

April 30, 2013

Response to the comments made by the Council on Postsecondary Education to the pre-proposal for the proposed MASTER OF FINE ARTS (MFA) in Studio Art and Design (CIP 50.0702 -- Fine/Studio Arts, General.) from the University of Louisville:

1. Please provide quantitative data indicating the employer demand at the regional, state, and national levels.

Graduates of the MFA program will seek employment in a number of different fields. The MFA degree is the only recognized terminal degree able to obtain teaching positions at the college and university level in the studio arts. Thus, our graduates will be eligible for tenure-track positions with graduate faculty standing at universities and colleges nationwide. Graduates from the program that do not seek teaching positions may aim to establish themselves as studio artists, or gain employment in arts-related positions in corporations and design firms, with visual arts organizations such as museums and galleries, or find employment in industries and businesses not directly related to visual art.

According to the *U.S. Bureau of Labor Statistics Occupational Outlook Handbook* website, <http://bls.gov/ooh/arts-and-design/home.htm>, there are 476,500 jobs in arts and design including in art direction (73,900), fine arts and craft (56,900), graphic design (279,200) and multimedia artists (66,500). The handbook also projects a modest increase in these areas within the next 10 years. Following is a more detailed outline of the various employment opportunities for MFA graduates:

1. Practice as Independent Artists and Designers

As independent artists and designers, MFA graduates will compete for commissions, grants, residencies, and fellowships. Within the region there are numerous grants, residencies and fellowships with such organizations as the Commission on Public Art (COPA); the Al Smith Fellowship; the Kentucky Arts Council; the Kentucky Foundation for Women; the Mary Anderson Art Center at Mount St. Francis; the Bernheim Arboretum and Research Forest Artist in Residency; the Kentucky Museum of Arts and Craft; the Paducah A.I.R Artist in Residency Program; and in Cincinnati, OH, the Manifest Artist Residency Program and the Duncanson Artist in Residence Program at the Taft Museum.

Nationally, the MFA recipient will be able to compete for such fellowships and grants as the Nathan Cummings Foundation Grant for the Arts, New York, NY, the MacArthur Fellows Program, the Penland Residency in Penland, NC, Anderson Ranch Residencies in Snowmass Village, CO, the Wexner Center Artist Residencies in Columbus, OH, the Bemis Art Center in Omaha, NE, the Chinati Foundation Artist Residency in Marfa, Texas, Artpace Artist in Residencies in San Antonio, Texas, the Mattress Factory Art Museum Artist Residencies in Pittsburgh, PA, and the Soap Factory Museum Artist in Residency Program in Minneapolis, MN, among others.

Internationally, our MFA graduates will compete for grants and residencies with organizations such as the Kunstlerhaus Bethanien Artist Residency, Berlin, Germany; the Scottish Sculpture Workshop Artist Residency, Lumsden, Scotland; the Beijing International Artist Platform, Beijing, China; the Rhizome Lijang Art Center Artist Residency, Yunnan Province, China; and the Shigaraki Ceramic Cultural Park Artist Residency, Kyoto, Japan. These are a small sampling of opportunities that are available for the MFA holders in terms of grants, residencies and fellowships.

The artist may also seek support from commissions from private individuals, and private and public agencies and corporations. Within the region there are several young collectors' groups, some affiliated with museums such as the Speed Art Museum, 21c Museum Hotel, and KMAC -- The Kentucky Museum of Art and Craft. While these are regional, they are also excellent conduits for opportunities outside of the region for the MFA recipient. The City of Louisville has had ongoing

competitions for public art through the Commission on Public Art (COPA), and the City of New Albany, IN has a public art program delivered through the Carnegie Center, and Owensboro, KY recently held a major search for large-scale public art. The Bernheim Arboretum and Research Forest also hosts public art opportunities.

