

**State University System
Education and General
2015-2016 Legislative Operating Budget Issue
Form I**

University(s):	Florida State University and New College of Florida
Work Plan Issue Title:	Shared System Resources - Arts programs
Priority Number	
Recurring Funds Requested:	\$453,840
Non-Recurring Funds Requested:	\$ 30,000
Total Funds Requested:	\$483,840 (Distributed as follows: \$223,920 to FSU and \$259,920 to NCF)
Please check the issue type below:	
Shared Services/System-Wide Issue	<input checked="" type="checkbox"/>
2014-2015 Non-Recurring Issue	<input type="checkbox"/>
New Issue for 2015-2016	<input type="checkbox"/>

I. Description *(Describe the service or program to be provided and how this issue aligns with the goals and objectives of the strategic priorities and the 2014 Work Plan established by your institution. Include whether this is a new or expanded service/program. If expanded, what has been accomplished with the current service/program?)*

Describing the mission of the SUS for the 21st century, the SUS 2013-25 Strategic Plan emphasizes the synergy between research, learning, and service to the community, including economic and cultural contributions. In the 2014-15 Work Plans of Florida State University and New College of Florida, both institutions focus on institutional collaborations and partnerships as key “strengths and opportunities.” FSU and NCF seek to take full advantage of adjoining campuses in Sarasota by strengthening our programs in the arts.

The FSU and NCF campuses are located at the intersection of US-41 and University Parkway, near the Sarasota and Manatee county line, making them the logical anchor for the emerging arts and education corridor that extends from Sarasota to St. Petersburg. This shared campus has a high public profile, including such resources as the John and Mabel Ringling Museum of Art, the Ringling Education Center, the Historic Asolo Theater, the Asolo Repertory

Theater, the FSU/Asolo Conservatory for Actor Training, New Music New College, Mildred Sainer Music and Arts Pavilion, the New College Black Box Theatre, and the Jane Bancroft Cook Library.

Less visible, but fundamentally important, are the educational programs of FSU and NCF that provide the foundation for these forms of public engagement. As a residential liberal arts college, NCF offers areas of concentration in Art, Art History, and Music, with supplemental instruction in Theater and Dance. FSU's instructional programs on the Sarasota campus include the Asolo Conservatory for Actor Training and the Ringling Museum, which contributes to FSU's Museum Studies and Museum Education programs, based on the main campus in Tallahassee. In addition, the Ringling has partnerships with other SUS museums, extending the reach of these programs beyond NCF and FSU. The relationship between FSU and NCF has been robust and harmonious for many years, with collaborations to date including:

- Ringling Museum and NCF Art History (curators teaching, internships, library usage, NCF student lecture series)
- Ringling Museum and NCF Music (New Music New College collaborates with RM Performance program)
- Asolo Conservatory and NCF Theater (instruction for NCF students in acting and directing)
- An NEA Summer Program for Teachers has been proposed on the topic of "gesture," and would involve NCF faculty in English, Philosophy, and Music, and FSU faculty in Art History and Theater.

Based on this record of success, FSU and NCF seek funding to expand programs that address anticipated student demand and expand engagement with the community. Key elements of the proposal include:

- FSU will expand its graduate programs in Museum Studies and Museum Education, taking full advantage of the resources of the Ringling Museum. We anticipate that the Museum Studies program will necessitate the hiring of additional faculty that can be shared between FSU and NCF.
- A joint position in Asian Art will be established, providing curatorial service to the Ringling Museum's new Center for Asian Art and instruction to NCF students. Asian Art has long been cited as a deficit in the New College program ("White Paper: Strategic Plan for the Arts, New College of Florida," 2011, p. 10)
- Graduate students from the Asolo Conservatory will supervise theatrical activities for NCF students as part of a teaching practicum. New College will provide access to Mildred Sainer Music and Arts Pavilion and the Black Box Theater.

