Narrative for a Level II Proposal

Submitted by
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1. Overview
Provide a one paragraph description of the proposed program. Be specific about what degree, major, minor or option is sought.

This proposal is to re-title an existing academic program, the School of Fine Arts at The University of Montana. If approved, the School of Fine Arts will become a College of Visual and Performing Arts. Departments within the current School will themselves become Schools within the larger unit. These names include the School of Art, School of Media Arts, School of Music, and School of Theatre and Dance. The School of Fine Arts is currently comprised of four entities: the Department of Art, the Department of Drama/Dance, the Department of Music, and the Department of Media Arts. The Departments of Art, Drama/Dance and Music have long and distinguished histories, beginning with Music’s establishment as a department in 1893. In 1913, the department became a School of Music, a designation which was used for more than four decades, until the establishment of the School of Fine Arts in 1955. At that time, The University of Montana reduced the School of Music to a Department to provide equal status with the Departments of Art and Drama, which were moved from the College of Arts and Letters (now the College of Arts and Sciences) to the School of Fine Arts. In fact, to this day, citizens in the greater community still commonly refer to The University of Montana music unit as a “School of Music.” Students and faculty began producing live theater on campus by the turn of the century, and the visual arts were well established by the roaring twenties. Dance, formerly considered part of the Physical Education program, was moved into the School in 1973. The program in Media Arts is a more recent addition, having begun in 1998. All three of the original departments are nationally accredited (National Association of Schools of Art and Design, National Association of Schools of Theatre, and National Association of Schools of Music). In addition, the Creative Pulse, a graduate program in arts education, provides master teachers in the Arts and Humanities with interdisciplinary offerings during summer sessions, while The Montana Repertory Theatre, established in 1967 and residing in the School, has been serving communities throughout the nation with professional (Equity) theatre performances for three decades. With 55 full-time and 22 adjunct faculty at this time, the School serves approximately 900 majors, providing four bachelor’s (BA, BFA, BM, BME) and three master’s degree programs (MA, MM, MFA [a terminal degree in the Arts]), including an online master’s degree in music, with comprehensive and interdisciplinary offerings during summer sessions. UM’s School of Fine Arts has grown and developed to become one of the major institutions for the Arts in the Northwest.
This proposal does not involve additional faculty, staff, or support personnel, or the creation or deletion of any academic programs. This re-titling of the current School of Fine Arts to become a College of Visual and Performing Arts, with Schools in each of the disciplines, will position these academic units for enhanced success and continued growth in quality and in numbers of students for the twenty-first century.

2. Need
a. To what specific need is the institution responding in developing the proposed program?

Currently two predominant organizational schemes are employed by universities in the delivery of knowledge and preparation of students: (1) the archaic model, which is characterized by a large and central college along with several professional schools, and (2) the contemporary model, in which all major units are designated as colleges, and schools are entities within the colleges. The School of Fine Arts wishes to realign its name and structure to resemble the more contemporary model. In addition, a more effective internal structure, re-titling Departments as Schools, would support future growth and development. This change in status would also allow greater effectiveness in the areas of student recruitment, retention, fundraising and public relations.

The need for this reorganization originated with the realization that the current structure of the School did not serve well the students, faculty, staff, administration, and alumni, given the nature, growth and development of the School since its establishment in 1955. The School seeks to reflect the increased growth and comprehensiveness of its programs through this change of titles.

The University of Montana-Missoula now has four colleges: College of Arts and Sciences, College of Forestry and Conservation, College of Health Professions and Biomedical Sciences and College of Technology. The School of Education has plans to make the move from School to College, and other professional schools will likely follow. The re-titling of Schools to Colleges represents a trend that is becoming a standard practice in American universities. In order to keep in step with national norms and the rest of the University, the School of Fine Arts is petitioning to become a College of Visual and Performing Arts, with four internal Schools.

