

ACADEMIC PROGRAM REVIEW

Fairmont State Board of Governors

☒ Program without Special Accreditation

☐ Program with Special Accreditation

Degree Program Studio Art, B.A.

Date Submitted 4/23/2025

INSTITUTIONAL RECOMMENDATION Approved by the Board of Governors (§ 5.2.8)

The institution is obligated to recommend continuance or discontinuance of a program and to provide a brief rationale for its recommendation:

- _____ 1. Identification of the program for further development and/or expansion due to demand (e.g., providing additional institution commitment), with or without action.
- X 2. Continuation of the program at the current level of activity; with or without action.
- _____ 3. Continuation of program at a reduced level of activity (e.g., restructuring curriculum, reduce credit hours, merge programs, share courses, share faculty, develop a joint program with another institution) or other corrective actions.
- _____ 4. Discontinuation of the Program (review for potential sunset)

Rationale for Recommendation:



Signature of person preparing report:

04/22/2025

Date



Signature of Dean

04/22/2025

Date



Signature of Interim Provost and Vice President for Academic Affairs:

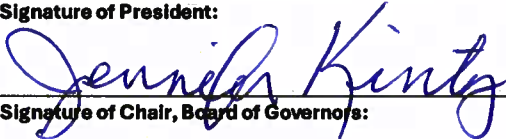
Date



Signature of President:

5/5/25

Date



Signature of Chair, Board of Governors:

5/13/25

Date

Program Review Council Final Report

Name of Academic Department: Studio Art

Date of Report: March 12, 2025

Names and Departments of Review Team Members:

Donna Long, College of Liberal Arts

Barbara McLennan, College of Education, Health, and Human Performance

Report Summary

A. Introduction:

- Studio Art Program Review, including financial data provided by IR
- Studio Art Mission Statement on Fairmont State's website
- Studio Art sections of the Catalog, including its program description and curriculum requirements for its three concentrations
- Janie Leary's documentation of program outcomes for Studio Art, as well as Learning Outcomes and Summary of Course Revisions Resulting from Assessment Finds prepared by program faculty
- Studio Art program portfolio rubrics and assessment plan
- Fairmont State's 2025-2035 Strategic Vision statement
- The Bureau of Labor Statistics website
- We also met with Joel Dugan, department chair, on 14 February from 2:30-4:15.

B. Program Strengths: Identify strengths of the Department/program (considering viability, curriculum and assessment, students, faculty contributions and productivity, supporting resources, strategic improvement plan etc.).

1. External Demand:

The Studio Art program's emphasis on skills-based learning, entrepreneurship, and community networking creates a strong foundation for recruiting and retaining majors. The program has seen substantial increases in applications (120% over 3 years) and enrollment (58% over 5 years).

The Studio Art program's potential for post-graduate employment is strong because graduates' diverse skills, including digital technologies, allow them to work across industries. According to the Bureau of Labor Statistics, earnings vary widely, but as is the case with liberal arts majors generally, compensation tends to even out in the long term.

The Studio Art program has revised its major curriculum to prepare students for a variety of opportunities post-graduation, including employment and graduate school. It has invested in technology and equipment to ensure students develop and graduate with in-demand skills and abilities.

2. Financial Health: The Studio Art program's major enrollment has grown over the last five years, and the program's overall FTE's have resulted in a positive net position in four of five years. In addition to strategic decisions to save on administrative costs and material costs, the Studio Art program has further strengthened its financial standing by seeking grant

funding. The program has received external funding for four public arts projects, including two grants from the Benedum Foundation. Their Day of Giving funding has allowed the program to match additional grants to support public projects. Studio Art also has endowment funding which further supports program costs.

Additionally, Studio Art supports Fairmont State's Core Curriculum, the Elementary Education major, cross-lists requirements with other majors (Architecture, Graphic Design), and provides cross-disciplinary opportunities for non-majors (Art Writing, Woodworking, Fiction Writing exchange), all of which positively impact the program's financial standing.

3. Enrollment Trends and Graduation Rates:

- a. Both program enrollment and graduate rates have remained stable despite the decline in overall University enrollment
- b. The program has developed assessment processes that support students at every stage of their academic career, including comprehensive portfolio reviews. It continually assesses and refines curriculum and program outcomes and needs.
- c. The program has strategically hired faculty to provide a comprehensive education for its students. Its faculty are active scholars, artists, and community members, providing a wide range of workshops and services, including large-scale public art projects. They are committed to developing students with practical and in-demand skills for increasingly technology-driven workforce needs.
- d. The program has created strong relationships with community partners and with potential employers in the region, including robust grant and donor fundraising. Its Public Art Program provides professional and networking opportunities for students and supports cultural enrichment and economic growth in the region and the state.
- e. The Studio Art program has a multi-faceted five-year plan, including strengthening existing campus and community collaborations; developing new program opportunities in areas like art therapy; expanding student skills in art entrepreneurship and management; and updating facilities.

