

DATE: March 6, 2007

TO: Austin Murphy, Chair
Senate Budget Review Committee

FROM: Jackie Wiggins, Chair
Department of Music, Theatre and Dance

RE: Bachelor of Fine Arts (BFA) Programs

Thanks to you and the committee for your careful review of our proposal. Our responses to your questions are below.

1. Does the apparent \$50,000 per new faculty member include all costs (such as benefits) and is it possible to explicitly provide a range of possible costs if an exact market salary+benefits is not known?

Response

The university's *pro forma* template does include this information.

2. The number of students included in the budgets is listed as incremental, and it does appear to be incremental to the current number of majors in the fields. However, the proposals don't provide an estimate of the number of students that is incremental to the university as a whole. In particular, some estimate of the number of students who would otherwise already be an Oakland University and who might major in some other discipline were it not for the programs should be provided and subtracted from the number that are listed as "incremental" to compute the number of actual "incremental" students. Given the nature of the major/program, the adjustment might be very small. Could this adjusted number be incorporated into the budgets? In addition, at least a brief explanation as to why the programs will attract incremental students who would otherwise not come to Oakland would be useful.

Response

It would be very unlikely for Dance to recruit students from other majors at OU by offering the BFA. To be admitted to the BFA degree, students would have to have had sufficient prior experience and training. In all likelihood, these students would be:

- a) entering freshmen,
- b) students transferring from a dance program at another institution, or
- c) students transferring from the current BA in Dance program at OU.

It would be very unusual for someone with the technical skill level of a prospective BFA student to *not* be currently training in the field.

3. The Theatre proposal has an inconsistency between the total number of students projected on page 48 and the total number of majors listed in the budget that needs to be corrected.

Response

Sorry. We hadn't noticed that. Attached is a revised proposal, dated 3/8/07, that has the numbers on page 48 corrected.

4. Could some more information be provided on any marketing that is planned to promote/disseminate knowledge on the new programs if implemented, including flyers to high schools? The programs might be very popular (and the projected number of students may underestimate the true number), and it may only be a matter of making their existence known, especially at the start. It is possible that some plans are already made for such additional promotion, and it would be useful to incorporate such supplies/services charges into the budget.

Response

MTD has a full-time staff publicist who regularly produces materials that promote our events and programs. Publicizing the BFA program would not really add to the cost of her services or supplies. It would be marketed along with the BA in materials we already produce annually and distributed through media we already use, e.g.:

- Information would be included in any of the department's regularly published recruitment materials and advertisements in professional journals.
 - Information would be included in recruitment materials that are sent annually to events such as the Michigan Youth Arts Festival.
 - The Dance Program offers an annual Dance Day, which is a recruitment event that regularly attracts a large number of high school dancers. As part of that program, dancers are given information about the Dance Program and would be notified about the new degree offerings.
 - The Theatre Program regularly invites high school students to attend matinee performances of theatre productions (as school trips). They provide study guides for HS teachers and so on. This brings hundreds of HS students to OU and serves as a wonderful recruitment tool, in addition to providing outreach.
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5. Since the new faculty might be required anyway (given the past growth in the majors without corresponding growth in faculty), would it be useful to include an additional budget that excluded the new faculty costs? Without those costs (that may have to be incurred by Oakland just to keep up the existing majors), the proposals would show positive cash flows throughout that would increase with inflation.

Response

We are very hesitant to do this because of the experiences of other departments in the College. We do need these faculty (one way or the other) and would like to go on record as saying that we do.

6. While the figures for the total number of students forecast in the new programs might be justifiable, it would help if the size of other similar programs at other Michigan schools were listed (so that the market share being assumed could be evaluated). Might a brief list/analysis of enrollments at other programs with joint programs also help better evaluate differences between incremental and total student estimates?

Response

We could not give you accurate figures as to the percentage of BA and BFA students in programs at other schools because all students start out as BA students. Most programs operate as we plan to—admitting all students as BA students and inviting students who are interested to audition for the BFA program (usually after 1 or 2 years of study). Students who are not successful in their audition continue in the BA track. This makes counting the number of BFA students difficult, since in programs that hold BFA auditions at the end of the second year, potential BFA students are categorized as BA students.

We can tell you the number of Theatre majors in the various MI programs in 2005-06:

Alma College	22
Eastern Michigan University	74 (+24 in Arts Management)
Hope College	21
Michigan State University	147 (+16 Grad Students)
University of Michigan	133 (not counting musical theatre)
University of Michigan–Flint	50
Wayne State University	125 (+47 Grad Students)
Western Michigan University	201

Estimates in Dance:

Eastern Michigan University	35
Hope College	40
University of Michigan	50 (+ grad students)
Wayne State University	45
Western Michigan University	55

7. It was unclear whether any additional classroom/space would be used other than what is necessary to improve the facilities that is already budgeted. Could an estimate be provided of additional space requirements on campus, or more clearly indicated that no additional space, such as conventional classrooms, would be needed?

Response

Both Theatre and Dance use the lecture halls in Varner (205 and 206) to offer general education courses. Beyond that, MTD does not request or use shared general classrooms on campus for Theatre or Dance. We use only our own spaces for these courses. (Music uses some non-MTD classrooms. Theatre and Dance do not.)