UNIVERSITY OF GEORGIA

University Council

April 12, 2024

<u>UNIVERSITY CURRICULUM COMMITTEE – 2023-2024</u>
Susan Sanchez, Chair
Agricultural and Environmental Sciences – Kylee Duberstein
Arts and Sciences – Jonathan Haddad (Arts)
                            Paula Lemons (Sciences)
Business – Karen Aguar
Ecology – Amanda Rugenski
Education – Amy Murphy
Engineering – Kun Yao
Environment and Design – Katherine Melcher
Family and Consumer Sciences – Sheri Worthy
Forestry and Natural Resources – Richard Chandler
Journalism and Mass Communication – Yan Jin
Law – Joe Miller
Pharmacy – Michelle McElhannon
Public and International Affairs – Rongbin Han
Public Health – Tamora Callands
Social Work – Harold Briggs
Veterinary Medicine – Shannon Hostetter
Graduate School – Rodney Mauricio
Ex-Officio – Provost S. Jack Hu
Undergraduate Student Representative – Gabriella Lewis
Graduate Student Representative – Kelsey Wohlford

Dear Colleagues:

The attached proposal from the Franklin College of Arts and Sciences to offer the existing major in Art Education (M.A.Ed.) online will be an agenda item for the April 19, 2024, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

cc: Provost S. Jack Hu
      Dr. Marisa Pagnattaro

PROPOSAL FOR AN ONLINE PROGRAM

Date: December 2023

College/School: Franklin College of Arts and Sciences

Department/Division: Lamar Dodd School of Art

Program (Major and Degree): Art Education (M.A.Ed.)

CIP: 13130201

Will any approved areas of emphasis be offered under this major? No

Proposed Effective Date: Fall 2025

1. **Assessment**
   A needs assessment demonstrating a sufficient pool of qualified applicants.

   The Lamar Dodd School of Art is the flagship institution in Georgia for art education and one of the leading such schools in the Southeast. The Art Education program has been and continues to be crucial to the Lamar Dodd School of Art's reputation and growth, currently accounting for one-third of the School's enrollment at the graduate level. Furthermore, alumni of the art education programs are a strong presence in K-12 schools statewide and greatly aid the School's recruitment initiatives, thus contributing immeasurably to the continued strength of all the School's programs.

   The quality of UGA's Art Education program is evident in the success of its graduates: of the students who complete the baccalaureate degree with a major in art education each year, all pass the state certification test and all who desire a teaching position are employed. Many of these students subsequently enroll in the School's graduate program in art education; earning a graduate degree not only enriches their teaching but also offers financial advantages such as salary increases and career advancement. Furthermore, the reputation of UGA's art education program is evidenced by in-service teachers' willingness to travel significant distances to participate in graduate study. However, there are many teachers who are unable to overcome the obstacles associated with travel, time, and personal responsibilities in order to enroll in the master's degree on campus. Many art teachers in attendance at the School's state conference have indicated their preference for an online master's in art education to be offered through the University of Georgia. Art educators' desire to earn advanced degrees is evidenced by the fact that more than 1300 art teachers in Georgia hold master's degrees and 80 art teachers hold doctorate degrees. Offering an online degree option will appeal to educators with only a baccalaureate degree, a number of approximately 1500 professionals, many of whom do not have the ability to pursue the on-campus version.

   Kennesaw State University recently launched one of the first online master's degrees in art education

offered by a university in Georgia. Kennesaw offers an M.A. in Art and Design, with Art Education as one of the three concentration areas under the degree. There has been a great interest in the Art Education concentration area at Kennesaw and the UGA online art education program would most likely receive similar or even greater interest. There is one other online program, a Master's in Education (M.Ed.) degree through Augusta University, that offers courses focused on general education which may be of interest to art teachers. This program has a stated concentration in art education while offering few if any courses focused specifically on art education. With the program and UGA reputation, an online master's in art education through UGA has great potential to gain not only statewide but national interest, as there are limited options for art teachers to earn master's degrees in art education in the U.S.

