

2021-23 Biennium Internal Budget Proposal Narrative

Division: Design Department / CFPA

Evaluation Criteria: Proposals will be evaluated on every aspect of this template. It is highly recommended that the narrative portion touch on each area. Proposals forwarded to UPRC by unit leaders will be discussed at UPRC and authors are encouraged to attend so that they may answer questions and provide clarification.

Secure funding for the proposed Illustration Certificate: removing the need for Extended Education and returning it to the college / department

- This is a revised version of a previously submitted budget proposal.
If box is checked please briefly outline any significant changes and/or indicate why it is being resubmitted.

This request was submitted previously in the FY19-21 request process and was not funded. It is being re-submitted for consideration because the need is ongoing.

Statement of Purpose: *(What is the challenge or opportunity being addressed? How does the proposal address this challenge or opportunity? Limit response to 1 page – please link to any existing reports, data, supplemental materials, etc.)*

Several decades ago, the digital world grew exponentially, and the illustration industry suffered a major industry decline. The Design department reacted accordingly and altered its curriculum by offering fewer illustration courses and eliminating the major. Though the digital world continues to evolve and the current curriculum for the Design Department remains extremely relevant, there is renewed interest in analog disciplines and hand-skills that are looked upon favorably once again. In turn, this has created a new market demand that is not being met in the Pacific Northwest. Seattle Pacific University offers a handful of courses within their Fine Art Program that address illustration. The University of Washington Professional and Continuing Education Department offers a certificate in Natural Science Illustration that focuses only on botanical, vertebrate, zoological, and wildlife illustration. The Northwest College of Art + Design promotes a BFA option in illustration but only offers several actual illustration courses in their curriculum. Outside of Emily Carr in Vancouver, these are the limited illustration options within the Pacific Northwest.

Through Outreach and Continuing Education (OCE), the Design department created a curricular program and set of illustration courses that began in Spring 2018. While meeting financial benchmarks, they were able to secure a coordinator and hire four illustrators with national reputations (two in Bellingham and two from the Seattle area) Their combined client list includes *Bloomberg Media, The Boston Globe, Discovery, Knopf Publishing, The Harvard Business Review, The New York Times, NPR, Oprah, Time and Universal Studios.*

The Illustration Certificate is comprised of six 3-credit courses offered during the academic year (2 per quarter). Students take one course per quarter over a two-year period to fulfill the certificate requirements. The certificate program includes two cohorts of 18 students at a time. These course offerings enhance the curriculum that Design offers as well as in other majors where students can integrate visual storytelling to their repertoire. Over the past three years, the Illustration Certificate courses have filled to capacity with a waiting list. To date, design majors and studio art majors (with a few exceptions) have been the primary audience. The goal is to augment current curriculum options for designers and give a viable employment avenue for artists.

The department has been fortunate to have a talented and dedicated NTT coordinator and equally talented pool of illustrators from our community and region. The courses and proposed certificate program have been instantly successful; however, a financial barrier has been created for students by only offering the certificate program through OCE. Presently, only students who can afford the OCE tuition of \$272/credit are able to take the Illustration Certificate. By converting the Illustration Certificate to a state-supported certificate program within the Design department, all Design and Art Studio students would be able to apply to the certificate program, and have it included in their banded tuition.

Anticipated Outcome(s):

Convert the OCE certificate program to a state supported certificate offering to reduce shared overhead costs and eliminate the financial barrier to students by allowing the certificate to be included in the standard banded tuition, which is covered by financial aid. By funding the NTT who teach these certificate courses from the State NTT salary and benefit pool, the overall costs to offer the program will be reduced, and all students will have the financial access to be able to apply for this certificate program.

Metrics: *(How will outcomes be measured? Please include current data points and goals. If this proposal will have any impact on the [Overall Metrics](#) included in the university's strategic plan, please indicate which specific ones here.)*

The critical university metric being addressed will be those addressing financial issues – the Pell Grant representation. *This funding would be more inclusive and offer the courses to students of all financial needs.* If we continue teaching these courses through OCE, the supplemental tuition for the entire certificate is \$1,632 per student, creating an unnecessary and exclusionary burden for students.

How does this proposal align with your departmental/divisional strategic priorities? *(Please reference specific items from the recently completed departmental/divisional strategic plan and attach a copy.)*

This proposal strongly aligns with three of the four College of Fine and Performing Arts Strategic Priorities for 2019-21:

(1) Enhanced professional education and training within a liberal arts environment (e.g., Arts Enterprise and Cultural Innovation minor, business courses designed for artists, creative internships).

