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THE UNIVERSITY SYSTEM OF GEORGIA

BACCALAUREATE AND MASTER'S DEGREES

NEW PROPOSAL FORMS
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LETTER OF INTENT

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NOV 02 2009

Institution: Gainesville State College

M.MIDDLETON

Institutional Contact: Dr. Marya Leatherwood, Vice President, Academic Affairs

Date: October 30, 2009

School/Division: Humanities & Fine Arts

Department: Art

Name of Proposed Program: Bachelor of Arts in Art

Degree: Bachelor of Arts

Major: Art with Pre-K through grade 12 certification

Degree Inscription: B.A. Art

CIP Code: 50.0701; 13. 1302

Anticipated Starting Date: 2011

Program Classification: Art/Art Studies, General; Art Teacher Education

1. Description and Objectives of Degree:

Gainesville State College (GSC) seeks to offer a Bachelor of Arts degree in art with a pre-k through grade 12 (P-12) certification. The baccalaureate degree will be offered at the Gainesville campus, and is distinctly designed to encompass exposure to global culture and history along with hands-on experience. The main objectives of the degree are to prepare art teachers for northeast Georgia and to provide a broad liberal arts program in art for students in the region who cannot commute or relocate to a community with a state college or university or private college that offers this program. As the Georgia Department of Labor's Workforce Trends: An Analysis of Long-term Employment Projections to 2014 and the University System of Georgia's (USG) "Teacher Preparation Report" note, most teachers seek employment in the communities and regions where they complete their degrees.¹ GSC, as the only open access higher educational institution in northeast Georgia, is in an excellent position to provide a seamless teacher preparation program in art for students in the region. The proposed program will adhere to the standard 120 total credit hours.²

GSC's B.A. in art is designed to equip students with, per standards articulated by the National Association of Schools of Art and Design, "a breadth of general studies combined with visual arts studies and an area of emphasis in art or design."³ These areas of emphasis will build on courses the Department of Art already delivers, including ceramics, sculpture, computer graphics, printmaking, photography, and drawing and painting. The program will also seek to provide historical knowledge and impart the critical thinking skills needed to contribute to the region's cultural development. The P-12 certification would prepare graduates for employment in the public school system regionally and elsewhere in the state of Georgia. A bachelor's degree in art opens numerous career opportunities for art graduates not seeking P-12 certification, including in the advertising or publishing industries, art galleries or museums, art apprenticeships, community-based teaching, illustration, and graphic design, as well as crafts artistry. According to the Bureau for Labor Statistics, careers in art are "expected to grow 16% through 2016, faster than the average for all occupations."⁴ The B. A. in Art will also enable students to pursue graduate programs leading to advanced degrees in preparation for careers as arts administrators or curators or for a Master of Fine Arts degree that will qualify them to teach at the college level. The B. A. in art curriculum also aligns itself well with GSC's established B.F.A. in theater, creating further opportunities for interdisciplinary study in a broad liberal arts curriculum. Furthermore, in addition to addressing the projected need for teachers as a result of regional population growth and impending teacher attrition, this degree would also provide "feeder" opportunities for UGA, North Georgia, and the State of Georgia's University system master's and doctoral programs within education, environmental design, fine art, architecture, and other affiliated programs.

This B.A. in Art with a certification in P-12 will build upon our existing 2-year Associate of Arts program by including the following Learning Objectives. The proposed program's courses and assessments are aligned with the National Council for Accreditation of Teacher Education (NCATE), the Georgia Professional Standards Commission (PSC), and the Georgia Assessments for the Certification of Educators (GACE) standards. Students graduating with a B.A. in Art will be able to:

¹ Georgia Department of Labor. *Workforce Trends: An Analysis of Long-Term Employment Projections to 2014*. Georgia Department of Labor. Web. 28 Sept. 2009. <http://explorer.dol.state.ga.us/mis/Current/gaworkforcecurrent.pdf>

² Exclusive of the current GSC 3-credit hour Physical Education, Health & Wellness requirements

³ *National Association of Schools of Art and Design Handbook*. http://nasad.arts-accredit.org/site/docs/Handbook/NASAD_HANDBOOK_2009-10_Oct2009Edition.pdf