An online program could: (1) extend access to more teachers and in doing so, involve a more diverse population; (2) strengthen knowledge of contemporary theories and practices in art education among teachers, resulting in a more robust art curriculum and better informed art students statewide and nationally; (3) provide teachers with a model for classroom-based research, which fosters critical reflection and improves practice; and finally, (4) lead to further scholarly pursuits, such as publications, presentations, doctoral study, and leadership opportunities. All of these goals have the potential to substantially transform the landscape of art education in the state of Georgia and beyond, furthering the reputation of the UGA Art Education program nationally and internationally. These goals also align with one of the three major goals of UGA's Strategic Plan: strengthening partnerships with communities across Georgia and around the world. In addition, these goals align with Lamar Dodd School of Art's Five-Year Strategic Plan, which includes initiatives to enhance the School's reputation locally and globally and develop a fluid and innovative curriculum.

A market study for an online master's degree in art education at UGA was conducted by UGA Online Learning in November 2023 (see Appendix A). The executive summary indicates that the market for master's degrees in Art Education nationally is quite small, 600-700 degrees conferred per year. Only a small number of schools confer this degree online. The Online Learning Office summarizes that "given the overall market size and in-state competition, it seems likely that this program could produce 15-20 conferrals per year." The School is not proposing a new program but rather looking to make an existing program more accessible and increase enrollment through an online format. The executive summary indicates that while the market for Art Education master's degrees is approximately 600-700 conferrals per year, only a small number of institutions currently offer an online option. The addition of an online option is anticipated to attract an additional 15-20 students per year to the M.A.Ed program at UGA.

The faculty have researched and identified six existing national online degree programs, including two in the state of Georgia, approved for advanced certification and therefore a salary increase for art teachers in Georgia by the Georgia Professional Standards Commission (GaPSC). These programs are as follows:

Augusta University	Master of Education (M.Ed.) in Instruction with a Concentration in K-12 Art Education
Boston University	Master of Arts (M.A.) in Art Education
Kennesaw State University	Master of Arts (M.A.) in Art and Design with a Concentration in Art Education

Ohio State University	Master of Arts (M.A.) in Art Education
University of Florida	Master of Arts (M.A.) in Art Education
University of Nebraska at Kearney	Master of Arts in Education (M.A.Ed.)

From this list, both Ohio State University and the University of Florida are comparator peer institutions, identified by UGA's Office of Institutional Research. It would benefit UGA to position the art education program at the forefront of online offerings in line with those of our peer comparator institutions. Additionally, based on the UGA Online Learning Office's report (November 2023, Appendix A), data indicates that in 2022 the University of Florida and Boston University were tied for the most conferrals in art education with 44 conferrals each, suggesting a strong national market for the degree.

A detailed program comparison table with time to graduation, total credit hours, and tuition rates for each of the six approved programs can be found in Appendix B.

UGA has the resources and reputation to be highly competitive in terms of size, program breadth and depth, experience in graduate art education, and influence in the state and beyond. UGA's strong alumni base would be preferentially attracted to an online degree offered by their alma mater, and the Lamar Dodd School of Art's visibility beyond the state's borders would draw prospective students from out of state. In conclusion, research demonstrates that a high-quality, well-delivered, and readily available online master's in art education would realize significant market success.

As a summary, a fully online program would:
- bring a new online art education master's degree to the state of Georgia.
- offer an online master's degree in art education that is accessible nationally.
- allow PK-12 art teachers the opportunity for higher job security and salaries. There are only six other online programs in the U.S. that offer an online master's degree approved by the Georgia Professional Standards Commission (GaPSC) for securing a salary increase for current PK-12 teachers, and two of them are not fully in art education.
- meet the growing demands of the labor market for educators.

2. **Admission Requirements**
   All requirements for admission to an Online Academic Degree Program will be the same as those for the same degree at an authorized unit.

   Online applicants may fall into two categories:
   1) Those seeking a Level 5 Teaching Certificate in the state of Georgia who must have an undergraduate degree in art education and already hold a Level 4 Teaching Certificate in Art for admission.
   2) Those wishing to work in museums and community centers who must hold an undergraduate degree in an art-related field for admission. An initial Level 4 Teaching Certificate is not required for admission and will not be granted through this program, though candidates may combine this online program with residential courses required for certification if they wish to pursue a Level 4 teaching certificate.

