

Program Review Quality Assurance Plan

Quality Assurance Plan for: Fine Arts

Date submitted to SSCPR: February 28, 2017

Date Self-Study Report approved by SSCPR: May 18, 2016

Date of External Review: June 8, 2016

SUMMARY

Summarize what the program has determined – through evidence – about program quality (e.g. strengths, challenges, opportunities for improvement, potential threats, etc.)

The data collected highlights our program’s small class sizes, the accessibility and dedication of the instructors, and the blend of “hands-on” practical studio instruction and theory as being our best strengths. Weaknesses described through both the student responses and the external report include a need for increased studio space (particularly for the 3rd and 4th year students), increased studio access to accommodate our student’s work schedules, and more detailed information on our web page regarding course rotations to help with registration planning. Other aspects of the program in need of improvement that came to light through the review are the need to establish MOUs with colleges to increase student numbers into our program, specifically to increase enrolment in our third and fourth years, the creation of an Advisory Committee to strengthen our relationship with employers within the arts and culture sector, and the implementation of a Minor in Fine Arts. One challenge we face is the need for increased marketing of both our program in general and our BFA specifically. As our BFA is relatively new, it is not well-known as an option within the Lower Mainland.

QUALITY ASSURANCE GOALS

List the program’s Quality Assurance Goals (broad statements about what the program intends to accomplish to ensure program quality). Identify the Recommendation(s) – drawn from the Self-Study Report and External Review Report – each Goal addresses. Provide a brief Rationale for each Goal (see the Quality Assurance Plan Guidelines for instructions). Add or remove rows as necessary.

GOAL 1: Continue to advocate for an increase of space

RATIONALE FOR THIS GOAL: To develop standards of excellence in our program’s facilities.

Recommendation(s) this Goal Addresses	Report (page number)
External Review Report – Recommendation #1 “The Bachelor’s program requires more classroom and studio space. The former studio in Cloverdale with its expansive space and natural light was	Page 2

<p>excellent but the commuting distance and air ventilation was problematic. While classrooms in the Birch building have been dedicated for the program next term, it is only 15% of last year's BFA studio space: not ideal to facilitate 3rd and 4th year activities. Attempts to locate alternative warehouse space in Surrey have been unsuccessful to date. The significance of dedicated and adequate studio space in which upper level students can develop their work cannot be over-estimated. If students are expected to create work that meets the standards of contemporary exhibition norms, they must have work areas that approximate modern galleries with high ceilings and expansive floors. Without these working conditions students will limit their ambitions to small, portable works that can easily be packed and moved by public transport or private vehicle. In short they will not aspire to make work at a level that is commensurate to the profession.</p> <p>The certificate and diploma students missed working in close proximity to Bachelor students when they were located in Cloverdale. Students and staff feel the restored exposure to senior students is important to their development. Having all three programs under the same roof is important for mentorship opportunities, but adequate space is essential.</p> <p>Continue lobbying for additional space on the Surrey campus. Alternatively, continue the search for industrial space in the larger community."</p>	
<p>Self-Study Report</p> <p>"For faculty members, levels of satisfaction with classroom space are divided with 48% satisfied and 42% dissatisfied. In terms of the lab/studio space category, 71% are somewhat and very dissatisfied. This is probably because certain disciplines are in need of more space for students to work, and store work and supplies, while other disciplines need less space, and have adequate space. Faculty comments expressed that facilities need to be improved and there should be dedicated space for 3rd and 4th year students in order to attract students."</p>	Page 21
<p>Self-Study Report – Dean's Response - #6</p> <p>"The 4th year studio space for the degree students has been challenging. A huge space at the Cloverdale campus housed the studio area for many years but both the faculty and students found the lack of an HVAC system to be problematic. As well, the opportunities to build mutually enriching mentoring relationships between the 4th year students at Cloverdale and students in 1st to 3rd year at Surrey were severely limited. For the 2016-17 year, 4th year students will be at the Surrey campus, albeit in a much smaller space. Improving these conditions would be highly advantageous to the program as a whole."</p>	Page 29

GOAL 2: Advocate for the Dean's office to develop further MOUs with other colleges and universities.

