MEMORANDUM

DATE: September 7, 2012

TO: David Barsky, AVP for Academic Programs

FROM: Adam Shapiro
Dean, College of Humanities, Arts, Behavioral and Social Sciences

SUBJECT: BA Theatre A-Form Feedback

Thank you for sending the BA in Theatre A-form for my input, and I am happy to provide it. I would like to note my appreciation of the members of the Theatre faculty who have dedicated their time to this proposal. There are clearly some very good ideas in this proposal, and I hope that further revision would lead to a very robust and innovative major in our College.

Description:

1. I encourage the program to consider expanding the potential of the major to prepare students for something other than graduate work in theatre and performance (paragraph 1). While this certainly will appeal to some students, a major should prepare students for other post-graduate opportunities. This is discussed somewhat at the end of the demand section, but should be made clear here.

2. I appreciate the interdisciplinary, collaborative, and inclusive vision of the program and think that it fits nicely within CHABSS' and the University’s missions.

3. The program is wise to develop articulation agreements with Palomar & Mira Costa. More detail on this would be appreciated as well as some estimates of how many students we would likely attract.

4. The Guest Artist Program is a wonderful idea. The program may wish to consider how this will be funded – there is no mention of this anywhere in the A-Form.

Mission:

1. As articulated earlier, the BA in Theatre fits the College’s mission nicely. The A-Form quotes from the university mission in that it calls for “rigorous undergraduate and graduate programs distinguished by exemplary teaching, innovative curricula, and the application of new technologies.” I ask the program to consider how technology will be incorporated in the major and to explain that feature of the major in more detail.

Demand:

1. I understand that, given its classification as a foundational program, that demand for a BA in Theatre is not the most important factor in launching the program. That said, it should be one of the considerations and, to that end, I suggest that the faculty consider a more nuanced approach to demonstrating demand. I am a bit wary about using other CSU campuses' programs as a gauge of
student demand for a theatre program at CSUSM (paragraph 1), particularly given the three other prominent programs in San Diego County. Most of the theatre programs listed are at significantly more mature campuses and many are housed within their own Colleges of Fine Arts (or the like) with different cultures and levels of infrastructure. It seems to me that perhaps a more meaningful gauge of demand would be:

a. Current students in the theatre option at CSUSM, most of whom would likely become Theatre majors. Indeed, the authors note “student demand of curricular options has initiated this request for a Theatre major.” What evidence of this can you provide?

b. The pipeline of students at Mira Costa and Palomar Colleges. Having three other theatre programs that “rank among the top programs in the country” in San Diego County raises additional concerns about demand. Other than our north county location, what will attract talented Palomar and Mira Costa students to CSUSM’s Theatre program when there are well-established and well-resourced programs just to our south? It would be useful to get a sense of what the “pipeline” from Palomar and Mira Costa is and make some estimates of potential majors at CSUSM. For example, if Palomar graduates 100 students per year in Theatre, how many currently go to the other 3 local campuses? How many can we reasonably assume to get?

Resources:

(1) I appreciate the intention of the faculty to launch the BA in Theatre with no additional costs. I do, however, have genuine concerns about the resources necessary for a Theatre major.

a. Even without hiring additional TT faculty, adding a major will likely necessitate additional courses to be staffed (I suspect with lecturer faculty) at a cost to the College. As mentioned in the program description, the Theatre program envisions an interdisciplinary program. As such, do they envision reaching out to other programs in the College (e.g., LTWR, MLS, History) to provide courses? I encourage the program to consider charting their curriculum and developing a more detailed cost analysis.

b. Connected with #5 (Relation to existing programs), other VPA programs are developing their own BA programs. This suggests that resources will be further stretched. I’d like the authors to consider the curricular development in other VPA fields and how it will impact resources. Specifically, I am concerned about the current level of IST support for a BA in Theatre. Currently, there are two IST staff in VPA who are, from my understanding, stretched very thin. How would existing IST staff be utilized to effectively staff a BA program in Theatre? Additionally, there are currently two theatre rooms in ARTS (111 + blackbox) which are currently being utilized primarily as classroom space by TA and other VPA programs. How will a BA in Theatre affect demand for performance/rehearsal space?

