

**Docket Item:**

University Program Approval: Portland State University, Bachelor of Art (B.A.)/Bachelor of Science (B.S.) in Cultural History of the Arts.

**Summary:**

Portland State University proposes a new degree program leading to a B.A./B.S. in Cultural History of the Arts. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After Analysis, HECC staff recommends approval of the program as proposed.

**Staff Recommendation:**

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program:

B.A./B.S., in Cultural History of the Arts at Portland State University.



## Proposal for a New Academic Program

**Institution: Portland State University**

**College/School: College of the Arts**

**Department/Program Name: Art History**

**Degree and Program Title: B.A./B.S. in Cultural History of the Arts**

### 1. Program Description

- a. Proposed Classification of Instructional Programs (CIP) number.

50.9999 Visual and Performing Arts, Other

- b. Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered.

The proposed flexible undergraduate program would build on the strength of the existing undergraduate art history and music history programs, which both possess a broadly-based curriculum that offers a set of introductory courses followed by numerous upper-division, more specialized lecture courses. Thus, the classes comprising the course of study for the proposed B.A. and B.S. are already being offered, but the new degree makes them more accessible in a coherent form to people interested in a focused pursuit of cultural history. The classes selected from art and music history have all been recently offered online, and while it is possible to complete this degree entirely through online courses, students can decide whatever combination of online and in-person offerings best suit their interests and schedules.

Although the individual courses are already offered, what is new is the possibility of a degree that spans multiple programs in COTA. Cultural history and the flexible format seem like an ideal way to bridge the offerings in two Schools (potentially other Schools in COTA will be included in the future if they add suitable online courses, such as in film or architectural history). This innovative flexible degree allows students to study the histories of music and art across cultures and time. We explore the important ways cultural history both reflects and shapes society, and by incorporating both musical and art history these connections can be made even more clearly.

- c. Course of study – proposed curriculum, including course numbers, titles, and credit hours.

The B.A. or B.S. in Cultural History requires 60 credit hours total, of which there is a minimum of 20 credits in Music and 20 credits in Art History. Additionally, a minimum of 52 credits need to be upper-division courses.

ArH 401 Advanced Research Workshop and additional research-intensive courses such as a seminar are strongly recommended for all students in this program, and would be taken as part of the upper-division course requirement.

Students should note when planning their coursework both that some of the upper-division courses they are considering have prerequisites.

Course Offerings:

Note that other upper-division architectural, art, film and music history classes offered at PSU might be applied to this degree with prior approval from the Cultural History of the Arts program coordinator.

ArH 106 Intro to Visual Literacy	ArH 204, 205, 206 History of Western Art
ArH 329 Islamic Art: Major Themes and Periods	ArH 337U Nature into Art
ArH 355 Medieval Monsters	ArH 356U Early Medieval Art and Architecture
ArH 357U Byzantine Art and Architecture	ArH 358U Romanesque Art
ArH 359U Gothic Art and Architecture	ArH 360 The Art of War: Representing the Crusades
ArH 381U-382U 19th Century Art	ArH 383-5 Western Art in the 20th Century
ArH 392 History and Contemporary Issues in Photography	ArH 398 Contemporary Art
ArH 401 Advanced Research Workshop	ArH 415U Issues in Asian Art
ArH 426U African Art	ArH 431U Women in the Visual Arts
ArH 432U Issues in Gender and Art	Des 290 Hist. of Modern Design
Mus 105 Intro to Music Theory	Mus 203 Music in the Western World
Mus 205 Listening I	Mus 206 Listening II
Mus 231 Survey of Popular Music Since 1950	Mus 274 Introduction to World Music
Mus 355U Jazz History	Mus 356U Jazz and American Culture
Mus 360U The Guitar: its History and Music	Mus 361U History of Rock Music I
Mus 362U History of Rock Music II	Mus 363U The Music of the Beatles
Mus 365U Film Music	Mus 366U New Orleans: Jazz and Culture in the Storyville Era
Mus 367U The Music of Nashville: From Honky Tonk to Hip-Hop	Mus 368U Motown: Detroit's History and Music
Mus 374U World Music: Africa/Middle East	Mus 376U American Traditions: Blues
Mus 377U World Music: Latin America and the Caribbean	Mus 369U Music and Social Change

- d. Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).

This is a flexible degree, so all of the courses included are offered either sometimes or always online. We envision having some fully online students, but many of the students will pursue the degree using a combination of on-campus and online courses, if the pattern of other flexible degrees at PSU holds true here.

e. Adequacy and quality of faculty delivering the program.

Because this degree represents the strategic use of existing faculty and courses already being offered online, we are confident that the faculty will continue to be up to the task.

f. Adequacy of faculty resources – full-time, part-time, adjunct.

- Joel Bluestone (Music, full-time)
- Sydney Carlson (Music, full-time)
- Edward Higgins (Music, full-time)
- Briar Levit (Graphic Design, full-time)
- Jesse McCann (Music, full-time)
- Anne McClanan (Art History, full-time)
- Jonathan Newton (Music, full-time)
- Laurel Pavic (Art History, part-time)
- Jelena Simonovic (Music, full-time)
- Nicolette Trahoulia (Art History, part-time)

g. Other staff.