Requirements for admission to the online M.A.Ed. program will be the same as those required for the on-campus program.

Application Materials

1. Statement of Intent: In a brief statement of 1-2 pages, applicants are asked to describe a) professional goals and the relationship of academic and professional experience to those goals; b) academic and professional preparation not evident from other credentials submitted; c) why they are applying to the program, and what they intend to accomplish in graduate school.
2. Writing Sample OR a Teaching Philosophy: Applicants should upload a writing sample or such as an essay or academic paper, or a written teaching philosophy so as to showcase their skills as a writer.
3. A maximum of 10 Applicant/Student Digital Images: In a PDF file of no more than 10MB, applicants may include images of personal artwork, artwork created by students or program participants, or images of collaborative creative projects (community-based art, socially-engaged art, etc.). Optionally, applicants may include a brief description of the images to explain artistic intent or goals of teaching.
4. A completed Information Form describing academic interests and background. Alternatively, applicants may submit a short video profile, no longer than 3 minutes, by providing a Vimeo or YouTube video link.
5. Resumé/CV: A concise outline of the applicant's educational and professional history.
6. 2 Letters of Recommendation (optional): Applicants will be asked to submit names and email addresses of 2 individuals qualified to evaluate their academic and/or artistic capacities.

3. **Program Content**
   The basic curriculum of the program will be equivalent to the authorized unit's approved program. The criteria for electives or substitutions for specific requirements will be equivalent online.

The content for the proposed online M.A.Ed. mirrors the content of the current on-campus M.A.Ed.

MASTER'S PROGRAM IN ART EDUCATION (M.A.Ed.) REQUIREMENTS	
UGA Graduate School Requirement	**Hours Required: 1**
GRSC 7001, GradFirst: First-year Research and Scholarship Training Seminar	1
Area A: Curriculum and Methods of Teaching	**Hours Required: 6**
ARED 7370E, Curriculum Theory and Practice in Art Education	3
ARED 7380E, Contemporary Art and Pedagogy	3
Area B: Content	**Hours Required: 15**

ARED 7130E, Studio Techniques for Art Education	3
ARED 7230E, Topics in Art Education I	3
ARED 7310E, Critical Multicultural Studies in Art Education	3
ARED 7410E, Digital Art Education **NEW**	3
ARED 8470E, Disability Studies, Arts, and Education **NEW**	3
Area C: Research	**Hours Required: 9**
ARED 7400E, Introduction to Inquiry in Art Education **NEW**	3
ARED 7650E, Applied Project in Art Education **NEW**	1-12, 6 required
	TOTAL: Minimum 31 Credits

Optional Residency

During the Summer session, students will have the option to attend a one-week studio-focused residency on campus as part of ARED 7130E, during which time they will complete no more than 5% of their total credit hours for the program. The summer residency hours will be applied to ARED 7130E, which will be taught in a hybrid mode and will be completed on-line following the one-week residency. Students who choose not to attend the optional one-week residency will participate in an online experience in lieu of the residential studio sessions.

The Art Education program at UGA is situated firmly within the School of Art (while many art education programs are situated within colleges of education), which provides a distinct opportunity to offer an optional residential experience that capitalizes on the resources of the School of Art, such as state-of-the-art facilities and studio faculty who may be interested in participating in the summer residency experience. By providing an opportunity for students to attend a short summer residency, during which time they will complete some of the work associated with a studio course, the faculty can offer a rich experience while also developing a personal connection with students. The goal is to be able to bring in a guest studio instructor—someone with an established record of artistic and/or scholarly research—each summer to facilitate a residency workshop. Faculty believe this will add an exciting element to the program.

4. **Student Support Services**

Each proposal must describe how students will have access to appropriate learning and student support services to ensure full participation in the learning experience. Services to be considered include academic advising or an advisory committee, technology support, financial aid advising, career planning, and disability services. Any special accommodations made for distance education students must be described.