C. Program Challenges: Identify challenges facing the Department/program (considering at least all areas noted above, where appropriate).

1. Faculty in the Studio Arts are actively prioritizing student safety through the implementation of effective work practice controls. To further enhance working conditions and align with industry best practices, the addition of engineering controls—such as improved ventilation systems—has been recommended. Because the ventilation system in the Studio Art space is not up to OSHA standards, the program cannot meet accreditation standards set by the National Association of Schools of Art and Design (NASAD), and, of course, there are potential health and safety hazards, which could result in liability issues. The updates required are beyond the program's budget.
2. The program utilizes a variety of equipment, which is currently maintained by program faculty. A lab technician is needed for dedicated maintenance to allow faculty to focus on teaching, advising, mentoring, and the many projects the program supports on campus and in the region.
3. Access to all course fees would allow for reinvestment into the program. Additionally, the program provides instructors for a required Elementary Education course but receives no program fees.
4. The larger cultural emphasis on STEM creates recruiting challenges across all non-STEM majors.

D. **Program Opportunities:** Identify opportunities facing the Department/program (considering at least all areas noted above, where appropriate).

1. The program could benefit from instituting an industry board, including a Return on Invest (ROI) economic development arts expert, such as Mary Hunt, former Bendedum Director who wrote a letter of support.
2. The program has the equipment to produce products that could generate revenue and provide experience for students, including silk screening. It is also developing an art rental program.

E. **Recommendations:** Provide recommendations to resolve the challenges and/or to strengthen the Department/program(s). Please consider and organize your recommendations into the two broad categories:

(1) Recommendations requiring financial support. Please indicate any of these recommendations that are urgent/critical.

- It is recommended that funding be provided to update the ventilation system; this is a critical need.
- It is recommended that a lab tech position be created to support maintenance and safety protocols.
- It is recommended that the program pursue accreditation through the National Association of Schools of Art and Design (NASAD)
- It is recommended that financial and campus resources be provided to help the Studio Art program expand its already significant outreach to the community. The opportunities, which directly impact students in the program, include:
 - Supporting the Community Design Assistance Center (CDAC) by naming a director with at least half-time responsibility for managing and promoting the work of the Center;
 - Supporting the Public Art Program with dedicated marketing and communication services;
 - Providing a university license for Adobe Cloud software;
 - Expanding the Print Shop services, which would allow art students access to high quality and specialty printing needed for exhibition and provide employment opportunities for majors to learn advanced printing skills;
 - Providing administrative support; and
 - Supporting a “mobile classroom” initiative.

(2) Financially Neutral Recommendation (no additional funds required).

- It is recommended that the program continue to collaborate with area employers on their needs through program outreach and internships.
- It is recommended that the program collaborate with Fairmont State’s Career Center and Admissions and Recruitment professionals to make sure they are aware of the strengths and skills of program majors.

F. **Interview:** Provide a list of interview questions the reviewers may have used in the review.

- Has the program worked with Admissions and Recruitment professionals to make sure they are aware of the program's new curriculum and opportunities? (External Demand)
 - Response: Studio Art created a one-page handout covering all the opportunities and economic impact of the Art, Architecture, and Graphic Design department.
- How do Core courses help non-majors succeed in their academic careers? What skills, knowledge, critical thinking are cross-disciplinary? How do Core courses incorporate strengths of the major (technology, adaptability)? (Internal Demand)
- How is the program supporting tenure-track faculty who are working toward terminal degrees? (Faculty Excellence)
- Besides ventilation issues, what are your facility needs? (Financial Health)
- How does Studio Art balance its emphasis on networking, community outreach/engagement, and professional development with students who have anxiety? (Planning)

New Student Enrollment	Y1	Y2	Y3	Y4	Y5
	2020	2021	2022	2023	2024
Student Demand - Program Applicant Data Market	Pre-Slate: No Data		5	14	11
New Student Enrollment	7	9	4	10	11

Internal Demand	Y1	Y2	Y3	Y4	Y5
	2020	2021	2022	2023	2024
Non-major Course Enrollment	553	548	494	430	452
Non-major Credit Hour Production	1588	1440	1399	1252	1279
Non-major D/F/W rates	14%	19%	16%	17%	17%
Non-major grade distribution (A)	277	309	270	248	278
Non-major grade distribution (B)	117	66	99	66	74
Non-major grade distribution (C)	53	29	35	30	28
Non-major grade distribution (D)	10	18	12	14	6
Non-major grade distribution (F)	48	48	46	48	35