Existing resources are adequate to staff this program.

h. Adequacy of facilities, library, and other resources.

Portland State University Library collection has sufficient holdings to support a new Bachelor of Science and Bachelor of Art offering in the discipline of art and music history. The Library's resources are sufficient to support study and scholarship on the topics of this program.

i. Anticipated start date.  
Fall 2021

## 2. Relationship to Mission and Goals

a. Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities.

The flexibility of this degree will make it possible for people across the state of Oregon to engage with the history of many cultures and time periods, so it very much strengthens our capacity to offer an accessible, high quality education in our field. The very first item in PSU's Mission is "We serve and sustain a vibrant urban region through our creativity, collective knowledge and expertise," and this program well exemplifies that reciprocal relationship, for it both capitalizes on robust offerings already in place to make a compelling new curricular option available for both the Portland region and the state. Likewise, "We educate a diverse community of lifelong learners" is clear goal of this program in its flexible degree structure.

Because COTA holds such prominent role in the local arts community, it can be taken as signature area of focus, too, and an academic center that both anchors and showcases this degree program.

b. Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.

Because this program draws from existing courses, the measures to assure quality are those already baked into the standing courses and programs from which it draws.

Our curriculum already covers a global sense of cultural history, and we continue to actively seek opportunities to increase the range of our curriculum when qualified professionals are available.

- c. Manner in which the program meets regional or statewide needs and enhances the state's capacity to:
  - i. improve educational attainment in the region and state;
  - ii. respond effectively to social, economic, and environmental challenges and opportunities; and
  - iii. address civic and cultural demands of citizenship.

Because this degree can be readily coupled with other programs such as the Minor in Business, it opens up a range of options for students across the state interested in areas such as cultural management and arts administration.

The nature of this flexible degree format permits us serve a diverse student body and give them access to a wider range of courses and instructors than are served in the current degrees delimited by department and School boundaries. Cultural history is exactly the sort of topic that benefits from this use of diverse resources across academic units.

### 3. Accreditation

- a. Accrediting body or professional society that has established standards in the area in which the program lies, if applicable.

N/A (Art and music history do not have a professional accreditation process.)

### 4. Need

- a. Anticipated fall term headcount and FTE enrollment over each of the next five years.

Because the degree deploys preexisting courses and faculty, and even within those courses it's unclear how many students are taking them as, for instance, art history majors. We've based the enrollment/graduation numbers in the next question from a sampling of these courses over the prior year as the basis for the projected figures, with ongoing incremental growth, over each of the next five years.

- b. Expected degrees/certificates produced over the next five years.
- c. 2021-22      1-2 (potentially students with transfer credit or currently doing interdisciplinary student through Arts and Letters degrees would be able to switch and finish this first year)
- d. 2022-23      5
- e. 2023-24      10
- f. 2024-25      15
- g. 2025-26      15
  
- h. Characteristics of students to be served (resident/nonresident/international; traditional/nontraditional; full-time/part-time, etc.).

Because it's a flexible degree we envision students taking these classes across these categories and thus potentially our students could include:

- resident, nonresident, and international student
- both traditional and nontraditional students
- full-time and part-time students

i. Evidence of market demand.

This proposed flexible degree will make it possible for people across the state of Oregon to engage with the history of many cultures and time periods, so it very much strengthens our capacity to offer an accessible, high quality education in our field.

Our primary evidence of demand is the robust enrollment in current online courses included in this proposal. For example, whereas our online art history courses that are in a University Studies Cluster typically fill to maximum capacity at 60 students, the comparable in-person classes will usually have about a third to a half as many students enroll. Because this degree gives students more flexible access to existing curriculum, we anticipate it will improve their ability to graduate in a timely manner. Because this degree can be readily coupled with other programs such as the Minor in Business, it opens up a range of options for students across the state interested in areas such as cultural management and arts administration.

- j. If the program's location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).

There are not similar programs in other Oregon institutions. The closest parallel identified to date is a program specifically in the History of Art and Music the University of Edinburgh. Some history departments offer a sub-field of cultural history, but our perspective is different since we are housed with the School of Art + Design and the School of Music respectively.

- k. Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?

We plan to track employment or graduate admission of certificate students at one year after completion of their Cultural History degree in order to better understand the ways in which the program has (or has not) served to prepare them for the workforce.

## 5. Outcomes and Quality Assessment

a. Expected learning outcomes of the program.

- Students will demonstrate effective knowledge of vocabulary appropriate for describing music and art historical individual works and movements.
- Students will be able to evaluate the significance of major works of art, music, and their creators and be able to assess the qualities of works in their historical, religious, and broader cultural settings.