At the beginning of their program, students will be provided with a digital handbook explaining all phases of the program; in addition, they will participate in an orientation session led by program faculty. In terms of faculty knowledge and experience in supporting online students, all three faculty members in Art Education have experience teaching online courses and two faculty

members have experience teaching in multiple online graduate degree programs, one internationally. One faculty member also completed the UGA Online Fellows program during the 2017 to 2018 academic year. In addition, as the program grows, the program will aim to hire a faculty member with a robust knowledge of digital and instructional technology as well as experience teaching online.

Program instructors will work with the Office of Online Learning to insure the accessibility of all online course materials, such as proper readability of course readings, closed captioning for videos, and more.

5. **Resident Requirements**
   Residence requirements will be identical to those established for the authorized degree program with residence at the approved location serving to meet that requirement.

   Residence requirements are identical to those established for the authorized degree program.

6. **Program Management**
   Each proposal must contain a specified plan for program maintenance and program quality. This plan will provide contact persons at cooperating units, a detailed timetable, and complete plans for application and matriculation of students. In addition, specific plans should be provided concerning the schedule of courses, the duration of the program, program review, and possible duplication with other programs in the immediate area.

   Contact persons at cooperating units:
   <u>School of Art Administration:</u>
   Joseph Peragine, Director
   Michael Marshall, Associate Director of Curriculum
   Isabelle Wallace, Associate Director of Research and Graduate Studies
   Mary Pearse, Associate Director for Technology, Space, and Community

   <u>Current Art Education Faculty:</u>
   Christina Hanawalt, Associate Professor and Area Chair of Art Education
   Mira Kallio-Tavin, Winnie Chandler Distinguished Professor of Art
   Lynn Sanders-Bustle, Associate Professor of Art Education

   <u>Part-time Instructors</u>
   In order to meet the programmatic needs of the proposed online M.A.Ed. in addition to existing in-person degree programs, the School will need to hire part-time instructors. In some cases, these instructors will teach in the online program and, in other cases, part-time instructors will teach in-person undergraduate courses, freeing up full-time faculty to teach in the online program. The goal is to ensure that all students have significant interaction with full-time faculty.

   When hiring part-time faculty to teach in the online program, the School will aim to hire artists, scholars, and educators who are well-known in the field to bring in an additional scholarly perspective for students. Although there is a small number of faculty in the residential program, hiring outside faculty to contribute to the program will provide students with a diversity of course

experiences while also expanding their professional network.

Graduate Teaching Assistants

In some cases, Graduate Teaching Assistants will be hired to teach in-person undergraduate courses to free up full-time faculty to teach in the online program. Additionally, as the program gets underway, graduate assistants may be hired to help foster online student engagement, such as through discussion groups.

Detailed timetable:
Should the approval dates differ from those listed, the timeline will be adjusted accordingly.

Date	Timeline for Program Development
December 2023	Submit proposal for the Online M.A.Ed. program
Spring 2024	Proposal moves through committee approvals.
Summer 2024	Program development: • Pay Tenured faculty to develop 2 courses: ARED 7400E, 7370E
Fall 2024	Proposal will move through remaining phases of the approval process. UGA Office of Online Learning will begin marketing as soon as the program is approved. Art Ed faculty attend GAEA conference for marketing and recruiting. Program development: • Hire Part-Time faculty to develop 1 course: ARED 7410E
Spring 2025	Continue marketing the program. Program development: • Hire Part-Time faculty to develop 1 course: ARED 7380E Recruit part-time faculty and graduate teaching assistants for 2025-2026
Summer 2025	Applications due May 1 for Fall admission Review applications and accept first cohort of students by May 15 Continued program development, including: • pay Tenured faculty to develop 2 courses: ARED 7130E, ARED 8470 • pay Tenured faculty to develop: ARED 7650E • Continue marketing the program