- The NCF and Ringling Museum libraries will coordinate efforts and serve students and faculty of both institutions. Special emphasis will be placed on the management of digital collections.
- A joint Artist-in-Residence program will support the NCF studio arts program and the Ringling Museum. This program will provide additional instructional resources for NCF and will add to the Ringling Museum's emphasis on contemporary art. This position would be modeled on a post-doctoral fellowship.
- FSU doctoral students in the Museum Education program will complete half of their coursework at the Sarasota campus. These select doctoral candidates will teach undergraduate NCF classes using The Ringling as their lab.
- NCF and FSU will develop a 3+2 program in Arts Administration through FSU's Department of Art Education. NCF students in the arts and humanities provide outstanding prospects for FSU's Master's program in Arts Administration. In addition to course work taken in Tallahassee, NCF students will receive undergraduate thesis credit for their Master's thesis. NCF and FSU students will jointly benefit from internships with Sarasota's many professional arts organizations, including the Sarasota Orchestra, the Sarasota Ballet, the Sarasota Opera, Florida Studio Theater, the West Coast Black Theatre Troup, and La Musica Chamber Music Festival. This 3+2 program will be expanded to other SUS undergraduates after an initial pilot program.
- FSU and NCF will share services and facilities resulting in increased administrative efficiency and reduction in cost. NCF's existing counseling and wellness and student life services will be extended to FSU Theater and Museum graduate students while in Sarasota. Also, NCF will include FSU in planning for new student housing facilities. NCF summer housing is also an option.

II. Return on Investment *(Describe the outcome(s) anticipated, dashboard indicator(s) to be improved, or return on investment. Be specific. For example, if this issue focuses on improving retention rates, indicate the current retention rate and the expected increase in the retention rate.)*

Recruitment

- The 3+2 program for a Master's degree in Arts Administration, the supervision of theater productions, the additional instruction in Art and Art History will help with both recruitment of students and with retention. Based on data from the New College Admissions Office, the arts rank highly among the interests of prospective students. Some of those students choose instead to attend other institutions that offer more robust arts programs and some NCF enrolled students transfer to institutions with larger arts programs. This proposal would address these concerns.

- From the perspective of FSU, enrollment and retention in Museum Education will be enhanced by expanding instruction in Sarasota. The centrality of the Ringling Museum to both programs will be underscored, Museum Education and Museum Studies students will be able to earn up to half their credits in Sarasota. Arts Administration studies will have exceptional internship opportunities in the Sarasota community.

Enrollment projections

- Based on recent queries and contact from prospective students, FSU projects the following enrollments in the Museum Education Master’s program and the combined Museum Education Doctoral program:

Museum Education Program Enrollment Projections		
Academic Year	Museum Education Master’s Program (Combined)	Museum Education Doctoral Program (Combined)
2015 – 2016	4-6	2-4
2016 – 2017	8-10	3-5
2017 – 2018	10-12	4-6

- The additional faculty member in Museum Studies will directly supervise students in that program (6-10 per year) and help supervise the graduate students in Museum Education.
- Projections for New College enrollments in courses offered through the shared positions and theater teaching assistants are:

Academic Year	Museum Studies and Museum Education 6 courses per AY	Asian Art 2 courses per AY	Theater 4 courses per AY
2015-16	60	30	40
2016-17	90	35	48
2017-18	102	40	56

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- The Artist in Residence will provide additional instruction to New College students and will contribute as a practitioner to the Museum Education program, and will be engaged significantly in community outreach.
- Based on alumni data and consultations with students, NCF projects that participation in the 3+2 Arts Administration program will start slowly, with perhaps 3 students in the first year, with at least one additional student in subsequent years:

Academic Year	NCF Enrollment in 3+2 Arts Administration Program
2015-16	3
2016-17	4
2017-18	5

- In addition, NCF projects that a significant portion of students in Art History will apply for admission to FSU’s graduate programs in Museum Studies and Museum Education.

