

AA Art CPR Index (AY 23-24)

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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 YR Growth	Fall 2019 compared to Fall 2023 only
Macon	22	12	5	7	8		
Cochran	15	6	3	5	7		
Warner Robins	3	2	1	1	4		
Dublin	1	0	1	3	2		
Eastman	0	0	0	0	0		
Online	8	4	0	4	8		
Off Campus	0	0	0	0	1		
Total	49	24	10	20	27		

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
	6	5	9	3		

Include a narrative that discusses:

- Program purpose and mission

The AA in Art is dedicated to the creative and personal growth of every student. The courses are designed to give students a solid foundation in the elements and principles of design that will prepare them for more advanced studies. Our program establishes students with a strong understanding of realism before introducing more abstract and conceptual forms of art.

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

- How does the program align with your institutional mission and function?
- How does the program align with your institution's strategic plan and academic program portfolio?

The AA program is available 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."

- Program age, tracks, concentrations, etc.

No tracks or concentrations

- 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

The AA curriculum has been matched to the BA curriculum in Area F.

- Benchmarks of progress

The program has had up and down enrollment. This coincided with the implementation of BA in Art and Applied Design.

- **Plans for action**

The AA in Art is no longer needed at MGA. Before the BA in Art was introduced, we routinely had 10 or more graduates. With the advent of the BA, the enrollment was halved, and graduation rates began a downward trend. Anecdotally, the AA is something students often accidentally sign up for when they were really looking for

the BA in Art and Applied Design. If this program were to be deactivated, the students seeking an AA could move to the AA in Core Curriculum, without having to change any curricular choices. Graduation would not be affected at all.

- Shifting trends and market forces that may impact program demand
 - Most jobs in the field of art require more specific training than is offered by the AA. The concentrations in film, graphic design, digital media, and painting all lend themselves to the job market. These concentrations are not available in the AA.

Specific Questions to address include the following:

- How does the program align with the USG System Wide/Strategic Plan Context (within mission fit)?
 - The AA in Art at MGA is an access degree, which fits with the USG mission of ease of admission and access.
- To what extent does the program align with local, regional, and/or state talent demand or workforce strategies?
 - The program as an AA aligns with local, regional demand for jobs in sectors which do not require a BA, but could require some college education. As noted below, these jobs are not likely to be in-field, but could be a job where an employee just needs some college credit.

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

There are no AA in Art programs in GA.

Similar or Related Degrees/Programs	CIP Code	Supply* (Graduates/Completers)	Competitor Institutions**

**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?

Most Jobs in this sector require a BA or higher in Art

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 ¹	Current Employment	% Growth	Average Salary <i>(O-Net data)</i>	Future Earnings Potential <i>(O-Net data)</i>
Art Directors	13,800	135,100	Faster than average (5% to 8%)	\$50.57 hourly, \$105,180 annual	<p>Projected employment(2032) 143,200 employees</p> <p>Projected growth(2022-2032) 6%Faster than average</p> <p>Projected annual job openings(2022-2032) 13,800</p> <p>68% of jobs in this sector require a BA</p>
Fine Artists, Including Painters, Sculptors, and Illustrators	2,900	29,100	Faster than average (5% to 8%)	\$27.67 hourly, \$57,560 annual	<p>Georgia -Projected growth (2022-2032) 5%</p> <p>Faster than average</p> <p>Projected annual job openings (2022-2032) 2,900</p> <p>65% of jobs in this sector require a BA</p>

Set and Exhibit Designers	2,500	27,800 employees	Faster than average (5% to 8%)	\$28.84 hourly, \$59,990 annual	Projected employment(2032) 29,800 employees Projected growth(2022-2032) 7%Faster than average Projected annualjob openings(2022-2032) 2,500 10% of these jobs are available to someone without a BA or MA.
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¹National Center for O*NET Development. *O*NET OnLine*. Retrieved [include date] from <https://www.onetonline.org/>

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.”

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: AA in Applied Art & Design

<p>Contextual Notes: 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 is recommending that the AA in Applied Art & Design be terminated.</p>

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
<p>Enrollment</p>	<p><i>This program has significantly positive enrollment trends and robust credit hour production</i></p>	<p><i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i></p>	<p><i>This program has negative enrollment trends and weak credit hour production</i></p>		<p><i>Enrollment has been steadily declining since Fall 2019</i></p>
<p>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></p>	<p><i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i></p>	<p><i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i></p>	<p><i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition</i></p>		<p><i>Although the enrollment has declined, the three-year rolling average does actually meet the USG Benchmark of 5</i></p>

IEB's Comprehensive Program Review Rubric and Evaluation

Program Strengths of Note:

Since we also host the BA in Applied Art & Design, we assume there is not any additional cost to the institution if we were to keep it. It may feed the BA in Applied & Design.

Areas of Concern:

The enrollment rate and graduation rate have declined since 2019.

Other Comments:

Is there a reason to remove this program as an option if it does not require additional funds or faculty?

We defer to the Department of Media, Culture, and the Arts in their assessment of the situation.

Comprehensive Program Review Report

Academic Program Name: AA in Art

College or School: School of Arts & Letters

Department: Media, Culture, & the Arts

Date of Last Internal Review: 2021

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.*

This AA program had negative enrollment growth and low productivity due to the onboarding of the BA in Applied Art and Design. Because the program is aligned with the BA and therefore low-cost, the program was slated to continue, with MCA and SoAL carefully monitoring. Deactivation was to be considered at the end of the next cycle in consultation with the Provost.

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.*

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

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.

X 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.
- X Program will be deactivated.
- Program will be voluntarily terminated.
- Other (identify/add text):

Required statement of plans for action:

Although this AA program does serve as a "feeder" top the BA in Applied Art & Design, both faculty and leadership believe it is time to deactivate the program and to push students directly into the baccalaureate program.



Academic Dean Signature

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Dean of Graduate Studies Signature (when applicable):

Date: 7/15/2024

Comprehensive Program Review Report

Academic Program Name: AA in Art

College or School: School of Arts and Letters

Department: MCA

CPR Review Schedule AY23-24

Provosts Response:

After reviewing the Dean's recommendation, I concur with the proposed closure of the Associate of Arts (AA) program. The program has experienced negative enrollment growth and low productivity following the introduction of the Bachelor of Arts (BA) in Applied Art and Design. While the program was initially retained due to its alignment with the BA and its low-cost structure, it has been closely monitored by MCA and SoAL. Given these factors, and in alignment with our strategic academic planning, I support the decision to move forward with deactivation at the end of the next cycle, in consultation with relevant stakeholders.

Categorical Summation

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

- Program MEETS Institution's Criteria
- 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.
- X Program will be deactivated.**
- Program will be voluntarily terminated.
- Other (identify/add text):

Provost or VPAA Signature:

Date:



2/5/25