

University: UNIVERSITY OF ARIZONA

DIFFERENTIAL TUITION REQUEST

College/School: College of Fine Arts (Colleges of Letters, Arts and Sciences)

Program: All undergraduate degree programs in the Schools of Art, Dance, Media Arts, Music, and Theatre Arts

Is this for the graduate level, undergraduate level or all levels?

GRADUATE LEVEL UNDERGRADUATE LEVEL ALL LEVELS

Is this a new differential tuition fee or an increase to an existing differential tuition fee?

NEW DIFFERENTIAL TUITION FEE Amount requested: **\$600 per Academic Year**
(fall and spring semesters)

EXISTING DIFFERENTIAL TUITION FEE

Current Fee: \$ _____ Requested Fee: \$ _____

BACKGROUND: *Include information concerning the establishment of the differential tuition fee, history of increases (if any), references to policy, and the campus review/approval process.*

The differential tuition request is new. No other differential tuition or program fees exist for undergraduate Fine Arts majors, and none have existed in the history of the College of Fine Arts. Nevertheless, technological innovations, increased personnel expenses, and rising facilities and equipment needs have contributed to a drastic increase in the cost of an education in the arts. Repeated budget cuts now threaten the College's ability to maintain its national reputation as a center of artistic achievement, education and outreach. Some units in the College have been forced to rely excessively on variable box office revenues in order to meet basic educational demands.

The College of Fine Arts is comprised of five, nationally accredited professional schools in Art, Dance, Media Arts, Music, and Theatre Arts, as well as the Hanson Film Institute. Faculty members in each of these schools have achieved national recognition for their individual and collective areas of creative and research expertise, while simultaneously maintaining a strong commitment to teaching and mentoring students. Since 1995, four of the schools are recipients of the Provost's Award for Meritorious Achievement in Undergraduate Instruction.

A study of official UA peer institutions shows a clear precedent for assessing a differential tuition or program fee for arts disciplines. On the accompanying chart, "UA 2009-10 Tuition & Mandatory Fees with Peers," a column indicates the current arts tuition/fees at these institutions, as well as the proposed differential tuition at the UA. The University of Illinois-Urbana Champaign, the University of Minnesota, the University of Texas-Austin, and the Ohio State University all have an arts fee/differential tuition. Of the 15 UA peers, 6 have already instituted such a tuition/fee, ranging from \$69 to \$1,248 per academic year.

In addition, a precedent for an arts differential tuition within the state university system already exists at Arizona State University. All upper-division undergraduate students in ASU's Herberger Institute for Design and the Arts are now assessed a differential tuition fee of \$600 per academic year. Like the UA College of Fine Arts, the Herberger Institute is comprised of schools of Art, Music, Theatre & Film, and Dance, as well as programs in Design Innovation and Landscape Architecture.

DISCUSSION

Quality of the Student Experience

Ranking services do not provide evaluations of the quality of fine arts programs, except *US News & World Report* rankings of graduate programs in Art (the UA MFA Photography program ranks 4th out of 220 public universities, while the MFA Studio Art program ranks 22nd). The School of Music has been designated an "All Steinway School," joining the ranks of other exceptional Schools of Music such as Julliard and Yale. The School of Theatre Arts was established in 1936 and is one of the oldest theatre programs in the country. The School of Theatre Arts is also one of only 43 members of the University Resident Theatre Association (URTA). Membership in URTA requires professionally active faculty and theatre production programs, as well as regular use of professional guest artists and the operation of a professional theatre company that maintains or simulates professional theatre practices. The School of Media Arts in conjunction with the Hanson Film Institute continues its emerging prominence through strengthened connections with media industry professionals, including over 20 presentations/workshops by prominent guest professionals and scholars during the last academic year. The School of Dance continues its stature as one of the premier dance programs in the country. Evidence of this is multi-faceted, but includes feedback from nationally and internationally known artists; the ability to do masterwork level repertoire that only a few programs in the country can tackle; the successful recruitment of students who are also looking at other premier programs such as Juilliard and NYU/Tisch; the ability to be extremely selective in the acceptance of students; and the number of national and international invitations and awards extended to all faculty members in the Dance program. Only one in every eleven or twelve who audition for Dance is accepted.