RATIONALE FOR THIS GOAL: To increase enrolment in 3rd and 4th year

Recommendation(s) this Goal Addresses	Report (page number)
<p>External Review Report – Recommendation #2</p> <p>"The Fine Art Program is losing potential students by not having a Memorandum of Understanding (MOU) between institutions to facilitate students to switch to Bachelor-level courses in Fine Art from other institutions. This blocking of pathways interferes with student intentions for</p>	Page 2

transferability and needed enrollment for upper-level courses. Continue communicating the vital importance of MOU's for the viability of the program to administration.”	
Self-Study Report “Plans to establish further articulation agreements from other institutions to KPU include creating block transfer agreements with other public post-secondary institutions that have Certificate or Diploma credentials in Fine Arts. Block transfers would enable Fine Arts student from other institutions to smoothly transition into KPU’s BFA program, thereby building our student numbers, and by extension increasing the number of KPU BFA graduates. This process is currently not without issue and is hindered by institutional processes at KPU, which are not in alignment with these ultimately positive goals. A more effective block transfer and articulation process, which is supported by registration and administration, is essential to the continued growth and development of our program.”	Page 24
Self-Study Report – Dean’s Response #5 “To weather what we regard as a potential a temporary decline, we are engaged in developing MOUs to transfer students from diploma programs like those at Langara and Camosun Colleges to our BFA.”	Page 28

GOAL 3: Create an Advisory Committee

RATIONALE FOR THIS GOAL: To deepen our relationship with the broader art community, and to maintain knowledge of current expectations within the workforce of the arts and culture sector so it can inform our programming.

Recommendation(s) this Goal Addresses	Report (page number)
External Review Report – Recommendation #3 “The requirement of an advisory committee for the Fine Arts Program needs to be addressed. As this committee is only as effective as the quality of its members, it’s important to nominate highly informed committee members who work in areas that are exemplary to the direction of the program’s objectives. This committee should meet regularly and provide input towards future initiatives. Advisory Committees have proven very valuable to programs, especially in a discipline like Fine Arts where industry connectivity is essential.”	Page 2
Self-Study Report – Dean’s Response #12 “Although the department is well-connected with the field – almost all are practising artists – an advisory committee would make these connections more structured.”	Page 30

GOAL 4: Create an online program-planning page

RATIONALE FOR THIS GOAL: To help students better plan their courses in advance by maintaining an online informational page on course rotations and notice of upcoming special topics.

Recommendation(s) this Goal Addresses	Report (page number)
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<p>External Review Report – Recommendation #4</p> <p>“As course offerings change term by term, students want clear advanced listings of offerings so they can plan their electives. Establish a firm deadline for posting course offerings, providing as much lead time as possible so students can plan their electives and work schedules. Publish the postings on a central site where students can have ready access to this information.”</p>	<p>Page 3</p>
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GOAL 5: Increase Studio Access

RATIONALE FOR THIS GOAL: To maximize student success by ensuring studios are accessible seven days a week in alignment with our students’ varied work schedules.

Recommendation(s) this Goal Addresses	Report (page number)
<p>External Review Report – Recommendation #6</p> <p>“Fine Arts students are not ‘9:00 to 5:00’ people. Students felt restricted by limited studio access and felt 24-7 access is needed to accommodate their various work schedules, make the program more functional and contribute to an art culture on campus. While there are challenges regarding liability and funding for extended access, this initiative would greatly improve student performance. The actual cost of 24-7 card-swipe access or other alternatives to accommodate staggered student work schedules should be determined and assessed for feasibility.”</p>	<p>Page 3</p>
<p>Self-Study Report</p> <p>“The faculty is very dissatisfied with studio space and weekend access to facilities. Third and fourth year students need specific studio space where they can leave work in progress and do research and produce work. This dedicated space will draw students in from other parts of the lower mainland where most institutions cannot offer a similar benefit. Specialized studio space will enhance the viability of the program thus increasing the retention rates. Flexible studio access will help to accommodate students’ hectic daily schedules. Students who work full time or part time while studying at KPU require access to studios in the evenings and on Sundays”.</p>	<p>Page 18</p>
<p>Self-Study Report – Dean’s Response # 15</p> <p>“As noted in the department’s self-study, we need to figure out a way for students to have access to the studio space after hours. As we know, many of our students are both students and employees, and it is challenging for them to juggle their various responsibilities and also access the studio space within the very limited hours the studios are open. The more access to space, the better their work, and the more prestige and recognition to the department and KPU generally.”</p>	<p>Page 31</p>

GOAL 6: Improve marketing of our program

RATIONALE FOR THIS GOAL: To raise the profile of our Program within the Lower Mainland and to increase enrolment.