Overall, I’m intrigued by the possibility of offering a BA in Theatre as I see this as a significant way to build our arts programs at CSUSM. My main recommendations for further consideration center on programmatic demand and resources. Since this is a foundational program, the issue of demand need not be the determining factor. But given that we have not been allocated additional funds for new programs (nor do I expect to receive any in the near to intermediate term), resource limitations need to be considered. I trust that the theatre faculty find my comments helpful as they continue their work on the BA program. Again, my thanks for their good work.

cc: Judy Bauerlein, VPA
Bill Bradbury, VPA and Music/Theatre Director
DATE: September 14, 2012
To: Budget and Long Range Planning Committee
From: Wayne Veres
dean, Instructional and Information Technology Services and Chief Information Officer
Subject: IITS Comments for the A form for the BA Theatre

Thank you for the opportunity to provide additional comments for the A-form, BA Theatre. We are concerned to read the program proposer has stated there are no anticipated additional IITS resource needs. We find all new programs have some resource requirements and we would like to discuss possible areas for IITS support possibly overlooked.

It is essential that IITS begin discussions with the program proposers early in the P-form formation process to ensure that students and faculty have sufficient IT resources. Please contact the Dean of IITS upon the completion of this A-form in order to begin this planning process.

cc: David Barsky
Virginia Mann
Bill Ward
Teresa Macklin
Judy Bauerlein
DATE: September 14, 2012

To: Budget and Long Range Planning Committee

From: Wayne Veres [Signature]
Interim Dean, Library

Subject: Library Comments for the A form for the BA Theatre

Thank you for the opportunity to provide additional comments for the A-form, BA Theatre. We are concerned to read the program proposer has stated there are no anticipated additional Library resource needs. With the A-form's references to theory, history, and literature—these will all require more use of the existing and limited library resources. The emphasis on performance to date in Theatre courses has resulted in a relatively small research collection based on student demand. For this new program we anticipate new resource requirements.

It is essential that the Library begins discussions with the program proposers early in the P-form formation process to ensure that students and faculty have sufficient Library resources. Please contact the Dean of the Library upon the completion of this A-form in order to begin this planning process.

During the P-form formation process Judith Downie, will help ensure sufficient resources and expertise from the Library will be detailed on the P-form.

cc: David Barsky
Virginia Mann
Judith Downie
Yvonne Meulemans
Judy Bauerlein
MEMORANDUM

DATE: September 14, 2012

TO: David Barsky, AVP Academic Programs

FROM: Eloise Stiglitz  
Vice President of Student Affairs

SUBJECT: Student Affairs Comments for Program Abstracts - M.S. Kinesiology & B.A. Theater

Thank you for the opportunity to review your proposal for the new Masters of Science in Kinesiology and Bachelors of Arts in Theater programs. These programs appear to present great opportunities for our students, while also addressing the need to strengthen our programming as a comprehensive university and support the CSU system mission.

At this time Student Affairs has no additional feedback to provide related to these proposals, but we do thank you for the opportunity to review these two new program proposals. Please route the approval form to me for my endorsement at your earliest convenience.

cc. Todd Astorinio, Kinesiology  
Judy Bauerlein, Theater
Email received from Jan Jackson, Vice President for Community Engagement
Friday, September 14, 2012 6:16 AM

Hi David. I hope these both pass muster with the others. I'd love to see both of these programs in our academic master plan. No other comments.

[Note added by David Barsky: “Both” refers to the BA in Theater and the MS in Kinesiology]

Email received from Graham Oberem, Associate Vice President for Planning and Academic Resources
Thursday, September 20, 2012 2:40 PM

Hello David,

I have completed my review of the BA-Theatre Arts A-form. The Theatre Major appears to be an attractive option. It has several facets that might make it unique and attractive to students, but the proposers could emphasize those more. I.e., what about the about the proposed major is unique, and could therefore attract students to CSUSM, over nearby CSU (or other) campuses? Is the focus on "performance, design, and stage management skills" unique and attractive? The proposers mention the uniqueness of the Guest Artist program, but is that enough of a draw? What about the bilingual nature of the program? Could that be an even bigger draw for students?

**Demand:** This needs to be supported by some initial quantitative information. How many students are in the minor? How many students are enrolled in nearby programs? What percentage of applicants are accepted into those programs? How big a pool of "not-accepted" students is out there there? How many students are currently in 2-year programs at the community colleges nearby? Do the proposers have an estimate of how many majors they might have in the program when it starts?

**Resources:** It is highly unlikely that any new program would need no new resources at all. For example, they will almost certainly need to offer more courses per semester to get students graduated in a timely manner. That would take more faculty, be it TT or adjunct. Also, for theatre courses, there are costs associated with equipment and supplies. I would have thought that the annual equipment and supplies budget for the theatre courses (overall) would increase. What are the implications for advising, for the Library, and departmental administration? Some initial estimates of the cost impact would be helpful.

Let me know if you have questions or comments.

Graham