Access and Affordability

As required in the ABOR Policy Manual 4-104-B.3.b.(2), this plan will allow for access for qualified students who cannot afford the differential tuition and will include a set aside of 17% for need-based aid. In addition, all units in the College have numerous named scholarships from individual donors, as well as need-based scholarships, totaling over \$100,000. The College's Medici Scholars Program provides an additional \$40,000 annually in student scholarships.

Assessment of the differential tuition would begin for all junior and senior majors effective Fall 2010. The differential tuition would add \$1200 to the total cost of the 4-year undergraduate degree (or \$1500 for 4.5 years, which is slightly above the College of Fine Arts average time-to-degree). Even with the requested differential tuition, the UA ranks in the bottom quarter of its peer institutions for both resident and non-resident undergraduate tuition.

College/School Cost of Instruction

Throughout the College, the proposed differential tuition will be used for three purposes:

1. Improved technology access. Tuition will be used to acquire, refresh, and maintain new digital technologies enabling students to work with the same state of the art equipment they will be confronted with upon entrance to the profession;

2. Enhanced public performance, exhibition and screening opportunities, and guest artist lectures/workshops. Tuition will ensure that the College can offer significant public performance, exhibition and film screening opportunities for students in each of the schools. Tuition will be used to support digital labs, studios, construction shops, and performance facilities.
3. Course size and access. The tuition will be used to offer additional sections of high demand courses to ensure that section sizes remain small enough to ensure adequate individual instruction as called for by the five schools' accrediting agencies.

Specific programmatic benefits that students will receive in each of the Schools include, but are not limited to:

Dance (none of the benefits below are being addressed with existing course fees):

- Advanced levels of technical support for students enrolled in choreography, ensemble, music and dance collaborations, and capstone courses. These classes use expendable materials as well as computer technology to support lighting, sound, video and film.
- A large number of performance opportunities (35 per year as compared to about 8 to 12 in peer programs).
- International travel. The UA Dance Ensemble has been invited to perform in nine countries in Europe, Asia and South America. Travel has been curtailed in recent years due to budget constraints, but some level of international experience is extremely valuable.
- A state of the art theatre that is dedicated to dance. Only a few dance programs in the country have their own theatre.

Music (none of the benefits below are being addressed with existing course fees):

- Regular refurbishment of a recording studio, electro-acoustic lab, keyboard lab, teaching spaces, and studio/faculty offices. This includes our music instrument room for instruments that students use for methods and other courses, and funds for repair/refurbishing/replacement, including an inventory of over 100 Steinway pianos.
- Music software and hardware (such as music notation, keyboard labs, music whiteboards/smartboards, MIDI keyboards).
- Studio sound-proofing and top audio-quality sound recording and playback equipment and facilities (rehearsal and performance).

Art (none of the benefits below are being addressed with existing course fees):

- Digital literacy specific to the student's artistic medium, as required by national accreditation standards. (Arts digital literacy and production requires that instruction begin at a foundational level and continue throughout undergraduate and graduate programs.)
- Access to highly coveted classes in Video Art and Animation, equipped with software compatible with industry standards.
- Properly maintained wet darkrooms for photography, which have become more costly due to the rapid disappearance from the regional marketplace of needed chemistry and maintenance support.

Media Arts (none of the benefits below are being addressed with existing course fees):

- Support for technology across the curriculum, enabling students to learn the fundamental media processes in preparation for entry into the film and television industries. Of all the arts, film and television media are the most technologically intensive.
- Professional internship opportunities at major film studios and agencies, independent production companies, film festivals, and more, in Los Angeles and New York, as well as

Tucson and hometown cities. These experiences often lead directly to employment upon graduation.

- Lectures, screenings and workshops by visiting professionals to supplement classroom instruction. The Visiting Artists Program provides students with individualized contact with a wide range of media professionals, and is especially significant for students in the BA in Producing, perhaps the only undergraduate program of its kind in the nation.

