

**UNIVERSITY: UNIVERSITY OF ARIZONA**

***SPECIAL PROGRAM FEES REQUEST***

**College/School:** CLAS / College of Fine Arts

**Department:** School of Art

**Program:** Masters and Doctoral Degree Programs (Art History, Art and Visual Culture Education and Studio Art)

**Is this a graduate or an undergraduate program fee?**

GRADUATE PROGRAM  X

**Is this a new fee or an increase to an existing fee?**

NEW FEE X  Amount requested: \$ **600 per academic year**

**BACKGROUND:**

The requested program fee is to support specialized digital and analog technology needs in the School of Art, based on standard university refresh rates as well as experience from within the School of Art and guidelines established by the College of Fine Arts. The impetus for the new fee stems from several factors facing the University, including a significant decrease in state support for educational institutions. Specific calculations articulating the School's technology needs are provided at the end of this document. We are requesting a \$300 fee per semester for all graduate students (M.A., M.F.A., Ph.D.) enrolled in the School of Art's Art History, Art and Visual Culture Education, and Studio Art programs.

**DISCUSSION:**

This program fee request is based on the need for specialized equipment that The University of Arizona does not provide centrally, but is critical to quality graduate fine arts education. This will elevate the School of Art's technology level to a more comparable level nationally. Program fees can be included in graduate student financial aid packages, where special course fees cannot. This would affect approximately 82 graduate students enrolled in School of Art degree programs, and would generate approximately \$24,600 per semester to support technology needs in the School of Art.

**Rationale**

The requested fee is intended to cover costs associated with supporting digital and analog technology needs in the School of Art. These costs are separate from those associated with "consumable" items covered in various course fees. All technology covered by this request, including production equipment and computer hardware/software is shared between the different programs within the School of Art. As part of calculating costs, refresh rates have been applied to production, output equipment and computer software/hardware using both standard university refresh rates and accumulated experience with production equipment from within the School of Art.

Teaching fine arts has undergone a significant transformation over the past decade, and our graduate program must incorporate emergent and standardized technologies as a central component to the various disciplines within the field; otherwise, we risk aspects of our program becoming obsolete and/or compromised. Through our self-study, we have discovered that all of our graduate students have significant needs for specialized equipment and software specific to the field of art, art history and art education that course fees cannot be used for. We are requesting a new Program Fee to support the purchase and maintenance of crucial resources needed to implement critical technological upgrades to our graduate curricula, as well as certain analog tools that support discipline specific instructional requirements.

### **Quality of Student Experience**

We strive to prepare our students to compete and work as professionals in the twenty-first century fine arts model. We have provided current “criteria” for standard education in the MA, MFA and PhD in the various disciplines stipulated by our accrediting institution, “NASAD”, the National Association of Schools of Art and Design. The need for arts related technology education is no longer confined to Design or Video Art areas. According to NASAD criteria of standard education in the awarding of professional degrees, Fine Arts skills must now include digital literacy specific to their medium, and must be implemented for us to remain compliant.

Contemporary Fine Arts programs are expensive to build and maintain. The digital revolution has created a great need for highly trained professionals in the creative fields. Students who enroll in a Fine Arts program expect to have significant exposure and access to digital instruction and resources specific to those respective fields. Under current budget constraints, we can no longer offer distinctive classes that have a digital component. Fine Arts digital literacy and production requires that instruction begin at a foundational level and continue throughout our graduate programs. However, traditional formats also play a significant role, and finding conceptual and methodological connections between both traditions allows the School of Art to carve a unique position in arts education.

University Information Technology Services (UITS) has served as a bridge for our technology needs. Our proposal does NOT replace our needs with the Multimedia Learning Lab (MLL). While some aspects of the school’s basic needs are met in the Multimedia Learning Lab (MLL), its open access policies and “gear-to-go” available to the entire university makes it impossible for us to implement and schedule all of the School of Art classes which have technology needs. We cannot depend on MLL equipment being available to fulfill our curriculum requirements. Our current fees are course specific and cover consumable materials only for studio art courses. Our needs are beyond the normal expected basic services considered ‘standard’ at the centrally maintained open access. Because we are unable to provide access to the above technologies, many of our students are forced into the commercial marketplace for access to these services, often without the benefit of first hand experience and instruction. These costs easily surpass the total program fee proposed.