⁴ U.S. Bureau of Labor Statistics. *Occupational Outlook Handbook, 2008-09 Edition*. <http://www.bls.gov/oco/ocos069.htm>

- Creatively express their ideas and talents through various artistic mediums
- Critically analyze and interpret personal art works as well as the work of other artists
- Contribute to developing regional and global cultures through actively exhibiting work and engaging others in critical discourse
- Assemble a portfolio for professional and promotional purposes
- Understand and discuss significant diverse cultural, historical, social, political, and aesthetic topics
- Facilitate the personal and artistic development of students through understanding and implementing current pedagogic theory and methods.
- Teach various artistic mediums and techniques through the use of multi-media lectures and demonstrations.
- Demonstrate a solid foundation of studio practice within multiple art disciplines.
- Develop student critical thinking and problem-solving skills.
- Assess, analyze, and document classroom information to further develop P-12 student-learning outcomes.

2. Program Fit to Institutional Mission and to Nationally Accepted Trends in the Discipline:

The proposed degree contributes to the College's goal of "offering a limited number of baccalaureate programs and upper-division courses to meet the educational, civic, and economic needs and the interests of students."⁵ By requiring instruction in digital and online applications for all graduates, the degree supports another element of GSC's mission, that of "Integrating technology into instruction and support services, whereby the College assures the technological proficiency of its students and effectiveness of services."⁶ The proposed bachelor's degree in art also meets the second and sixth priorities of the College's Strategic Goals: "to facilitate success and educational goal attainment for all students and to foster a welcoming environment that values and reflects diversity and inclusion" and "to enhance the College's services and opportunities to the community."⁷ Furthermore, the proposed bachelor degree program addresses the University System of Georgia's strategic goal of "renewing excellence in undergraduate education to meet students' 21st century educational needs" and increasing "the System's participation in research and economic development to the benefit of a global Georgia" for students in northeast Georgia.⁸ Finally, the degree will address the strong interest in such a program from the College's growing number of presently-enrolled 196 art majors, furthering the college's mission as it "responds to the educational needs of the community, promotes institutional excellence, and enhances the intellectual development and well-being of its students."⁹

GSC serves an area with significant population growth, particularly among traditionally underrepresented groups such as the Hispanic, Black, and Asian populations. The growth in the Hispanic population in our service area, for example, is reflected in the increased enrollment of the Hispanic students at GSC, which now stands at 635 self-reported (approximately 7.6% of total enrollment). With such numbers, GSC is uniquely positioned to

⁵ [GSC Mission, Vision, and Strategic Goals](#)

⁶ [GSC Mission, Vision, and Strategic Goals](#)

⁷ [GSC Mission, Vision, and Strategic Goals](#)

⁸ University System of Georgia. *University System of Georgia Strategic Plan*. University System of Georgia, 2009. Web. 28 Sept. 2009. <http://usg.edu/strategicplan/>

⁹ Gainesville State College. *Mission, Vision, and Strategic Goals* August 12, 2008. <http://www.gsc.edu/about/internal/opir/strategicplanning/Documents/MissionVisionGoals.pdf>

significantly impact the production of Hispanic art teachers who can meet the growing need in our service area and beyond. The proposed art degree with P-12 certification will embed English to Speakers of Other Languages (ESOL) standards so that candidates will not only be certified art teachers, but also earn the ESOL endorsement without requiring additional coursework.

3. Program Justification to Discipline/Geographic Region/ State/ Nation and Not Necessarily Program Duplication:

Northeast Georgia is one of the fastest growing areas of the state, creating an increased demand for new schools and teachers. According to the Georgia Department of Labor, secondary school teaching is "an occupation that is fast-growing and high-paying, with plentiful expected annual job openings."¹⁰ In addition, the U.S. Bureau of Labor Statistics' *Occupational Outlook Handbook* notes that "job opportunities for teachers over the next 10 years will vary from good to excellent" and that "most job openings will result from the need to replace the large number of teachers who are expected to retire over the 2006-16 period."¹¹ The Bureau projects that the need for secondary school teachers will increase by 5% (54,000) in that period. The USG *Teacher Preparation Report* (TPR) confirms both the Georgia and U.S. Department of Labor's conclusions and indicates the need for the expansion of existing teacher preparation programs and the creation of new teachers for our state and region. The TPR recognizes that "the majority of our [USG] students are hired in close proximity to the university that prepares them."¹² In response, the USG has committed itself to creating "distinctive programs designed to attract local students and address both quality and quantity" and "develop specific programs on college campuses to target diverse populations and meet the needs of the state's varied socio-economic regions."¹³