Recommendation(s) this Goal Addresses	Report (page number)
<p>Self-Study Report – Recommendation [#] and [#]</p> <p>“We are focused on retaining students for the full 4-year program. We have had a very successful history as a 2-year diploma program and the shift</p>	<p>Page 4, 26</p>

<p>from being a ‘feeder institution’ to a 4-year program is our biggest challenge moving forward. Advertising our degree more aggressively so we are known in the lower mainland as being a viable option could help enrolments.”</p> <p>“We will seek support from administration to increase the public face of our department through marketing so we are known more broadly as an institution that offers a BFA degree.”</p>	
<p>Self-Study Report – Dean’s Response #6</p> <p>“Continuing, robust, and dynamic support through Marketing is necessary to support new initiatives.”</p>	Page 29

GOAL 7: Develop of a Minor in Fine Arts

RATIONALE FOR THIS GOAL: To broaden accessibility of the Fine Arts to a wider student base within the University and to increase enrolment.

Recommendation(s) this Goal Addresses	Report (page number)
<p>Self-Study Report</p> <p>“Suggestions to raise the profile of the program and increase the retention rates include improving facilities with dedicated space...creating a BA Minor in Fine Arts.”</p>	Page 18
<p>Self-Study Report – Responses from the Dean #10</p> <p>“Developing a minor in Fine Arts would allow students from other Faculties to receive a credential for Fine Arts courses.”</p>	Page 30
<p>External Review Report – Opportunity #9</p> <p>“The University should create a Minor in Fine Arts. Students already enrolled at KPU may well be a strong source of new enrollment for the BFA program. Because the University offers a breadth of Science and Humanities courses, students in these programs might find their research and</p>	Page 8

RECOMMENDATIONS THE QUALITY ASSURANCE PLAN DOES NOT ADDRESS

List the Recommendations from the Self-Study and External Review this Plan does not address. Provide a brief explanation why these Recommendations cannot be addressed. Add or remove rows as necessary.

Recommendations	Report (page number)	Explanation
External Review Report – Recommendation # 5	Page 3	SSCPR Comments: The report does not provide evidence to confirm the assertion that students “are unaware of the shared governance model of the university.” No information is provided about the number of students the reviewers met. Therefore, the Fine Arts Program is not obliged to address this recommendation.

QUALITY ASSURANCE FIVE-YEAR ACTION PLAN

Describe the program's Quality Assurance Objectives (specific and demonstrable milestones the program must achieve to attain its Goals). Detail the actions the program will take to achieve each Objective.

YEAR ONE: Increase Space, Create MOUs, Create Program Planning Page

List the objectives the program expects to achieve in Year One following the submission of the Quality Assurance Plan. Add or remove rows or tables as needed.

OBJECTIVE: Improve standards of Fine Arts facilities

GOAL(S) THIS OBJECTIVE SUPPORTS: **Increase of studio space**

RATIONALE FOR THIS OBJECTIVE: Increasing the size of studio spaces (most importantly the 3rd and 4th year) will allow student's the workspace necessary to meet the requirements of our BFA.

Action(s) Required to Achieve this Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Continue to lobby for an increase in square footage of 3 rd and 4 th year studios and 3D Studies area.		January 2017	December 2018	
The Chair will continue to work with the Director of University Space Administration to continue lobbying for additional space for the Fine Arts.	Chair			The renovations to the Spruce building (2017/18) will increase space minimally.