2. Work for government Arts Agencies and non-profit Arts and Culture organizations.

The MFA holders will be qualified for positions in local and regional arts organizations such as Commission on Public Art (COPA), the Louisville Visual Art Association, the Cincinnati Arts Organization, and the Kentucky Arts Council. Nationally and internationally, the MFA recipient will compete for positions with agencies such as the Wexner Center, the Speed Art Museum, and 21c Museum Hotel located in Louisville and Lexington, KY, Bentonville, AR and Brooklyn, NY.

The MFA graduates will compete for positions with non-profit organizations such as the Arts Council of Louisville, the Berea Arts Council, the Capitol Arts Alliance, the Henderson Area Arts Alliance, Kentucky Artist.com, the Kentucky Arts Council, Kentucky Crafted, the Kentucky Guild of Artists & Craftsmen, the Lexington Art League, LexArts, the Louisville Visual Art Association, and VSA Arts of Kentucky.

The MFA graduates will also compete for regional positions with organizations such as the Baker-Hunt Art & Cultural Center, the Gateway Regional Center for the Arts, the Kentucky Artisan Center, the Kentucky Center for the Arts, the Kentucky Folk Art Center, the Minds Wide Open Art Center, the Yeiser Art Center, the Speed Art Museum, the Cincinnati Museum of Contemporary Art, the Kentucky Museum of Arts and Crafts, and 21c Museum Hotels arts management and preparatory practices.

Nationally and internationally, the MFA recipient will compete for positions in arts administration at venues such as the Art Institute of Chicago, the San Francisco Museum of Modern Art (SFMOMA), the Museum of Modern Art (MoMA), New York, the Brooklyn Museum, the Guggenheim Museum in Bilbao, Spain, and the Tate Modern in London, England. This is just a small sampling of the opportunities available to the MFA recipient in arts administration.

3. Work as Art Critics and Curators

The MFA graduates may compete for opportunities to write criticism for regional media such as the Courier Journal, LEO, Hard Uncut Candy and ART FM, as well as online blogs. Nationally and internationally, the MFA recipient will compete for the opportunity to write for *Artforum*, *Art In America*, *20x20 magazine*, *Aesthetica*, *American Art Review*, *Aperture*, *Artnet*, *Artibus Asiae*, *Art On Paper*, *ARTnews*, *Australian Art Review*, *Blueprint*, *BOMB magazine*, *Culture Lounge*, *Dialogue*, *Flash Art*, *frieze magazine*, *Juxtapoz magazine*, *Modern Painters*, *New Art Examiner*, and *Raw Vision*, amongst many others. One area that will be a new, but dominant, part of contemporary practice will be online art criticism. Our students will be the best prepared as we work cross disciplinary in studio practice and art history with critical thinking as a core component overall.

The MFA graduates may practice as curators to organize and present exhibitions both in real space and online. In Louisville, opportunities will range from co-op galleries such as Pyro and Zephyr to established commercial galleries such as Chuck Swanson's Gallery, the Green Building, Paul Paletti's Photography Gallery, and the Kentucky Museum of Art and Craft. Opportunities at the national and international level will include venues such as Museum of Modern Art P.S.1 in New York, The Pompidou Center in Paris, France, the San Francisco Museum of Modern Art (SFMOMA) in San Francisco, CA, and the Museum of Contemporary Art in Chicago, IL.

4. Work in Industrial arts and practice

The MFA graduate will compete for regional positions with industrial arts firms and fabrication shops. In Louisville, there are the Bright Art Foundry, Museum Rock, Flame Run Glass Studios, Kaviar

Forge, and Solid Light Inc. Nationally and internationally the MFA graduate will compete for positions with firms such as Pixar, Nickelodeon, Jim Henson's Creature Shop, New York, NY and Walt Disney Productions Inc. on both the east and west coasts.

5. Practice in Applied Design & Photography

Locally, our MFA graduates may seek positions with firms such as Dean Lavenson Photography, Louisville Magazine, The St. Matthews Voice, LEO, Metro Art Works and Power Creative. In this information age, there are numerous opportunities regionally, nationally, and internationally for graphic design, information design, and photography.