Gainesville State's proposed B.A. in art with P-12 certification will achieve this goal by preparing graduates to meet the rapidly growing demand for art teachers in Northeast Georgia. The *Environmental Scan of Northeast Georgia* (ESNG), a report prepared for GSC by the Hanover Research Council, cites both the National Center for Education Statistic's (NCES) and the Western Interstate Commission for Higher Education's (WICHE) estimates that growth rates in the number of high school graduates in Georgia will "be among the highest in the United States."¹⁴ The NCES projects a 24.4% increase in the state's public high school graduates between 2000-01 and 2013-14; moreover, WICHE projects a growth rate of 38.6%. According to WICHE, graduates from Georgia's private high schools are projected to grow by 102.1% within the same time frame.¹⁵

These increased graduation rates cited by NCES and WICHE correspond with the Hanover Research Council's conclusion that "education is one of the top growth industries in the GSC service area."¹⁶ The demand for teachers will also be driven by the need for teacher replacement. Approximately 1,127 secondary teachers in northeast

¹⁰ Georgia Department of Labor. *Workforce Trends*

¹¹ U.S. Bureau of Labor Statistics. *Occupational Outlook Handbook, 2008-09 Edition*. Web. 28 Sept. 2009. <http://www.bls.gov/oco/ocos069.htm>

¹² University System of Georgia, Department of P-16 Initiatives. *2008 Report on the Preparation of New Teachers by University System of Georgia Institutions*. University System of Georgia, 15 March 2009. http://www.usg.edu/educator_prep/documents/2008_teacher_prep_report.pdf

¹³ USG, *2008 Report on New Teacher Preparation*

¹⁴ Hanover Research Council. *Environmental Scan of Northeast Georgia*. Prepared for Gainesville State College, January 2009. Web. 28 Sept. 2009. [https://portal.gsc.edu/depts/IE/Documents/Strategic Plan/Environmental Scan of Northeast Georgia.pdf](https://portal.gsc.edu/depts/IE/Documents/Strategic%20Plan/Environmental%20Scan%20of%20Northeast%20Georgia.pdf) (password protected)

¹⁵ *Environmental Scan of Northeast Georgia*

¹⁶ *Environmental Scan of Northeast Georgia*

Georgia are eligible to retire this year; this number is expected to triple by 2012. Hanover projects the demand for teachers in Georgia between 2004 and 2014 at approximately 15,000, with 26.6% in secondary education. In *Overview of Georgia's Educator Workforce*, the Georgia Professional Standards Commission (GA PSC) projects the demand at over 28,000 teachers.¹⁷

The B.A. degree program would address the projected need for teachers as a result of regional population growth and impending teacher attrition: According to the *Best Practices in Teacher and Leader Recruitment and Retention: Recruiting for Retention Collaborative Conference* held on Sept. 28-30, 2009, 20.23% (1538) of the region's K-12 public school teachers within our service area are eligible to retire this year (2009-'10). In addition, 4.3% (68) of the educators who are teaching art in our region do not hold the appropriate educational credentials (i.e. hold non-renewable certificates).

There has been strong evidence of the strong demand for this major as evidenced by substantial growth in the number of art majors at GSC. This growth has outpaced the College's overall growth of enrollment during the same period. A survey conducted on September 29, 2009 of 100 current GSC studio art students, 91 respondents indicated interest in the proposed B.A. degree (51 stated they are "very interested" and 40 are either "interested" or "somewhat interested").