The term “department” is typically used as a designation within a College of Arts and Sciences for visual and performing arts units granting undergraduate liberal arts degrees. At The University of Montana, the administrative structure places these departments under a School of Fine Arts, yet all departments grant professional degrees, as well as liberal arts degrees, at both undergraduate and graduate levels. These so-called departments are large professional programs with large faculties and, with the exception of the rapidly growing Department of Media Arts, are of a size that warrants designation as a School. In a little more than a year, the new Department of Media Arts has attracted 81 majors and is projected to reach 128 majors in the next two years. All other units, including Art, Drama/Dance, and Music, enroll between 200 and
300 majors each. With the accelerated growth and popularity of Media Arts, in a very short period of time we anticipate its size will equal or exceed that of the current Departments of Art, Drama/Dance, and Music. We see no real advantage to retaining the name department for Media Arts, which would no doubt need to be re-titled within a year or so.

b. How will students and any other affected constituencies be served by the proposed program?

This change will positively affect students, faculty and alumni of the institution. Upon completion of requirements, students will have earned a professional or liberal arts degree which carries increased prestige and value, having been awarded by a School within the College of Visual and Performing Arts. Recruitment of new students will be positively influenced by the new titles. Attraction and retention of high quality faculty will be bolstered by the change to names which more accurately represents the level of achievement reached by size and quality of these Arts units. Likewise, alumni with degrees in the visual and performing arts from UM will realize new and added value to their achievement as having been earned from what has become a College with Schools. The new nomenclature would distinguish programs in the visual and performing arts at UM from others in Montana and the region and strengthen the University’s image as the state’s “flag ship” institution for the arts.

c. What is the anticipated demand for the program? How was this determined?

Student demand for existing programs, already at a high level, is expected to further increase due to added prestige and distinction represented by UM’s College of Visual and Performing Arts and its Schools.

3. Institutional and System Fit
a. What is the connection between the proposed program and existing programs at the institution?

As explained above, existing degree programs within the current School and its Departments will remain virtually unchanged. Likewise, no other programs at The University of Montana will be affected by this renaming.

b. Will approval of the proposed program require changes to any existing programs at the institution? If so, please describe.

No.

c. Describe what differentiates this program from other, closely related programs at the institution (if appropriate).
Programs provided by entities within the current School of Fine Arts provide preparation to students seeking to become visual and performing arts educators, performers and artists. The School enters into collaboration with numerous units throughout the campus community, particularly the School of Education. However, no other college, school, or department is charged with the responsibilities and expectations associated with programs within this unit.

d. How does the proposed program serve to advance the strategic goals of the institution?

The University of Montana is widely recognized within the state, region and nation as the “flagship” institution for the arts in Montana. Due to the numerous outstanding achievements of students, faculty, and administration, UM is known by educators, professional artists, and the public citizenry for the high quality of education and professional preparation in the arts which it provides, at both undergraduate and graduate levels. In addition, it provides outreach and service to the state and region through its on-campus performances and exhibitions; concert tours, lectures and other presentations by students and faculty; and hosting of guest lectures, festivals and workshops. As Montana’s only institution offering professional undergraduate and master’s degrees in all of the arts, the reputation of UM’s Fine Arts programs is recognized throughout the state and region. Units within the School of Fine Arts were recently recognized by the Northwest Accreditation Association as “a jewel in the crown of The University of Montana.” This proposal addresses The University of Montana strategic goals of public service, institutional recruitment and retention, and visibility.

e. Describe the relationship between the proposed program and any similar programs within the Montana University System. In cases of substantial duplication, explain the need for the proposed program at an additional institution. Describe any efforts that were made to collaborate with these similar programs; and if no efforts were made, explain why. If articulation or transfer agreements have been developed for the substantially duplicated programs, please include the agreement(s) as part of the documentation.

Not applicable.

4. Program Details
a. Provide a detailed description of the proposed curriculum. Where possible, present the information in the form intended to appear in the catalog or other publications. NOTE: In the case of two-year degree programs and certificates of applied science, the curriculum should include enough detail to determine if the characteristics set out in Regents’ Policy 301.12 have been met.