6. Teach at College--- and K---12--- levels

The MFA degree is the only recognized terminal degree for teaching positions in colleges and universities. Our graduates will be eligible for tenure---track positions with graduate faculty standing at universities and colleges. With additional training and certification, many MFA holders may also teach art at the K---12 level. Though not required, the MFA is a highly desirable qualification for art teachers for its depth and breath in professional studio training.

7. Work in Other Businesses or as Entrepreneurs

Studio artists are in fact entrepreneurial operators, and the MFA will attract and help retain a creative community for the Louisville area that will feed businesses far beyond the visual arts sector. The visual arts have led neighborhood revitalization along Market and Main Streets in Louisville and are now expanding into the Shelby Park, Portland and Parkland areas. Graduates of an MFA program would greatly expedite this growth, much as visual artists have done in Brooklyn, Cambridge and Portland.

One of Greater Louisville Inc.'s goals is to attract exactly such entrepreneurial types and the MFA program will not only be an attractor, it will help retain other highly qualified and motivated individuals by keeping them in---state rather than going out of state for graduate school, and then not returning to Louisville and Kentucky.

The Greater Louisville Project (another community think tank involved in moving Louisville and the region forward economically) has also quantified numbers as goals and is tracking these efforts for the growth and retention of a creative community.

2. Please provide more specific objectives for the proposed program.

From the user guide:

These objectives should deal with the specific institutional and societal needs that this program will address.

Societal needs encompasses social, economic, environmental, and other needs at the local through global levels.

Visual arts education plays an increasingly important role in the development of critical thinking skills and the understanding of larger issues. The proposed MFA program not only gives students technical expertise but also challenges them to be creative problem solvers. Jerome Friedman, a Nobel laureate and Professor of Physics at the Massachusetts Institute of Technology said, "Teaching about art challenges students' creativity. It forces them to look for unprescribed solutions and liberates their thinking. The changing paradigms of art history run parallel to scientific revolutions." (*The New York Times*, December 15, 2002)

In his books *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life* (2003) and *The Flight of the Creative Class: The New Global Competition for Talent* (2007), Richard Florida emphasizes the importance of a new creative class to the vitality and the economic development of a city. He observes that cities and states must use technology, talent, and tolerance to attract creative talents. With the philosophy of emphasizing multimedia, new technology and flexibility, the proposed MFA program will fit perfectly in this model of the new creative class.

As we move full-speed into the 21st century, powerful technological and cultural forces are reshaping our economic, political, environmental and social landscape. The Internet, interactive multi-media, smart and customized products are changing almost every aspect of our society. To compete in the 21st-century economic engine and sustain democratic values, we must unleash and nurture the creative impulse that exists within our citizenry, as articulated by experts like Richard Florida, Ken Robinson, Daniel Pink, Keith Sawyer, and Tom Friedman. The development of creativity, innovation, and critical thinking skills -- the cornerstone of the new economy -- are the goals of the MFA in Studio Art and Design.

Art -- communication by visual images -- has at its foundation, creativity, cognitive flexibility, and inventiveness. This MFA program will instill in its graduates the core skills and abilities to be independent practicing artists and designers, but it will also prepare them for a life of innovation and entrepreneurship by encouraging lateral thinking, brainstorming, and risk-taking. These creative skills and abilities include: analogizing; taking imaginative leaps; critical observation; navigating ambiguity; dealing with criticism and feedback; producing complex, collaborative projects; and the ultimate challenge of communicating new ideas to a discerning public. Graduates of this MFA program will address the basic challenges of visual art as outlined by Ellen Dissanayake in *Functions of Art*: to adorn, to beautify, to express, to illustrate, to mediate, to persuade, to record, to redefine reality, and to redefine art.