Employment projections

- FSU’s graduate programs in Art Education have successfully placed most graduates in jobs across the country and some internationally within six months of graduation. Many of them have found employment in Florida, working within museum and gallery administrative positions. Of the 28 Master’s graduates since 2010, 21 have confirmed employment related to their field, 3 are continuing their education, and 4 have not yet responded to the query. Of the 24 Doctoral graduates since 2010, all 24 have confirmed employment in their field.
- While the market for jobs related to Museum Education and Arts Administration is global, Florida is a leader in this varied field. According to a 2014 report by Americans for the Arts indicates that 4.4% of all businesses and 2.2% of all employees in the state are in the creative industries. The same study registered nearly 7,450 jobs in the field of museums and collections.¹
- The arts constitute one of the most important sectors of the Sarasota County economy. A 2011 report by Americans for the Arts [provide footnote] ²found that the arts produce the equivalent of 4,579 full-time jobs (double the average for counties this size) and inject \$180,000,000 into the local economy (more than three times the national average). The 39 arts institutions in the county provide 3,545 full-time jobs, ranging from directors, curators, choreographers, to financial staff and facilities managers. This rich local environment will lead directly to internships for NCF and FSU students in Arts Administration, and enhance the job prospects of both institutions’ graduates.

Related economic impact

- This proposal would cement the FSU and NCF adjoining campuses as the most important in the system for the arts, and will contribute to an increase in cultural tourism.
- The visual and performance arts are FSU’s and NCF’s calling card to the cultural audience in Sarasota and Manatee Counties, and donors are enthusiastic about institutional collaboration. The profile of the NCF/FSU campus will be further

¹ “The Creative Industries in Florida,” Americans for the Arts, 2014.

² “Arts and Economic Prosperity IV: The Economic Impact of Arts Organizations and Their Audiences in Sarasota County,” Americans for the Arts, 2011: 4-6.

enhanced by the joint Artist-in-Residence program, and the increased theater activities at New College will contribute further to community outreach.

Additional impact

- The Ringling Museum and Asolo Conservatory both have extensive outreach programs, not only for K-12 but also with organizations statewide, including partnerships with museums at other SUS institutions. Our new programs will allow students to work with these outreach initiatives, deepening their knowledge and experience. They will also collaborate and open new possibilities for partnership from our faculty, staff, and students to our sister organizations, their museums, theatres, and related programs.
- This proposal will have a positive impact that reaches beyond the Sarasota Community. The programs in Museum Education, Master of Arts in Museum and Cultural Heritage Studies and Arts Administration will be split between Tallahassee and Sarasota. We anticipate increased enrollment and competitiveness in all programs due to the attraction of this highly regarded and impactful Sarasota location. The Ringling has a strong relationship with the Tallahassee Museum of Fine Arts that can enhance the educational experience since both institutions are part of the FSU College of Visual Arts, Theatre & Dance. The programs above provide an important resource to the entire State of Florida beyond these two communities. For example, over the past 3 years, more than 50% of all doctoral students and 35% of all master’s students that have graduated from the Arts Administration program obtained positions in Florida. The Museum Education, Arts Administration, and Museum and Cultural Heritage Studies programs in Sarasota will make it likely these numbers will increase as students are further exposed to opportunities throughout the state. Of the current graduate students enrolled in these programs 60% percent are in-state students; it is expected that at least 90% of these students will remain in Florida. The programs are some of the best in the country. The Art Education and Administration department is ranked 3rd in the nation of all public institutions, 4th amongst all universities--and its graduates, through both numbers and superior training will have a significant impact on the quality and quantity of art education, museum education and administration in state.

III. Facilities *(If this issue requires an expansion or construction of a facility and is on the Capital Improvement List complete the following table.):*

No expansion or construction of facilities are necessary.

	Facility Project Title	Fiscal	Amount	Priority
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		Year	Requested	Number
1.				
2.				