Curriculum content and degree names will remain the same. The proposal for re-titling will accomplish the following changes:
- Change the name of the School of Fine Arts to the College of Visual and Performing Arts.

- Change the names of the four existing departments to The School of Art, The School of Media Arts, The School of Music, and The School of Theatre and Dance.

- Change the title of the four administrative heads of the departments from “Chair” to “Director,” with each retaining duties currently held.

- The internal structure of the newly named Schools are to be defined as follows:

  **School of Art**
  - Division of Studio Art
  - Division of Visual Studies
  - Gallery of Visual Arts

  **School of Media Arts**
  - Division of Digital Filmmaking
  - Division of Integrated Digital Media

  **School of Music**
  - Division of Academic Studies
  - Division of Brass/Percussion
  - Division of Keyboard
  - Division of Strings
  - Division of Voice/Choral
  - Division of Woodwinds

  **School of Theatre and Dance**
  - Division of Acting/Directing
  - Division of Design/Technology
  - Division of Dance
  - Montana Repertory Theatre

- There will be no changes in administrative staff or faculty.

**b. Describe the planned implementation of the proposed program, including estimates of numbers of students at each stage.**

All references in the general University catalog, both published and online versions, and in other publications and materials will be changed from the School of Fine Arts to the College of Visual and Performing Arts. Likewise, all entries referring to the Departments of Art, Drama/Dance, Music, and Media Arts will now be changed to read School of Art, School of Media Arts, School of Music, and School of Theatre and Dance. The
implementation of new titles would begin immediately following approval by the Montana University System Board of Regents.

5. Resources
   a. Will additional faculty resources be required to implement this program? If yes, please describe the need and indicate the plan for meeting this need.

   No.

   b. Are other, additional resources required to ensure the success of the proposed program? If yes, please describe the need and indicate the plan for meeting this need.

   No.

6. Assessment
   How will the success of the program be measured?

   The programs will continue to serve the institution and the nation in an exemplary fashion. The numbers of majors, minors and general students served are expected to increase. Please see “FTE Student Count 1969-2007” and the Department of Media Arts student enrollment information, which are attached to this document. Enrollments in Media Arts are not reflected independently on the color chart, because they only became a department in October 2006. Prior to that time, Media Arts was a division within the Department of Drama/Dance.

7. Process Leading to Submission
   Describe the process of developing and approving the proposed program. Indicate, where appropriate, involvement by faculty, students, community members, potential employers, accrediting agencies, etc.

1. During the 2007 School of Fine Arts Faculty and Staff Fall Retreat, participants proposed potential names for the new College and selected a preferred one.

2. The Dean and Department Chairs finalized and approved the selected name for the new College.

3. Chairs and Faculty in individual departments proposed, considered, and approved a new name for their unit and determined the internal administrative structure and names of structural elements.
4. The Dean and Department Chairs reviewed, considered, and approved unit names and structures proposed by the units.

5. The Dean and Dean’s Office staff prepared name change proposal documents – including the Level II Request Form, the narrative, the BOR notification form, Level II Regential Forms and related information – for consideration by the UM-Missoula administration and faculty and the Board of Regents.

6. The Dean and Department Chairs approved a final draft of the formal documents before they were submitted.

7. This proposal to rename academic units, with all forms and information, is submitted with the knowledge and understanding of the Provost obtained prior to forwarding the request.

This proposal was reviewed and approved by the affected departments as follows:
Department Name: Art Date: April 2, 2008
Department Name: Drama/Dance Date: April 2, 2008
Department Name: Music Date: April 2, 2008
Department Name: Media Arts Date: April 2, 2008

In addition the dean of the following School reviewed and approved the proposal:
Dean of: The School of Fine Arts Date: April 2, 2008

The proposal was reviewed and approved by the Faculty Senate at the University of Montana
Date: ______________________________

No outside consultants were employed for the development of this proposal.