The Illustration Certificate was created to provide CFPA students with professional training and an industry-ready skill set, giving them a clear pathway to professional success. In addition to illustration techniques, the courses address the entrepreneurial skills (marketing, client acquisition, budgets, billing, etc) that are inherent to a career in illustration.

(2) Commitment to enhancing diversity, inclusiveness and equity of students, faculty, staff and audiences.

By shifting the Illustration courses from OCE, thereby removing an unnecessary financial burden, we are leveling the playing field for students. It gives students of all financial backgrounds equal access to the courses.

(4) Greater support for the on-going professional education and development of faculty and staff e.g., artist residencies, support for interdisciplinary teaching and research, resources to support new curricular development

As stated previously, developing the illustration curriculum provides the university, and CFPA in particular, with a program that is wholly unique in this region. Along with this regional uniqueness comes the inclusion of working, professional illustrators with industry connections and experience, that will bring additional expertise and development to the existing faculty and staff within Design and Art & Art History departments.

How does this proposal support the University Mission and Strategic Objectives? (Please refer to the [2018-2025 Strategic Plan](#) and indicate which core theme(s) this proposal will help achieve.)

Advancing Inclusive Success

The WWU Strategic Plan states that “the degree attainment gap persists for low-income students” and “our most important challenge is to advance inclusive success” by “eliminating achievement gaps for students from diverse and under-represented socio-economic backgrounds.” Eliminating burdensome OCE costs for students is precisely aligned with this core theme.

What are the consequences of not funding this proposal?

Without state funding to move the courses and certificate program to the Design department, only students who have the financial means to pay the OCE tuition for the certificate will be able to complete this certificate. Students of lesser financial means who can't afford the program will be excluded from the opportunity simply because of their socioeconomic status.

In addition, because of the enrollment capacity limits of the program (18 students per class) and the rising costs of NTT salary and benefits, it is expected that salary and benefit expenses will exceed the revenue for the program in the next 1-2 years due to the significant shared overhead support charged by OCE and the University. Once the expenses exceed the revenue, the certificate may need to stop being offered because the department cannot afford to cover any losses internally.

What alternatives were explored?

Increasing the class size of each course to help offset an increase in expenses was explored, but is not feasible given the program constraints and need for small faculty to student ratios to ensure students are successful in the program and get individualized instruction and critique. The class sizes capped at 18 are standard in project-based experiential courses in both Design and Studio Art classes at Western.

Which units (departments, colleges, etc.) will be involved?

The Design Department within CFPA will still facilitate the courses and program, work with and evaluate the coordinator, and hire the NTT faculty at the recommendation of the coordinator. The department will continue to offer seats to other departments and advertise to the general university audience should the need arise and/or the program be scaled up.

Equipment needed:

Computer workstations.

For major (>\$25k) purchases, please provide the following information.

Item:

Click here to enter text

Purpose:

Click here to enter text

Cost:

Click here to enter text

Anticipated Useful Life:

Click here to enter text

Replacement Cost if any:

Click here to enter text

Human Resources (Complete the table below adding additional rows if necessary):

<i>Position Title</i>	<i>Total Headcount</i>	<i>Total FTE</i>	<i>Salary and Benefits per FTE</i>	<i>Total Cost</i>
<i>Illustration Coordinator & NTT Faculty (Coordinates program and teaches 1 class)</i>	<i>1</i>	<i>.53</i>	<i>\$45,368</i>	<i>\$45,368</i>
<i>3 NTT Faculty (each teach 1 class per year on average)</i>	<i>3</i>	<i>.25</i>	<i>\$16,085</i>	<i>\$16,085</i>

Table above should match data on budget spreadsheets submitted with this proposal. Complete the spreadsheet to get salary, benefit, and total cost amounts. Contact your division budget officer with questions.

Operating & Maintenance Costs (include service contracts, installation costs, etc.):

\$2,500

Space Requirements:

What type of space is needed for this proposal? (e.g., private office, lab space, group work/study space, etc.)

CFPA Design facilities are currently utilized. Illustration courses are offered during the evening when Design classrooms and labs are more available. The coordinator and other NTT faculty have been sharing an office in Ross Technology.

What features must this space have? (e.g., fume hoods, plumbing, 3-phase power, etc.)

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What needs can be accommodated within your existing space?

Click here to enter text

How much new space will be required?

Click here to enter text