As creative individuals, our MFA graduates will be equipped to tackle the complicated problems of a rapidly changing and global society: to create new markets; to take risks and start new enterprises; and to produce compelling forms of media, entertainment, and design. The broader objective of the MFA program is to contribute to the development of a new creative class that will help drive the economic engine of the city of Louisville, the Commonwealth of Kentucky, the region, the nation and the world.

3. You mention that there is only one similar program in the state, however, our records indicate that there are two MFAs in the state (see item 3 in the attached file). Please explain the excess demand at both Morehead and UK. Are there waiting lists at the other programs? If so, how many students are on the waiting lists?

Professor Robert Francini, Chairman of the Department of Art at Morehead State University, has confirmed that Morehead State University does not offer the MFA degree. Professor Francini clarified that his University offers an MA degree (30 credits) that is not the same, nor as advanced, as the 60---credit MFA degree. He also expressed his enthusiasm about the establishment of an MFA degree program at the University of Louisville, and will encourage his MA graduates to apply to our program for further training (see attached e---mail statement from Professor Francini).

Currently, there is only one MFA program in Kentucky and the School of Art and Visual Studies at the University of Kentucky offers it. Like most MFA programs in the country, the University of Kentucky program is relatively small and admits an average of five students each year.

Professor Doreen Maloney, Director of Graduate Studies in the School of Art and Visual Studies at the University of Kentucky, has stated that for the last five years the MFA program at UK has averaged 20 applicants per year and accepted an average of five students. In addition, Professor Maloney stated that the University of Kentucky has not actively advertised their program and she anticipates a minimum of 50---80 applicants per year if they did so (see attached e---mail messages from Professor Maloney).

4. Please provide evidence of student demand for this program, including results from any student survey you conducted.

Based on national data, there is a high ratio of applications to candidates accepted into an MFA program. A survey of other institutions reveals an average acceptance of 17%. This pattern seems to be consistent whether the institution has a large program (over 50 graduate students) or a small program. For example, a large program such as Rutgers University receives on average, 250 applications for 40 openings each year; 16% of applicants are accepted. A small program, such as the University of Maryland, accepts 6 of the 45 applicants to its program, or 13%. Indiana University, the largest MFA program in the area, receives, on average, 200 to 250 applications a year, and accepts 45 new MFA candidates. The high number of applicants ensures that the department will have a sufficient number of applicants and will be able to select the most highly qualified and the best prepared. It also means that there are long waiting lists in these programs.

In the past few years, individual faculty members at the University of Louisville have received numerous unsolicited inquiries for our future MFA program from potential students. A quick survey from the faculty yielded the following numbers: 60 potential applicants in studying glass, 5 in photography, 2 in painting, 3 in sculpture, and 3 in printmaking.

Recently, our Department also sent an email survey to recently graduated students from our BFA and MA programs in studio art. Within a couple of days, 30 students expressed an interest in applying to our future program, if instituted. Because of the interest that has been expressed in the program, and a general national demand for MFA training, we are confident that there is a large pool of applicants for the three places (we will accept 3 students in the first year and 4 students in the following years) in our proposed program.

The only MFA program in Kentucky (at University of Kentucky) graduates about five students a year. Louisville is a large city that does not have an MFA program. Given the limited number of students accepted into the UK program and the distance from Indiana University-Bloomington, the university feels confident it can attract significant interest in this program once approved. The proposed MFA program at the University of Louisville will serve our citizens well by providing a significant advanced educational opportunity and contribute to the artistic, intellectual, and creative energy and resources for the City and the Commonwealth.

From: "Robert J. Franzini" <r.franzi@moreheadstate.edu>
Date: April 23, 2013 11:32:58 AM EDT
To: <ykchan01@exchange.louisville.edu>
Cc: Brenda Lucille Whitt <b.whitt@moreheadstate.edu>
Subject: Comments on MFA in Studio Art and Design at the University of Louisville

Dear Ying Kit:

Thank you for sending me the information on the proposed MFA program at the University of Louisville.