OBJECTIVE: To increase enrolment in 3rd and 4th year

GOAL(S) THIS OBJECTIVE SUPPORTS: **Develop MOUs with colleges**

RATIONALE FOR THIS OBJECTIVE: Our program is presently not running at capacity

Action(s) Required to Achieve this Objective	To be Led by	To Begin on	To be Completed By (M/YY)	Notes
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		(M/YY)		
The Chair will work with the Chairs of Langara College, Camosun College, North Island College, and the Vancouver Animation School to coordinate MOU transfer agreements of the above mentioned institutions to create transfer agreements	Chair	April 2016	September 2017	

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OBJECTIVE: To help students better plan their courses in advance by maintaining an online informational page with course rotations and notice of upcoming special topics.

GOAL(S) THIS OBJECTIVE SUPPORTS: **Create an online program-planning page**

RATIONALE FOR THIS OBJECTIVE: To meet student's need for timetable data.

Action(s) Required to Achieve this Goal/Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
The Chair will work with faculty members and the Associate Dean to develop an Ed Plan to be available online	Chair/Faculty	March 2017	September 2017	

YEAR TWO: Create an Advisory Committee, Increase studio access, Improve Marketing, Develop a Minor in Fine Arts

List the objectives the program expects to achieve in Year Two following the submission of the Quality Assurance Plan. Add or remove rows or tables as needed.

OBJECTIVE: To deepen our relationship with the broader art community, and to maintain knowledge of current expectations within the workforce of the arts and culture sector so it can inform our programming

GOAL(S) THIS OBJECTIVE SUPPORTS: **Create an Advisory Committee**

RATIONALE FOR THIS OBJECTIVE: To improve our programming

Action(s) Required to Achieve this Goal/Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
The Chair will meet with Faculty to generate a list of potential names. Faculty members will follow up to extend invitations to those selected. Advisory Committee will be created and meet by December 20,2017	Chair/Faculty	March 2017	December 2017	

OBJECTIVE: To make studios accessible seven days a week.

GOAL(S) THIS OBJECTIVE SUPPORTS: **Increase Studio Access**

RATIONALE FOR THIS OBJECTIVE: To increase student success we are requesting increased access to the studios to accommodate the variety of students' work schedules.

Action(s) Required to Achieve this Goal/Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
The Chair will work with the Office of the Dean to increase accessibility to studios in the following order: <ul style="list-style-type: none"> • <input type="checkbox"/> Plan A: Saturday hours extended to 10pm and Sunday 8am until 10pm • <input type="checkbox"/> Plan B: 24 hours/7 days a week 	Chair	January 2018	December 2018	

OBJECTIVE: To raise the profile of our program within the Lower Mainland.

GOAL(S) THIS OBJECTIVE SUPPORTS: **Improve Marketing**

RATIONALE FOR THIS OBJECTIVE: To increase enrolment.

Action(s) Required to Achieve this Goal/Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
The Chair will work with the Arts Event Coordinator and Marketing to develop priorities for the marketing of the Fine Arts department and, more specifically, our BFA.	Chair	January	December	

		2018	2018	
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OBJECTIVE: To broaden accessibility of the Fine Arts to a wider student base within the university.

GOAL(S) THIS OBJECTIVE SUPPORTS: **Develop a Minor in Fine Arts**

RATIONALE FOR THIS OBJECTIVE: To increase enrolment.

Action(s) Required to Achieve this Goal/Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
The Chair and Faculty members will complete a feasibility assessment request and send this to IAP. If deemed feasible, Faculty members and the Chair will engage in the program development process.	Chair/Faculty	January 2018	September 2018	

YEARS THREE TO FIVE: Marketing for the Minor in Fine Arts

List the objectives the program expects to achieve in Years Three to Five following the submission of the Quality Assurance Plan. Add or remove rows or tables as needed.

OBJECTIVE: To increase awareness of the Minor in Fine Arts. GOAL(S)

THIS OBJECTIVE SUPPORTS: **Implement a Minor in Fine Arts**

RATIONALE FOR THIS OBJECTIVE: To increase enrolment.