Quality of Outcomes			Y1	Y2	Y3	Y4	Y5
			2020	2021	2022	2023	2024
Faculty	Faculty Teaching Load (Enrollment)	Cara Snyder	251	252	260	249	232
		Elizabeth Urse			33	51	45
		Jared Tadlock		9	12	34	35
		Jeffrey Hindal	41	37	59	44	58
		Joel Dugan	56	58	66	58	79
		Kylie Ford	58	59	64	67	67
		Marian Hollinger	120	116	112	87	91
		Brigitte Gapen	8	6			
		Hannah Lenhart		9			

		Jennifer Boggess	66				
		Jeff Greenham	59	46	59		
		Robin Payne		1	1		
		Stacy Oxley		24			
	Faculty Credit Hour Generation	Cara Snyder	753	756	780	747	696
		Elizabeth Urse			99	146	130
		Jared Tadlock		27	36	102	105
		Jeffrey Hindal	123	127	177	132	174
		Joel Dugan	160	174	198	174	235
		Kylie Ford	174	177	194	201	201
		Marian Hollinger	360	348	336	261	273
		Brigitte Gapen	31	18			
		Hannah Lenhart		27			
		Jennifer Boggess	198				
		Jeff Greenham	173	138	173		
		Robin Payne		0	0		
		Stacy Oxley		72			
		Faculty Tenure/Tenure Track	4	5	5	4	4
		Faculty Non-Tenure Track	0	0	0	2	1

Quality of Outcomes		Y1	Y2	Y3	Y4	Y5
Student	Number Students fewer than 30 credit hours (but more than 0)	7	8	5	12	10

		Percent Students fewer than 30 credit hours (but more than 0)	16%	18%	11%	23%	23%
		Number Students w/30 credit hours	13	13	10	9	12
		Percent Students w/30 credit hours	30%	30%	22%	17%	28%
		Number Students w/60 credit hours	8	11	16	12	9
		Percent Students w/60 credit hours	19%	25%	36%	23%	21%
		Number Students w/90 credit hours	15	12	14	19	12
		Percent Students w/90 credit hours	35%	27%	31%	37%	28%
		D/F/W Rate in Major Courses	6%	9%	5%	6%	9%
		Total Major Enrollment	43	44	45	52	43
		Major Enrollment FTE	44.66	44.25	43	49.74	42.5
		# of Completions	11	5	8	10	8
		One Year Retention Rate (Inst)	75%	83%	84%	82%	84%
		Two Year Retention Rate (Inst)	69%	79%	81%	71%	

Financial Health		Y1	Y2	Y3	Y4	Y5
		2020	2021	2022	2023	2024
Revenue	General Tuition and Fee Revenue	\$613,104.29	\$545,393.33	\$576,938.03	\$561,102.68	
	Program Fee Revenue	\$0.00	\$13,625.00	\$16,275.00	\$19,000.00	
	Course Fee Revenue	\$19,025.00	\$63,945.00	\$74,050.00	\$70,771.00	
Expense	Direct Costs	\$378,056.96	\$340,834.67	\$343,181.28	\$371,771.72	

	Indirect Departmental Costs	\$30,696.77	\$35,121.45	\$43,134.10	\$40,027.97	
	Indirect College Costs	\$53,886.06	\$48,215.44	\$51,694.84	\$54,599.57	
	Indirect Institutional Costs	\$153,057.41	\$198,340.38	\$334,782.61	\$161,370.08	
	Net Position without Indirect Institutional Costs	\$169,489.50	\$198,791.77	\$229,252.81	\$184,474.42	
	Net Position	\$16,432.10	\$451.39	-\$105,529.81	\$23,104.34	
	Net Position Per Credit Hour	\$7.64	\$0.23	-\$52.35	\$12.22	

Program Review Council Recommendation

The institution is obligated to recommend continuance or discontinuance of a program and to provide a brief rationale for its recommendation:

2. Continuation of the program at the current level with action

Rationale for Recommendation:

We recommend the program be supported for further development and/or expansion, with action. The Studio Art program provides opportunities for students, the campus community, the region, and the state unlike any other program in the state, and it has immense potential for greater impact. Its faculty are nationally recognized, award-winning, practicing artists with significant expertise in industry and teaching. The program is both comprehensive and innovative. The faculty are committed to growing the program; to supporting students and preparing them for successful careers; and to representing Fairmont State University through significant community engagement and collaboration.

We are fortunate to have such a forward-looking and ground-breaking program at Fairmont State University.

Signature of Program Review Council Co-Chairs:

Mary L Sortino

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Mary L Sortino, Psy.D

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Donna J. Long

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