- Students will be able to analyze the ways in which creative production in the visual arts and music have developed across different time periods and geographic areas.
  - Students will be able to develop independent research based on pertinent theoretical and methodological approaches to generate new knowledge within the disciplines of music and art history.
  - Students will be able to develop original arguments on works of art and music, presenting their reasoning in both oral and written form.
  - Students will be able to locate, interpret and analyze primary and secondary sources relevant to their research within cultural history.
  - Students will be able to assess the ways in which music and art history have at times both intersecting and divergent historical patterns and methodological practices
- b. Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction.

We plan to survey the students in the certificate program annually to determine how best to support their learning. That said, the first two years we will more intensively gather feedback, perhaps through individual or group sessions, to better understand how we can fine-tune our program based on their experience.

- c. Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas.

We currently have a faculty who is each active in their field with recent scholarly publications and/or creative endeavors and expect the same standard to continue.

Faculty who teach in the program will pursue scholarly agendas appropriate with the type and level of research and/or creative work expected of faculty in their respective academic Schools. The promotion and tenure guidelines of the respective academic homes will also apply and guide the decision-making in that domain.

## 6. Program Integration and Collaboration

- i) Closely related programs in this or other Oregon colleges and universities.
- ii) Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration.
- iii) If applicable, proposal should state why this program may not be collaborating with existing similar programs.
- iv) Potential impacts on other programs.

At this point we have not identified external partners. Because this program is the result of collaboration though between two Schools within the College of the Arts at Portland State University, we anticipate ongoing extensive collaboration between Art History and Music, and perhaps eventually Film and/or Architecture if they have suitable online offerings in the future.

There aren't similar programs in other Oregon institutions. The closest parallel identified to date is a program specifically in the History of Art and Music the University of Edinburgh. Some history departments offer a sub-field of cultural history, but our perspective is different since we are housed with the School of Art + Design and the School of Music respectively.



Portland State University seeks the Oregon Higher Education Coordinating Commission approval to offer an instructional program leading to a B.A./B.S. in Cultural History of the Arts.

### **Program Description and Justification**

1. Identify the institution, degree, and title of the program.

Portland State University  
B.A./B.S. in Cultural History of the Arts

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

The flexibility of this degree will make it possible for people across the state of Oregon to engage with the history of many cultures and time periods, so it very much strengthens our capacity to offer an accessible, high quality education in our field. The very first item in PSU's Mission is "We serve and sustain a vibrant urban region through our creativity, collective knowledge and expertise," and this program well exemplifies that reciprocal relationship, for it both capitalizes on robust offerings already in place to make a compelling new curricular option available for both the Portland region and the state. Likewise, "We educate a diverse community of lifelong learners" is clear goal of this program in its flexible degree structure.

Because the College of the Arts holds such prominent role in the local arts community, it can be taken as signature area of focus, too, and an academic center that both anchors and showcases this degree program.

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

This proposed flexible degree will make it possible for people across the state of Oregon to engage with the history of many cultures and time periods, so it very much strengthens our capacity to offer an accessible, high quality education in our field.

Our primary evidence of demand is the robust enrollment in current online courses included in this proposal. For example, whereas our online art history courses that are in a University Studies Cluster typically fill to maximum capacity at 60 students, the comparable in-person classes will usually have about a third to a half as many students enroll. Because this degree gives students more flexible access to existing curriculum, we anticipate it will improve their ability to graduate in a timely manner. Because this degree can be readily coupled with other programs such as the Minor in Business, it opens up a range of options for students across the state interested in areas such as cultural management and arts administration.

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The nature of this flexible degree format permits us serve a diverse student body and give them access to a wider range of courses and instructors than are served in the current degrees delimited by department and School boundaries. Cultural history is exactly the sort of topic that benefits from this use of diverse resources across academic units.

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

There aren't similar programs in other Oregon institutions. The closest parallel identified to date is a program specifically in the History of Art and Music the University of Edinburgh. Some history departments offer a sub-field of cultural history, but our perspective is different since we are housed with the School of Art + Design and the School of Music respectively.

All appropriate University committees and the Statewide Provosts Council have approved the proposed program. The Portland State University Board of Trustees approved the program on April 2, 2020.

### **Recommendation to the Commission**

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Portland State University to establish an instructional program leading to a B.A./B.S. in Cultural History of the Arts, effective fall 2021.

**Institution: Portland State University**

**Program: BA/BS in Cultural History of the Arts**

**Action:** At the **May 7, 2020** meeting, the Statewide Provosts Council approved a new program for **PSU, BA/BS in Cultural History of the Arts** to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The **PSU** Board of Trustees approved the **BA/BS in Cultural History of the Arts** program at its **April 9, 2020** 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



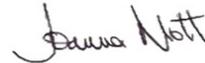
**Oregon Tech**

Joanna Mott, provost

Approved

Opposed

Abstained



**Portland State University**

Susan Jeffords, provost

Approved

Opposed

Abstained



**Southern Oregon University**

Susan Walsh, provost

Approved

Opposed

Abstained



**University of Oregon**

Patrick Phillips, provost

Approved

Opposed

Abstained



**Western Oregon University**

Rob Winningham, provost

Approved

Opposed

Abstained