Theatre Arts (none of the benefits below are being addressed with existing course fees):

- Limited performance course sizes ensuring adequate individualized instruction, recitation, in-class performance, and critique time to meet national accreditation standards (16 students for performance or studio courses).
- Regular access to current and rapidly advancing lighting, sound, projection and automation equipment to remain current and on the cutting edge of a demanding profession. Through the School's partnership with the UA College of Engineering in developing automated scenery and motion-sensitive lighting, recent graduates have gained employment with prestigious entertainment companies, such as Cirque du Soleil.
- Adequately equipped production shops, safe working environments and adequate staff and faculty supervision.

Market Pricing

As stated in Chapter IV of the ABOR Policy Manual [4-104-B.3.b.(4)], market pricing must be evaluated. While the \$600 per academic year request may seem modest in terms of a differential tuition, the sum is closely in line with the ASU differential tuition (\$600) and the average arts tuition/fee charged by UA peer institutions (\$448). Many of our peer/aspirational schools of music charge \$250 to \$500 per year for all 4 undergraduate years as additional "program fee" tuition to offset these costs for quality instruction at a national level. Indiana University: \$800 per semester additional program fee (\$1600 per year) all 4 years; University of Colorado: \$375 per semester additional program fee (\$750 per year) all 4 years. (see table at the end of this request)

The School of Theatre Arts surveyed the 16 ABOR designated peer universities as well as 29 other institutions, which are home to member programs of the URTA and/or nationally accredited. Of the 45 universities surveyed 14 institutions charge a differential tuition or program fee either per credit hour or by semester.

The School of Art's cost analysis comparison with peer institutions (factoring in the proposed differential tuition) shows that we are approximately 13% below **peer median** for undergraduate resident tuition. Non-resident tuition figures show increasing affordability at 30% less for undergraduate non-resident. Analysis of institutional peers at the highest tuition rates show UA tuition on average is 50% lower.

Public institutional peers in Media Arts, such as the University of Texas-Austin, San Francisco State University, and the University of Colorado-Boulder, charge substantially higher tuition and fees than the UA (from \$8200/year at UCLA to \$14,700 at Penn State).

Dance units included on the ABOR list of peers which possess both undergraduate and graduate programs are: Illinois, Ohio State, Washington, Iowa, and Texas-Austin. The total cost to the student in these five institutions generally ranges from \$1,000 to \$7,000 more than the total cost to UA dance majors or graduates once our proposed differential tuition is added in. Given the demand for our

program, and the very high cost of attending other dance programs with whom we actually do compete (i.e. Juilliard, Tisch, and SMU, where tuition ranges from \$30K to \$42K, and Point Park Conservatory, where the in-state cost is over \$25K!), it is reasonable to project that students will still flock to the UA and that future enrollments will not decline in numbers as a result of a differential tuition.

Benefits to the Entire University

The Federal Morrill Act that established The University of Arizona in 1895 directs the institution to provide “*the inhabitants of this state with the means of acquiring a thorough knowledge of the various branches of literature, science, and the arts.*” Therefore, the University of Arizona has an obligation to expose all students to the richness the arts and humanities offer in addition to the other academic disciplines and other activities on campus. With schools dating back as far as 1893, the College of Fine Arts has cultivated deep and loyal partnerships with schools, individuals and organizations in Tucson and throughout southern Arizona. Each year, more than 300,000 people attend our numerous exhibits, performances, lecture series, special events, galas, conferences, public seminars, open houses, and K-12 educational outreach programs (the second highest number of attendees to events on campus after Athletic programs).

Quality programs in the School of Art are a significant benefit to both Tucson and the region, recruiting prospective residents and retaining future employees, allowing for greater economic impact in the region. By expanding outreach activities, including Wildcat Art programs, exhibitions, lectures, and workshop availability, the visual arts add diversity and enhance the overall cultural life of the campus and the city of Tucson.

The School of Music’s 350 undergraduate music majors perform in solo, chamber and large ensembles in over 200 concerts/year open to a community audience of over 26,000 (campus and Tucson-area citizens). Many of these same music majors perform for UA functions such as campus Commencement ceremonies, plus most football (marching band) and basketball (pep band) games. Additionally, music education majors assist K-12 TUSD and other school district music teachers in teaching/rehearsing children in choirs, orchestras, bands and elementary classrooms.