Action(s) Required to Achieve this Goal/Objective	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
If a Minor in Fine Arts is approved, the Chair and Faculty will implement the new program and develop a promotional strategy with Marketing.	Chair	January	December	

		2019	2019	
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March 6, 2017

Senate Standing Committee on Program Review

Institutional Response: Bachelor of Fine Arts, Program Review Quality Assurance Plan

As Dean of the Faculty of Arts, and in consultation with the Provost and Vice-President Academic, Dr. Salvador Ferreras, I congratulate the faculty and staff of the Fine Arts Department for their efforts and commitment in undertaking a comprehensive program review. I applaud, as well, their readiness to make strong and positive changes with the next steps they have identified in the Program Review Quality Assurance Plan. Acknowledgement and thanks are especially due to Robert Gelineau, Chair of the Fine Arts Department, for effectively leading the team in this endeavor, and to Associate Dean Dr. Faith Auton-Cuff for so capably guiding the process.

The seven goals outlined in the Fine Arts Department's Program Review Quality Assurance Plan are visionary and achievable; they will need the combined support of the program faculty and staff, Dean's Office, and institution in order to be realized. The majority of goals identified, and the recommendations and responses that arise from them, are consistent with KPU's Vision 2018 and Academic Plan as well as the Faculty of Arts' Academic Plan. Of note is the student-centered focus of the Program Review Quality Assurance Plan and the goals articulated therein.

Goal 1: Increase space. The recently announced renovation of the Spruce Building will provide much needed refurbished space for five of the six streams of the Fine Arts programs: ceramics, digital media, drawing and painting, photography, printmaking, and 3-D, and third and fourth year studio space will also be added; art history will continue using existing space in the nearby Fir Building. It is a definite benefit to the students, staff, and faculty to be clustered together in one section of the building. Planning for the refurbishment has enabled the department to articulate their priorities and goals, and to work collectively. Although there is always a need for more space, with this refurbishment the space of the Fine Arts program has increased by 17% and brings the department in line with the studio space of other post-secondary Fine Arts programs in BC.

Goal 2: Develop MOUs with specific colleges. Facilitating movement of students from college-level certificate and diploma Fine Arts programs to the KPU BFA has been a long-standing goal of the Dean's office. Agreements with Camosun and Langara Colleges are almost finalized. However, the KPU block transfer process is an obstacle to the realization of these goals. An effective block transfer process for KPU needs to be developed and the Dean's Office is working with others at KPU on this objective.

Goal 3: Create an advisory committee. Enhancing community connections is an expectation of all programs within the Faculty of Arts. The Dean's office is in full agreement with this goal and requests that the department form the advisory committee by September 1, 2017.



Goal 4: Create an online planning page. An online information page on course rotations will help students better plan course schedules for their degree requirements. As well, this goal fits with the Registrar's Office implementation of the degree audit software, Degree Works. The Dean's office entirely supports this goal.

Goal 5: Increase studio access. Flexible studio access is necessary for students whose work schedules demand that they access the studios after-hours and on Sundays. Although there are liability and financial considerations associated with this request, both the Dean's office and the Provost's office are committed to achieving students' longstanding request for more access to the Fine Arts studios and services.

Goal 6: Improve marketing of the program. Raising the profile of the BFA is always of benefit, however, the suggestion that increased advertising is the main way to achieve this goal is not supported by the Dean's Office. In fact, current research has indicated that KPU's website, online calendar, and visits to KPU are more effective means to communicate with potential students than advertising (KPU Research Note 5). The Dean's office is happy to work with the department to strengthen these other means of communication.

Goal 7: Develop a minor in Fine Arts. The availability of a minor in Fine Arts will strengthen enrolment in Fine Arts courses and offer the creative problem-solving methodologies of Fine Arts to a broader student base. The Dean's office keenly supports this initiative.

Once again, congratulations to the faculty and staff for this positive team effort. The department has already undertaken a number of steps to address the goals of the Program Review Quality Assurance Plan. I look forward to working closely with the Fine Arts department as we move forward.

Sincerely,

A handwritten signature in black ink, appearing to read 'Diane Purvey', with a long vertical line extending downwards from the end of the signature.

Diane Purvey, Ph.D.
Dean of Arts

Cc: Dr. S. Ferreras, Provost and Vice President Academic
Robert Gelineau, Chair, Fine Arts Department
Carla Deresh, Divisional Business Manage