I would like to correct an inaccuracy in the proposal.

The Department of Art and Design at Morehead State University offers a Master of Arts in Art (MA) program of 30 credit hours. We do not offer the MFA degree program (60 credit hours) as was indicated in the Demand: Program Demand/Unnecessary Duplication section of the pre-proposal.

I strongly support the MFA program proposal at the University of Louisville. Louisville has a rich cultural history as well as a concentration of visual arts activities and institutions that will support the program.

I am delighted that the MFA program at the University of Louisville will provide an in-state opportunity for our Master of Arts (MA) program graduates to advance to a higher level of training in the visual arts and to earn the terminal degree in their field.

Thank you.

Sincerely,

Robert Franzini

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From: Chan, Ying Kit [ying.chan@louisville.edu]
Sent: Tuesday, April 23, 2013 10:47 AM
To: Robert J. Franzini
Subject: Fwd: Comments on MFA in Studio Art and Design

To:
Professor Robert Franzini, Chair
Department of Art and Design
Morehead State University
Morehead, KY 40351

Dear Bob,

It was nice catching up with you this morning. As we discussed, please clarify that Morehead State does not offer an MFA program.

Thank you.
Ying Kit

Ying Kit Chan, Professor
Chair, Department of Fine Arts
Room 104, Schneider Hall
University of Louisville

Begin forwarded message:
From: cpekppps@ky.gov [mailto:cpekppps@ky.gov]
Sent: Monday, April 22, 2013 3:43 PM

Subject: Comments on MFA in Studio Art and Design

<<< Our records indicate that there are two MFAs in the state (see item 3 in the attached file). Please explain the excess demand at both Morehead and UK.

From: doreen maloney <doreenmaloney@gmail.com>
Date: April 24, 2013 7:26:29 PM EDT
To: <ykchan01@exchange.louisville.edu>
Cc: "doreen.maloney@uky.edu" <doreen.maloney@uky.edu>, Robert Jensen <Robert.Jensen@uky.edu>
Subject: Re: MFA applications

Hi Ying Kit,

This year we had 18 MFA applicants and accepted 8, 5 of whom are joining us in the Fall. I will get you the past years tomorrow. Some of my research shows that we should have about 50-80 applicants. Knoxville gets about 100 applicants.

With some research showing enrollments at regional schools, you could make the case that KY is under performing. I believe there is real growth potential in these numbers.

till soon,

doreen

doreen maloney
Director of Graduate Studies
School of Art and Visual Studies
Assoc. Professor of InterMedia
University of Kentucky
www.doreenmaloney.com

On Apr 24, 2013, at 4:47 PM, Chan,Ying Kit wrote:

Dear Doreen,

I am answering some questions from CPE and our Provost Office regarding our MFA proposal. One of the questions specifically asks about the student demand for the University of Kentucky MFA program. I wonder if you can give tell me the number of applicants and the number of students accepted in the last few years. Please give me a call if you wish to discuss.

Ying Kit

Ying Kit Chan, Professor
Chair, Department of Fine Arts
University of Louisville

Office: 502.852.6794
Cell: 502.593.0688

From: doreen maloney <doreenmaloney@gmail.com>
Date: April 26, 2013 8:11:20 AM EDT
To: <ykchan01@exchange.louisville.edu>
Cc: Jensen Rob <rjens1@uky.edu>
Subject: Re: MFA applications

Morning Ying Kit,

I am coming through a drive with some past years data. Here is what I found:

2011/12: 11 applicants; 5 accepted; 3 attended.
2010/11: 17 applicants; 3 attended.
2009/10: 34 applied; 4 attended.
2008/09: 20 applied; 9 attended.
2007/08: 20 applied; 4 attended.

This is the best I can do. Hope this helps.

doreen maloney
Director of Graduate Studies
School of Art and Visual Studies
Assoc. Professor of InterMedia
University of Kentucky
www.doreenmaloney.com