The School of Dance has been featured in numerous major campus events, answering the call from four different presidents over the last 20 years. These events have included, just in the last 10 years, two major capital campaign celebrations, two productions about the Phoenix Mission, and the recent inauguration of President Shelton. In general terms, the School enhances the diverse and excellent cultural life of the campus, and has performed in over 30 benefits for philanthropic organizations in the community.

Media Arts serves the land-grant mission of the University of Arizona by presenting and co-sponsoring public programs throughout the year. Significant outreach endeavors include collaborating with the Hanson Film Institute to co-sponsor public screening events (e.g., Cine Mexico, Native Eyes, Lesbian Looks, Arizona International Film Festival) and presentations by prominent media professionals.

The School of Theatre Arts operates the Arizona Repertory Theatre (ART), which offers over 100 performances of 6 full-length plays each year. Annual audiences of over 28,000 patrons are comprised of community members and U of A students as well as students from community colleges and area high schools.

Increased Student Earnings Potential

Professional employment in the visual arts and the performing arts and entertainment industry is extremely competitive, and any competitive edge gained can mean the difference between a job and no job in some cases, or between a job that pays \$15,000 a year and one that pays \$45,000 a year. The enhancements provided by this differential tuition will better position our students for success. Improved access to cutting edge technology and more individualized classroom attention and instruction will enable our students to realize their fullest potential, achieve higher levels of performance, and faster entry into the professions.

The film industry is a growth industry. There are increasingly more opportunities for film and video editors, sound engineers, multimedia artists and animators, and others skilled in digital filming and special effects. The US Department of Labor estimates growth of up to 17% for employment in the motion picture and video industries through to the year 2014. And wages in film are projected to grow 11% through 2016.

Undergraduate students in Art, Music and Theatre Arts Education go directly to K-12 employment, most within Arizona as there remain teacher shortages in fields such as music. As a better quality trained graduate they gain better salary and school placements through the experiences we will provide with these new funds.

Student Consultation and Support

This proposal is being submitted after thorough consultation with students, as called for in 4-104-B.3.b.(6). While students are always mindful of increased costs related to their education, the vast majority of students polled in Schools throughout the College voted in support of this differential tuition plan. Students voiced a clear willingness to paying differential tuition in order to have access to needed technology, manageable class sizes, performance and exhibition opportunities, and needed resources. Polling included students from all degree programs and levels of class standing, with the exception of seniors who would not be affected by this plan. In each instance, students voted between 78-100% in favor of the differential tuition proposal.

Dance: Students were polled the week of January 11, 2010. Out of 81 students affected by this proposal (excepting another 26 seniors) only 4 voiced a serious concern with the \$300 per semester. So 80% of those who would be impacted voted, and of those only 5% did not support the differential tuition.

Theatre Arts: The School Director met with the BA students on January 22, 2010 at an open meeting. All students present voted in favor of the tuition plan. The Director met with BFA students in the Acting and Musical Theatre programs on January 25, 2010, with approximately 80 students attending. Roughly 95% voted in favor of the plan (excepting seniors). The Director met with the BFA Design/Technology students on January 26, 2010, with 11 out of 14 voting in support of the plan.

Music: The School of Music has seven student music associations, and through their representatives (president/vice-president; elected by the student body) the School has consulted with them at regular intervals (normal school practice) and received overwhelming consent and support to move this request forward.

Art: Surveys conducted by the School of Art in 2009 demonstrated that undergraduate students would rather pay a fee or differential tuition in order to have access to the needed technology materials and resources. In fact, they expected it. Art students expressed a great deal of frustration at not having a degree of access to technology equal to comparable institutions, including a local community college.

Media Arts: The Director met with 81 undergraduates on January 27, 2010. Excluding abstention votes, 79% voted in favor of the differential tuition plan (60 in favor, 16 against, 5 abstentions).

Number of Students Affected and Financial Impact of Request

Based on student enrollment for AY 2009-10, a \$600 per year differential tuition would generate \$587,400 total, of which \$99,858 would be set aside for aid with another \$47,000 going to the Provost’s Office. The remaining balance of approximately \$440,542 would help to offset the substantial negative effect of the most recent cut to the College and allow us to provide the educational enrichment activities outlined above. To put this sum within a further context, the 7% cut imposed on the college this year totaled \$792,000 and had the impact of forcing mergers and likely closures of some degree programs. This context might help illustrate why a proposed differential tuition in the \$600,000 range—even after the required set-asides—is very significant to the College of Fine Arts.

