



**Western Oregon University seeks the Oregon Higher Education Coordinating Commission approval to offer an instructional program leading to a B.A./B.S./B.F.A. degree in Art & Design.**

1. Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.

These degree options support WOU's mission to 'create lasting opportunities for student success through transformative education and personalized support.' The increased flexibility and versatility of the proposed degrees allow students to work individually with their academic advisor to build the major in a way that best prepares them to meet their career goals.

These degree options match the university's strategic goals of 'accountability and accessibility' to provide academic programming that allows students, especially transfer students, to graduate in four years (180 credits) with fewer obstacles.

These degree options match the university's strategic goals of 'excellence' by providing personalized student support and maintaining a high standard of teaching that encourages students to develop the widely marketable skills of creativity and innovation.

The proposed curriculum is partly the result of our effort to accommodate our strategic goal of 'global community connections' in our program. Our existing degrees in art and in visual communication design were approved by the Chinese Ministry of Education to serve a steady stream of Chinese transfer students. In response to the university's need to configure its programs to allow more seamless transfer articulations with Oregon community colleges and reduce time to graduation, the Art Department set out to address frequent curricular programming issues that often delayed Oregonian student progress toward completion. The department chose to create new degree offerings while preserving the option for students in our Chinese 2+2 transfer partner programs to continue to participate in programming that is recognized by their Ministry of Education.

Our more flexible format allows greater access for transfer students from local community colleges, and allows traditional 4-year students to complete their degree with fewer scheduling conflicts because their course options are greater and more varied; fewer specific courses are prescribed. Our connection to Chinese universities increases the diversity of our students and enables a unique dynamic of artistic perception in classroom interactions.

2. What evidence of need does the institution have for the program?

We believe our new program can be completed in a slightly shorter amount of time than our previous degrees because fewer prerequisites and fewer required course sequences are built into the four-year path to graduation. Students also have more flexibility at the upper division level.

This shift to a more interdisciplinary type of degree is in response to feedback we've received from professionals in the art and design industry who seek workers who have a broader background in both the fine arts and the design fields.

Our program will support the economic and cultural values of Oregon and its communities by allowing students to customize their degree to bridge the two areas of fine art and applied design, within a single degree. Many employers in the design, illustration and animation fields express interest in hiring employees that have a wider range of experiences and training. The program will also enable students to more easily modify their curricular trajectories to comport with employment opportunities and changes in students' creative interests.

This program complements community colleges' 2-year AAOT degrees in art or design. We are positioned to recruit those students into our Art & Design degree and will be able to accept their lower division art classes as part of our degree requirements. This collaboration and continued focus on student access will benefit transfer students, their institutions, and WOU.

3. Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?

Other art departments in the state are making similar changes to merge art and design into a single degree. They have seen a common need to adapt to the changing needs of the market place and their students. Students choosing to study at WOU are typically motivated by campus size and location. The proposed curriculum will enable them to pursue study of art and design at a campus environment best matched to their personal academic/interpersonal needs.

All appropriate University committees and the Statewide Provosts Council have approved the proposed program. The Western Oregon University Board of Trustees approved the program on October 25, 2017.

***Recommendation to the Commission***

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Western Oregon University to establish an instructional program leading to a B.A./B.S./B.F.A. degree in Art & Design, effective Fall 2018.

**Institution:** Western Oregon University  
**Program:** B.A./B.S. in Sustainability

Action: At the September 13, 2017 meeting, the Statewide Provosts Council approved a new program for Western Oregon University, B.A./B.S./BFA in Art & Design, to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The WOU Board of Trustees approved it at their October 25, 2017 meeting.

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**Eastern Oregon University**

Sarah Witte, provost

Approved  
 Opposed  
 Abstained



**Oregon Health & Science University**

Elena Andresen, interim provost

Approved  
 Opposed  
 Abstained



**Oregon State University**

Ed Feser, provost

Approved  
 Opposed  
 Abstained



**Oregon Tech**

Gary Kuleck, provost

Approved  
 Opposed  
 Abstained



**Portland State University**

Margaret Everett, interim provost

Approved  
 Opposed  
 Abstained



**Southern Oregon University**

Susan Walsh, provost

Approved  
 Opposed  
 Abstained



**University of Oregon**

Jayanth Banavar, provost

Approved  
 Opposed  
 Abstained



**Western Oregon University**

Steve Scheck, provost

Approved  
 Opposed  
 Abstained