### **Access and Affordability**

A cost analysis comparison with peer institutions (factoring in the proposed program fee) shows that the UA is approximately 25% less for graduate resident tuition and 20% lower for non-resident tuition (see Peer Institution comparison chart that appears at the end of our request). The School of Art will hold 17% of this new program fee for those that demonstrate financial need.

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### **Cost of delivering the college/school instructional program**

Studio Art: Our new Foundations curriculum imposes significant demands on digital needs, but it is paramount to launching a successful education in the contemporary field of Fine Arts. Our graduate students teach these 100 level courses (GTA) with limited access to MLL or other computing labs for hands on demonstration, tutorials, and presentations. The effective outcome is that our graduates are not able to access smart classrooms to aid in their instructional preparedness, and our undergraduates are also at a disadvantage on the receiving end.

Art History & Art Education: In terms of arts education, training K-12 and university-level educators now requires fine arts digital literacy; art educators and historians are expected to work with digital mediums in their instructional delivery, including cutting edge presentation methods, operating labs and caring for equipment.

A primary example of a technology need for resources for our Master's and PhD students is our Visual Resource Center. The VRC researches, catalogs, and maintains an image collection of approximately 400,000 slides and an ever-expanding visual arts on-line database (50,000). Curatorial staff are constantly scanning to keep up with demand to develop online courses from traditional classroom courses, additional cataloging from slides to digital images, improved server capacity, and expanding the scope of images available online for faculty and graduate instructional use in current curricular offerings and personal research areas.

### **Student Consultation**

In an informal meeting with thirteen students from all graduate degree programs enrolled in ART 642, Graduate Interdisciplinary Critique, grads were unanimous in their support for the \$300 per semester Program Fee based on the lack of state support. In a separate meeting with grad students enrolled in ART 511B, the 11 students polled voiced unanimous support in order to keep current technology available.

### **Benefits to Entire University**

Our goal is to maintain and improve on the current rankings for the School of Art within the University of Arizona. Currently, our MFA Studio Art program ranks 22nd among public institutions out of 220 schools total and the MFA in Photography ranks 4<sup>th</sup>, according to the 2010 *US News and World Report* rankings. These rankings help bring the spotlight to UA and are necessary for recruitment of faculty, staff and students.

### **Increased Earnings Potential**

Enhanced technology provides career training to support a creative workforce and contributes to the local, state and national economies and further growth of the reputation of the UA. The new program fee will allow us to continue to attract and recruit the best graduate students, to remain competitive with our peer institutions, and to foster reciprocal donor relations with our successful alumni, supporters, and faculty.

### **Financial Impact of the Request on Revenue**

The **new program fee** will generate **\$49,200** new revenue next year.

**Appendix I**

<b>SA Production Equipment</b>	<b>Replacement Cost/Item</b>	<b>QTY</b>	<b>Total Replacement Cost</b>	<b>Refresh Rate/Yr</b>	<b>Annual Refresh Cost</b>
<b>Software</b>					
Adobe Creative Suite	399	17	6783	2	3,392
Photoshop	189	1	189	2	95
Drag & drop motion	249	1	249	3	83
Adobe Creative Suite w/After Effects	625	10	6250	2	3,125
Image Print 9900	2,500	1	2,500	5	500
Image Print 7800	1,500	2	3,000	5	600
Image Print 4900	1,000	8	8,000	5	1,600
Spider	50	3	150	3	50
<b>Visual Resource Center</b>					
Computer	2,000	3	6,000	3	2,000
Photoshop	189	5	945	2	473
Adobe Acrobat Pro	70	5	350	2	175
Embark Server	5,000	1	5,000	3	1,667
Embark Client License	2,500	1	2,500	1	2,500
Tabloid Flat Bed scanner	3,500	2	7,000	3.5	2,000
Transparency/35mm Slide Scanner	2,200	1	2,200	3.5	629
<b>Lighting Studio</b>					
Mamiya ZD Digital System	9,999	1	9,999	5	2,000
Computer	2,744	1	2,744	3	915
Monitor	699	1	699	5	140
<b>Digital Imaging Studio</b>					
<b>Printers and Scanners</b>					
Epson Stylus Pro 4900	1,995	6	11,970	3.5	3,420
Epson Stylus Pro 7900	2,995	1	2,995	3	998
Epson Scanner V750-M	750	1	750	3	250
<b>workstations</b>					
Computer	2,700	3	8,100	3.5	2,314
Monitor (22" Color Correcting)	2,500	1	2,500	4	625
Monitor	799	2	1,598	4	400
<b>Smart Classrooms</b>					
iMac computer	1,800	11	19,800	3.5	5,657
Projector	1,000	11	11,000	4	2,750
Replacement Lamp	299	11	3,289	1	3,289
Sound Systems	1,850	11	20,350	5	4,070
Adobe Creative Suite	399	7	2,793	2	1,397
Adobe Creative Suite w/After Effects	625	4	2,500	2	1,250
Airport Base stations	169	15	2,535	3	845
		<b>Total Replacement Cost</b>	154,738	<b>Annual Refresh Cost</b>	49,206
			<b>Total Annual Costs</b>		49,206
<b>Annual Cost per Student</b>	<b>\$600</b>				
<b>Per Semester Per Student</b>	<b>\$300</b>				
<b>Graduates</b>	<b>82</b>				
<b>Total Students per Year</b>	<b>82</b>				