Fall 2025	First cohort of Online M.A.Ed. students matriculates
	Pay part-time instructors or graduate teaching assistants to teach 1-2 courses
	Art Ed faculty attend GAEA conference for marketing and recruiting.
Spring 2026	First cohort of Online M.A.Ed. students in 2nd semester
	Pay part-time instructors or graduate teaching assistants to teach 1-2 courses
	Locate part-time faculty to teach ARED 7230E, Topics in Art Education, in Fall 2026
Summer 2026	Applications due May 1 for Fall admission
	Review applications and accept second cohort of students by May 15
	First cohort of online M.A.Ed. students in 3rd semester
	Pay summer faculty
Fall 2026	First cohort of Online M.A.Ed. students in 4th semester
	Second cohort of Online M.A.Ed. students in 1st semester
	Pay part-time instructors or graduate teaching assistants to teach 2-4 courses
	Attend GAEA conference for marketing and recruiting
Spring 2027	First cohort of Online M.A.Ed. students in 5th and final semester
	Second cohort of Online M.A.Ed. students in 2nd semester
	Pay part-time instructors or graduate teaching assistants to teach 2-4 course
	Locate part-time faculty to teach ARED 7230E, Topics in Art Education, in Fall 2027
Summer 2027	Applications due May 1 for Fall admission
	Review applications and accept third cohort of students by May 15
	Second cohort of Online M.A.Ed. students in 3rd semester
	Pay summer faculty

Plans for application and matriculation of students
Prospective students will apply by May 1 prior to the fall they will matriculate. Applications will be reviewed in May and students will be informed of acceptance by May 15.

Duration of the program
Five consecutive semesters.

Program review

Summer 2026: Formative assessment of first year of the program via course evaluation and or surveys for students. Focus will be to determine strengths and weaknesses in the ongoing program. Program inquiries and enrollment will be examined to determine how to strengthen the program moving forward.

Summer 2027: Summative evaluation of the program in the light of the experiences of the first cohort of graduates, addressing issues identified in individual courses to determine if issues have been remediated. Ongoing assessment will occur annually by survey in subsequent years.

The program will be reviewed by the Board of Regents according to university policy and through Lamar Dodd School of Art's annual student assessments.

Possible duplication with other programs in the immediate area

There is no duplication of this program at UGA. Although there will be three universities in Georgia that offer online degrees in Art Education, each differ in the degrees offered:

- UGA will offer an online Master of Art Education (M.A.Ed.)
- Kennesaw State University offers an online Master of Arts (M.A.) in Art and Design Education
- Augusta University offers an online Master of Education (M.Ed.) in Instruction with a Concentration in K-12 Art Education. Despite the concentration offered, this degree does not offer any courses specific to art education (https://catalog.augusta.edu/preview_program.php?catoid=44&poid=10358).

Schedule of Courses for Online M.A.Ed.

FALL 1	SPRING 1	SUMMER	FALL 2	SPRING 2
ARED 7400E: Introduction to Inquiry in Art Education	ARED 7370E: Curriculum Theory and Practice in Art Education	ARED 7310E: Critical Multicultural Studies in Art Education	ARED 7650E: Applied Project in Art Education	ARED 7650E: Applied Project in Art Education
ARED 7380E: Contemporary Art and Pedagogy	ARED 7410E: Digital Art Education	ARED 7130E*: Studio Techniques for Art Education	ARED 7230E: Topics in Art Education I	ARED 8470E: Disability Studies, Arts, and Education

*Students will have the option to attend a one-week studio-focused residency as part of ARED 7130E during which time they will complete no more than 5% of their total credit hours for the program.

7. Library and Laboratory Resources
The proposal must include a review of existing library and laboratory resources (or other specialized resources) at the host location. If deficiencies exist, the proposal must include a plan,

including timetable and budget, for alleviating the deficiencies.

There are no laboratory requirements for the program. In terms of library access, students will have access to Galileo and GIL. Students also have access to a multitude of interactive Internet-based resources which will be incorporated into the eLC course sites for graduate-level art education courses.

8. **Budget**
The budget must provide a realistic estimate of the costs of developing and implementing a quality program. Consequently, each program budget must contain detailed estimates— specified separately for authorized and cooperating units—concerning faculty and staff positions, library, laboratory, and other specialized facility resource requirements, travel and other significant operating expenses. If the support for the program is the result of an internal reallocation of resources, explicit details should be included in the proposal. The budget must reflect the start-up costs of the program, projected costs for completion of the first cycle of students, and additional costs associated with any future cycles of students.