**CFA Students Affected & Funds Generated
Based on AY 2009-10 Enrollments
Differential Tuition @ \$600 per AY**

School	# Students	\$ Generated
Art	415	\$249,000
Dance	61	\$ 36,600
Media Arts	185	\$111,000
Music	203	\$121,800
Theatre Arts	115	\$ 69,000
College of Fine Arts	979	\$587,400

Sources: 094 Census; IIW (for grad enrollments)

RECOMMENDATION

We recommend that the Arizona Board of Regents approve a differential tuition of \$600 per year (\$300 a semester for fall and spring semesters) for all junior and senior majors in the Schools of Art, Dance, Media Arts, Music, and Theatre Arts effective Fall 2010.

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

Resident		Tuition	Fees	Tuition + Fees	Current or Proposed Arts Fee/Diff. Tuition	Total of Tuition, Fees & Proposed Fee
1	Pennsylvania State U	13,604	812	14,416	0	14,416
2	U Illinois-Urbana Champaign	9,484	3,024	12,508	1,248	13,756
3	U Minnesota-Twin Cities	9,120	2,173	11,293	210	11,503
4	Michigan State U	10,913	470	11,383	0	11,383
5	U California-Davis	6,888	2,470	9,358	0	9,358
6	Ohio State U	7,983	723	8,706	507 ¹	9,213
7	U Texas-Austin	8,930	0	8,930	204	9,134
8	U Wisconsin-Madison	7,296	1,018	8,314	0	8,314
9	U California-Los Angeles	6,888	1,378	8,266	0	8,266
10	Texas A&M U	5,152	3,025	8,177	0	8,177
11	U Maryland-College Park	6,566	1,487	8,053	69 ²	8,122
12	U Washington	7,125	567	7,692	0	7,692
13	The University of Arizona	6,540	302	6,842	600	7,442
14	<i>Arizona State University*</i>	5,998	848	6,846	600	7,446
15	U Iowa	5,782	1,042	6,824	0	6,824
16	U North Carolina-Chapel Hill	3,865	1,760	5,625	0	5,625
17	U Florida	2,658	1,715	4,373	0	4,373
Non-Resident		Tuition	Fees	Tuition + Fees	Current or Proposed Arts Fee/Diff. Tuition	Total of Tuition, Fees & Proposed Fee
1	U California-Davis	29,557	2,470	32,027	0	32,027
2	U California-Los Angeles	29,557	1,378	30,935	0	30,935
3	U Texas-Austin	30,006	0	30,006	550	30,556
4	U Illinois-Urbana Champaign	23,626	3,024	26,650	1,248	27,898
5	Michigan State U	27,311	470	27,781	0	27,781
6	Pennsylvania State U	25,134	812	25,946	0	25,946
7	U Washington	23,800	567	24,367	0	24,367
8	U Maryland-College Park	22,503	1,487	23,990	69 ²	24,059
9	U Florida	21,107	2,637	23,744	0	23,744
10	U North Carolina-Chapel Hill	21,753	1,760	23,513	0	23,513
11	U Wisconsin-Madison	22,045	1,018	23,063	0	23,063
12	The University of Arizona	21,949	302	22,251	600	22,851
13	Ohio State U	21,555	723	22,278	507 ¹	22,785
14	Texas A&M U	19,582	3,025	22,607	0	22,607
15	U Iowa	21,156	1,042	22,198	0	22,198
16	<i>Arizona State University*</i>	18,582	1,048	19,630	600	20,230
17	U Minnesota-Twin Cities	13,120	2,173	15,293	210	15,503

Note: U Florida's Fees are the only ones that vary for Residents and Non-Residents. * Arizona State U is not an official UA peer institution but is an ABOR-regulated state peer. ¹ Ohio State U: Art & Music fee only; Music fee is higher @ \$1056 AY. ²U Maryland: Fee assessed to all univ students allowing for reduced student admissions to art events.