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**Appendix II**

**The University of Arizona 2009-10 Tuition & Mandatory Fees with Peers**

<b>Graduate</b>						
<b>Resident</b>		<b>Tuition</b>	<b>University Fees</b>	<b>Tuition + Fees</b>	<b>Current or Proposed Arts Fees</b>	<b>Total of Tuition, University Fees &amp; Program Fee</b>
1	U California-Los Angeles	7,836	2,821	10,657	7,231 <sup>3</sup>	17,888
2	Pennsylvania State U	15,446	812	16,258	0	16,258
3	U Minnesota-Twin Cities	11,212	2,189	13,401	210	13,611
4	U Illinois-Urbana Champaign	9,318	3,196	12,514	1,040	13,554
5	U Maryland-College Park	11,304	1,187	12,491	69 <sup>2</sup>	12,560
6	Michigan State U	11,478	470	11,948	0	11,948
7	U California-Davis	7,836	3,685	11,521	0	11,521
8	Ohio State U	9,990	718	10,708	324	11,032
9	U Washington	10,160	567	10,727	0	10,727
10	U Wisconsin-Madison	9,500	1,018	10,518	0	10,518
11	U Texas-Austin	9,572	0	9,572	338	9,910
12	U Florida	8,108	1,368	9,476	0	9,476
<b>13</b>	<b>The University of Arizona</b>	<b>7,330</b>	<b>302</b>	<b>7,632</b>	<b>600</b>	<b>8,232</b>
14	Texas A&M U	5,322	2,661	7,983	0	7,983
15	Arizona State University*	7,128	848	7,976	0	7,976
16	U Iowa	6,840	1,023	7,863	0	7,863
17	U North Carolina-Chapel Hill	5,413	1,749	7,162	0	7,162
<b>Non-Resident</b>		<b>Tuition</b>	<b>University Fees</b>	<b>Tuition + Fees</b>	<b>Current or Proposed Arts Fees</b>	<b>Total of Tuition, University Fees &amp; Program Fee</b>
1	U California-Los Angeles	22,872	2,821	25,693	7,231 <sup>3</sup>	32,924
2	Pennsylvania State U	27,398	812	28,210	0	28,210
3	U Florida	24,673	2,197	26,870	0	26,870
4	U Illinois-Urbana Champaign	22,584	3,196	25,780	1,040	26,820
5	U California-Davis	22,872	3,685	26,557	0	26,557
6	Ohio State U	25,230	718	25,948	0	25,948
7	U Maryland-College Park	24,384	1,187	25,571	69 <sup>2</sup>	25,640
8	U Washington	23,500	567	24,067	0	24,067
9	Michigan State U	23,196	470	23,666	0	23,666
<b>10</b>	<b>The University of Arizona</b>	<b>22,242</b>	<b>302</b>	<b>22,544</b>	<b>600</b>	<b>23,144</b>
11	U Wisconsin-Madison	22,045	1,018	23,063	0	23,063
12	U North Carolina-Chapel Hill	19,811	1,749	21,560	0	21,560
13	U Iowa	20,444	1,023	21,467	0	21,467
14	Arizona State University*	20,322	1,048	21,370	0	21,370
15	U Minnesota-Twin Cities	18,310	2,189	20,499	210	20,709
16	U Texas-Austin	18,302	0	18,302	354	18,656
17	Texas A&M U	12,066	2,661	14,727	0	14,727

**RECOMMENDATION:**

We recommend that the Arizona Board of Regents approve a program fee of \$600 per academic year for both resident and non-resident graduate students in the School of Art's Masters and Doctoral degree programs (Art History, Art and Visual Culture Education, Studio Art).