mainly to creating our new B.A. in Applied Art degree, which is attracting students' attention. This should be considered positive as we want students to enroll in the new degree. The A.A. in Art forms the foundation for the first two years of the new B.A. in Applied Art. Many students will most likely continue getting the A.A. in Art and graduating with it, although it does not look like they are presently in the degree. The art faculty need to encourage the present students in the B.A. to graduate with both degrees by the time they finish at Middle Georgia State University. The Covid crisis has also impacted the enrollment and graduation rates as well, driving students away to online classes and later graduation dates due to fear of infection. Overall, the A.A. in Art should continue as it is the foundation of the first two years of the new B.A. in Applied Art, and the downward trend is temporary due to the pandemic.

The art program will continue to entice and recruit students on campus through events such as the Arts Extravaganza, held on both campuses in the fall semester in November. Student artwork from the fall classes on the Cochran and Macon campuses was shown, and art demonstrations, delivered by faculty, were used to interest students and bring them in so we could further talk to them about the new B.A. in Applied Art. The Annual Juried Student Exhibition, which is open to all students, is another way to draw in more on-campus students to the art program. The art faculty also participate in Open House on the campuses to recruit students as well. Currently, some of the faculty are also discussing getting out to visit local high school art programs to get local students interested in the new B.A. in Applied Art.

- **Shifting trends and market forces that may impact program demand**

The demand for craft and fine artists is estimated to grow 8% over the next eight (8) years: [Craft and Fine Artists - Future Job Demand](#) However, many art & design careers will only experience an average increase in growth of 2%: [Career Options for Artistic Jobs that are In-Demand](#)

Here are some articles about well-paying, creative jobs: [14 High-Paying Jobs for Creatives](#), [20 Jobs for Creative People That Actually Pay Well](#), [High Demand Careers for Creatives in 2021: 15 Dream Jobs That Actually Pay \[Updated\]](#)