4. Institutional resources that will be expended specifically for this program:

The Department of Art program currently has a sufficient number of qualified faculty to begin offering coursework in this baccalaureate degree. As enrollment increases, an additional full-time faculty member who holds a Ph.D. in Art Education will need to be hired for accreditation requirements. With further enrollment growth, additional faculty and staff requirements will be funded by tuition revenues that the program generates. In fall 2011, an additional 133,000 square feet of instructional space will be available to accommodate student growth and new program development at GSC. The new classroom/office building will provide approximately 26 classrooms, 96 faculty/staff/administrative offices, and 13 computer/media/language laboratories. The art program will benefit from the anticipated redistribution of space associated with the new building in that two programs will move into the new building, vacating classroom and office space presently shared with the art program. Art will then be able to expand its classroom, studio, computer laboratory and office space in its present location. With respect to library holdings, it is anticipated that as the art baccalaureate degree is developed and implemented, the GSC Library's electronic and print offerings would be updated accordingly to ensure adequate access.

¹⁷ USG, *2008 Report on New Teacher Preparation*



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October 30, 2009

Dr. Marci Middleton
Assistant Vice Chancellor, Academic Programs
Board of Regents of the University System of Georgia
270 Washington Street, SW
Atlanta, Georgia 30334

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NOV 02 2009

M. MIDDLETON

Dear Dr. Middleton:

It is my pleasure to submit Letters of Intent (LOIs) from Gainesville State College for your review and consideration.

The attached Letters of Intent (LOIs) are seeking approval to develop proposals for seven baccalaureate degrees in liberal arts disciplines, each with an education concentration for teacher certification, and a baccalaureate degree in Middle Grades Education with an ESOL endorsement.

These eight new baccalaureate degrees are well aligned with Gainesville State College's mission ... *to provide broad access to a quality liberal arts higher education primarily for the population of Northeast Georgia.* These LOIs have been approved by our College's Academic Affairs Committee and each LOI received an affirming vote of approval of 94% or greater from our faculty, as a whole, on October 16, 2009.

These new baccalaureate degrees are also well aligned with the University System of Georgia's strategic goals. As you are aware, a significant number of our student body are first generation college students, many of whom face considerable economic challenges while earning their college degrees. As you will see from the data presented in each of the LOIs, our currently enrolled students have expressed a strong desire to attain a four year degree in these disciplines and have indicated that they would prefer to continue their education at Gainesville State College if the opportunity were to be available to them. While many of our students continue to pursue their four year degrees at other USG institutions, having these degrees offered at the Gainesville campus would increase educational access and affordability for this population of learners as well as assist in meeting USG's goal of increasing access to higher education by expanding the system's educational capacity to serve an additional 100,000 students by the year 2020.

The projected teacher shortage in the state of Georgia and the northeast region has been well documented by both national and regional data that cites an intersection between teacher retirements

and the increase in student enrollments as our regional population expands. Thus, USG's commitment to meeting 80% of the state's need for teachers by the year 2020 would also be well served by these new baccalaureate programs. Each of the eight baccalaureate degrees being proposed includes an education concentration that would lead to certification to teach at various levels in the primary, middle, and secondary levels. As noted in Dr. Maryellen Cosgrove's letter of support, the National Council for Accreditation of Teacher Education (NCATE) and the Georgia Professional Standards Commission (GA PSC) are scheduled to conduct an onsite accreditation review during the latter part of the 2010-2011 academic year. Consequently, the timing of these LOIs is fortuitous. By developing and delivering more baccalaureate programs that prepare teachers for primary, middle, and secondary levels, GSC will strengthen our College's partnerships with our region's school districts.

Finally, these baccalaureate programs will serve as an economic engine for both our state and for our regional area, by preparing graduates with a strong liberal arts background to meet USG's intent that our students are learning what they need to lead full lives and to become productive citizens. Strengthening our colleges and universities serves to build stronger communities through the economic impact created by the purchasing of goods and services within the community and the effects on the labor market in both the short- and long-term (Parsons & Griffiths, 2003; Stokes & Coomes, 1998). Thus, expanding the number of four year degrees that Gainesville State College offers will serve to retain our students in the immediate region and strengthen the economic base of our region.

