Art Department
Program Viability Executive Summary
Bakersfield College

Prepared by David M. Koeth, Chair, Art Department, November 6, 2012

1.   **Employment outlook for Kern County and State of California - demonstrates community need**
Kern County / 2008-2018 projection

Arts, Design, Entertainment, Sports, and Media Occupations	14.2% increase
Art and Design Workers	16.3% increase
Multi-Media Artists and Animators	25.0% increase
Graphic Designers	15.0% increase
Media and Communication Workers	11.4% increase
Photographers	10.0% increase

California / 2010-2020 projection

Museum Technicians and Conservators	25.0% increase
Arts, Design, Entertainment, Sports, and Media Occupations	13.4% increase
Art and Design Workers	14.6% increase
Art Directors	11.8% increase
Fine Artists, Including Painters, Sculptors, and Illustrator	13.9% increase
Multimedia Artists and Animators	8.9% increase
Artists and Related Workers, All Other	6.3% increase
Commercial and Industrial Designers	22.5% increase
Fashion Designers	14.1% increase
Graphic Designers	16.1% increase
Photographers	2.3% increase

Source: http://www.labormarketinfo.edd.ca.gov

2.   **Employment statistics of BC students**
Using TOP code 10, (Fine and Applied Arts) the Art Department has an employment rate of 84.29%.

Source: Digital Arts Career and Technical Education Program Review, May 15, 2012.

3.   **CTE Licensure Exam Pass Rates of Graduates**
Not applicable to the department.

4.   **Success Rate (by course & dept) – as compared to similar programs statewide**

Antelope Valley	Bakersfield	Grossmont	SJ Delta	Sequoias	Taft
70.02%	64.11%	74.68%	60.12%	67.68%	57.87%

Source: http://datamart.cccco.edu/Outcomes/Course_Ret_Success.aspx
Fall 2011, Spring 2012, Summer 2012 combined rates, all Art courses combined, course and department level information is not available.

5.   **Retention Rate (by course & dept) – as compared to similar programs statewide**

Antelope Valley	Bakersfield	Grossmont	SJ Delta	Sequoias	Taft
88.71%	77.08%	86.64%	86.07%	89%	77.95%

Source: http://datamart.cccco.edu/Outcomes/Course_Ret_Success.aspx
Fall 2011, Spring 2012, Summer 2012 combined rates, all Art courses combined, course and department level information is not available.

6. **Course Completion Rate - as compared to similar programs statewide**
   (College data does not include "completion.")

7. **CTE Program Completion Rate**
   Digital Arts - success rate: 87.32%
   Digital Arts - completion: 78.95%

Source: Digital Arts Career and Technical Education Program Review, May 15, 2012.

8. **Trend Enrollment for 5 years**
   Student headcount (unduplicated)

2007/08	2008/09	2009/10	2010/11	2011/12	Campus 2011/12
2151	2456 (+14%)	2440 (-1%)	2508 (+3%)	2285 (-9%)	(-9%)

Source: 2012/13 Annual Program Review - Art Department

9. **Cost/FTES**
   Art Department cost/FTES $2665.37

Source: Bakersfield College Costs Based on August 2012 Data, Bakersfield College Planning Office

10. **Productivity Rate (FTES/FTEF) – as compared to similar programs statewide.**
    Art Department FTES/FTEF (2011/12)   17.1 (face to face)
    Art Department FTES/FTEF (2011/12)   0.8 (distance ed)

    Collegewide FTES/FTEF (2011/12)   16.6 (face to face)
    Collegewide FTES/FTEF (2011/12)   19.6 (distance ed)

Source: 2012/13 Annual Program Review - Art Department

11. **Number of Student Contacts (student services criteria)**
    Not applicable to the department.

12. **Transfer-ready rates of students**
    In AY 2012-11, 10 students in Art applied to CSUB, and 9 were admitted, a 90% acceptance rate.

Source: BC IRP, Transfer BC to CSUB 2010-11.pdf

13. **Meets one of the 3 core missions: CTE, basic skills and/or general education for transfer**

    The Art Department meets two of the three core missions:

    1. The Digital Arts program (graphic design and photography) in the Art Department is a CTE program.

    2. All courses in the department were re-written in AY 2010/2011 with transfer in mind. All courses transfer, either as BC General Education, IGETC, CSU GE, or as core for an Art major.

14. **Provides necessary student services**
    Not applicable to the department.

15. **Ability to meet outside agency standards including accrediting agencies, licensing boards and other governing bodies**

    The Digital Arts program has an advisory board that meets twice yearly. The faculty relies upon the Board for advice in developing curriculum and evaluating emerging trends in digital arts.

16. **Ability for students to complete their program of study (can be used to demonstrate the number of students need the program)**

Courses are scheduled so that students can complete a program of study.

Elimination of the program would severely disrupt the 268 Art majors and the 165 Digital Arts majors from finishing their certificates or degrees.

17. **Transfer Model Curriculum (either complete or in process)**

A Transfer Model Curriculum is in process. A Bakersfield College Studio Art AA-T has been written and approved by the college and district, and is at the Chancellor's office.

18. **For programs rating low, consideration should also be the ability to generate revenue other than FTES (e.g., ticket sales, donations, grants) for the benefit of the program or the college as a whole**

The Art Department is responsible for the programming of the Jones Gallery. The Gallery currently offers four exhibits per year for the college and the community. Fundraising for any gallery needs not covered by

GUI funding is done under the auspices of the "The Friends of the Jones" Foundation account.

The Digital Arts program is part of the district's Carl Perkins (VTEA) Grant, and receives substantial annual funding. In AY 2011-2012, the program received nearly $69,000 in Perkins grant funding for computer upgrades, software upgrades, faculty seminars and travel, meetings with the advisory board, and meetings with area high school teachers.

19. **The "Domino Effect" (how the elimination of a program will impact other programs)**

The elimination of the Art Department would have the following impacts:

1. There would be no visual arts courses available for BC General Education, IGETC, CSU GE; fewer choices for any student attempting to satisfy the "Arts and Humanities" requirement.

2. There would be no courses available for Computer Studies Web Authoring majors, as courses in digital arts are part of this program.

3. Articulation agreements would be nullified with area high school graphic arts and photography programs.

4. There would be no visual arts courses available to Liberal Studies majors. Many local art education majors at university level start taking courses in the visual arts at Bakersfield College.