See Appendix C.

9. **Program Costs Assessed to Students**
Any costs beyond those normally associated with the program on campus must be spelled out and justified.

Students who enroll in the online M.A.Ed. will have the option to attend a one-week summer residency, during which time they will incur the costs associated with a residency, for example: transportation, housing, and food. Beyond the optional residency, no additional program costs for students beyond the stated e-rate tuition are anticipated.

10. **E-Rate**
If an e-rate will be charged, an approved e-rate form must be submitted to the Office of Instruction with the proposal form.
An e-rate of $275 per credit hour will be charged.

APPENDIX A: Office of Online Learning Report

November 2023
CIP Code: 13.1302
CIP Name: Art Teacher Education
National Conferral Data

	All Schools			Schools w/ Distance Option		
Year	Total	Institutions	Avg Conferrals	Total	Institutions	Avg Conferrals
2018	649	101	6.43	121	11	11
2019	658	94	7	142	10	14.2
2020	630	96	6.56	170	17	10
2021	710	95	7.47	246	20	12.3
2022	711	93	7.65	229	22	10.41

The market for masters degrees in Art Education nationally is quite small, with 600-700 degrees conferred per year. Conversely, the number of institutions reporting conferrals in this area is quite high, but has been steadily decreasing over the past five years. Interestingly, a small number of schools confer this degree online, and the average yearly conferrals for schools with online offerings is only marginally higher than the overall average.

In 2022 University of Florida and Boston University were tied for the most conferrals in this area with 44 each. They both report offering the degree online. The third highest conferror in this area was Georgia State (32 conferrals), who does not offer their program online. UGA reported 6 conferrals in 2018 and 1 conferral per year between 2019-2022.

Of the schools on the Georgia PSC's approved programs list, the following had conferrals at some point between 2018-2022. NOTE: These are total conferrals, not conferrals only in Georgia.

	2018	2019	2020	2021	2022
Azusa Pacific University			5	9	8
Boston University	53	59	38	41	44
Columbus State University	2		1	4	3
Georgia State University	15	23	27	28	32
Ohio State University-Main Campus	4	13	10	16	14
Pennsylvania State University-Main Campus	1	2			
Piedmont College	4	6			

University of Florida	31	22	31	33	44
University of Georgia	6	1	1	1	1

If UGA were to invest in an online program in Art Education, our primary in-state competition would be Georgia State, and we would likely also look to draw some enrollments away from University of Florida. Given the overall market size and in-state competition, it seems likely that this program could produce 15-20 conferrals per year with appropriate marketing resources (i.e., about $20,000* in the first year with slightly less in subsequent years to maintain that level of enrollment) and competitive pricing (i.e., under $20,000).

*Estimate based on enrollment goals. The Office of Online Learning suggests we plan for $1000 of marketing for each student the program wishes to enroll. We are proposing a cohort of 10 students, thus $10,000 for marketing.

APPENDIX B: Program Comparison

Program (Listed Alphabetically)	Total Credits	Completion Timeline	Tuition
Augusta University	30	1.5 years	$230/cr.
Boston University	32	18-24 months	$997/cr.
Kennesaw State University	30	1 year	$438/cr.
Ohio State University	30	2 years	$782.19/cr.
University of Georgia (proposed)	30	5 semesters (22 months)	$629/cr.
University of Florida	36	2 years (or more)	$600/cr.
University of Nebraska Kearney	33	not stated	$326 (in state) $522 (out of state)

APPENDIX C: M.A.Ed. Online Program Budget

See Google Sheets spreadsheet designed by the Office of Online Learning (downloaded and included on the following pages):
https://docs.google.com/spreadsheets/d/1yIizIP2gghsP6e3HshN9K95pvg9T82HjseIluQLfx-s/edit?usp=sharing

Documentation of Approval and Notification

Proposal: Offer the existing major in Art Education (M.A.Ed.) online

College: Franklin College of Arts and Sciences

Department: Lamar Dodd School of Art

Proposed Effective Term: Fall 2025

School/College:

- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 3/19/24
- Graduate School Associate Dean, Dr. Anne Shaffer, 4/11/24