Thank you for your continued support of Gainesville State College. Please advise if I can answer any questions regarding these Letters of Intent.

Sincerely,

A handwritten signature in black ink, appearing to read "Marya L. Leatherwood". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Marya L. Leatherwood, Ph.D.
Vice President for Academic Affairs

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October 30, 2009

Dr. Marci Middleton
Assistant Vice Chancellor, Academic Programs
Board of Regents of the University System of Georgia
270 Washington Street, SW
Atlanta, Georgia 30334

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M.MIDDLETON

Dear Dr. Middleton:

Enclosed are eight baccalaureate degree Letters of Intent from Gainesville State College (GSC) all of which have education concentrations that will lead to certification to teach pre-kindergarten through grade twelve (BA in art); grades four through eight (BS in middle grades education), and secondary education (BS in biology, economics, mathematics, and BA in English, history, political science). Graduates will become certified at the initial level; however, they may also pursue advanced degrees in education after graduation. The timing of these Letters of Intent is appropriate because the National Council for Accreditation of Teacher Education (NCATE) and the Georgia Professional Standards Commission (GA PSC) have scheduled an onsite accreditation review during spring 2011. When these programs achieve a successful developmental review, GSC will be able to admit candidates into these teacher education preparation programs beginning fall 2011.

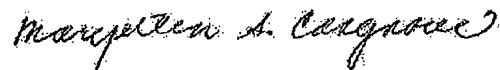
Data analyses from the Georgia Department of Labor, Georgia Professional Standards Commission, Hanover Research Council, National Center for Education Statistics, University System of Georgia, U.S. Bureau of Labor Statistics, and the Western Interstate Commission for Higher Education indicate that the growth rates in the number of high school graduates in Georgia will be among the highest in the United States. At the recent Georgia Professional Standards Commission (PSC) "Best Practice and Leader Recruitment and Retention: Recruiting for Retention Collaborative Conference" (Sept. 28-29, 2009) data were released for the Gainesville State College service area that indicate a 6.4% teacher attrition rate and 4.7% educators teaching with non-renewable certificates during FY 09. During this current academic year, 20.23% or 1,538 of the region's teachers are eligible to retire and this will continue to increase after the economy rebounds. The service area for GSC includes the Pioneer Regional Educational Service Agency (RESA) school districts (Banks, Dawson, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns and Union counties); however, many GSC students also reside in bordering counties such as Barrow, Forsyth, Gwinnett, Jackson and Oconee. Thus, the convergence of an increasing school aged population with a decreasing teacher work force will have a negative impact on the stability and growth of this region.

The USG 20,000 x 2020 initiative also supports this need to produce more quality educators to teach in Georgia's pre-kindergarten through grade twelve.

With the exception of the BS degree in biology education, these proposed baccalaureate degrees will be limited to 120-hours exclusive of the GSC 3-credit hour health and wellness requirement. The degrees will also be offered on the Gainesville campus and will align with the Georgia Performance Standards and the Georgia Assessments for Certification of Educators examinations ensuring that the teacher candidates will have the necessary knowledge to teach Georgia's students. Furthermore, the pedagogical courses will address the NCATE and GA PSC standards which will reinforce the quality of the GSC teacher candidates' skills and dispositions to become effective teachers who believe that all students must and can learn at higher levels. A unique component of the GSC baccalaureate degrees will be the fact that the English to Speakers of Other Languages (ESOL) standards will be embedded in the required education courses; thus, enabling all the teacher candidates to earn the GA PSC ESOL endorsement in order to better meet the needs of all students regardless of their primary languages and cultures. GSC currently has nine full-time education instructors plus a Director of Field and Clinical Experience; thus, the required education courses and school-based requirements will be taught by qualified faculty.

I appreciate your time and commitment to review these eight Letters of Intent to offer additional baccalaureate degrees at Gainesville State College.

Sincerely,

A handwritten signature in cursive script that reads "Maryellen S. Cosgrove".

Maryellen S. Cosgrove, Ph.D.
Professor
Chair – Education, Health and Wellness