Transformative 2020 Vision:
To become the best Fine Arts program in Texas

An Initiative by the College of Fine Arts and Office of Advancement

STATE UNIVERSITY
NACOGDOCHES, TEXAS
• The arts provide a **vital economic engine** for Texas, and help ensure a **successful future** for students.

• The arts **generate $5.1 billion** for our state’s economy now and **prepare students** to be key contributors to our economy in the future.

• Students who complete more arts classes have up to **15% higher pass rates** on standardized tests than students with fewer arts classes.

• The arts contribute nearly **$320 million in state sales tax** revenue annually.

• **At-risk** high school students who complete more than one arts class are **half as likely to drop out**.

• 80% of Texas **voters support increased funding** for the arts in schools.

(Source: Texas Cultural Trust)
A Message from the Dean of the College of Fine Arts and the Executive Director of Development

A.C. “Buddy” Himes
Dean, College of Fine Arts

Trey Turner
Executive Director of Development

The Transformative 2020 Vision seeks $35,463,160 among five separate funds in order to transform the College of Fine Arts into the best Fine Arts program in Texas.

2020 is both the clear vision to transform the College of Fine Arts (CFA) into the best Fine Arts program in Texas— as well as the year in which this five-year plan will be complete.

This booklet is designed to illustrate both that the CFA has highly talented faculty and students, and a thriving enrollment that will easily permit this transformation. And, that university support – for 30 years – simply has not been capable (due to scarce resources and institutional priorities) of keeping pace with Fine Arts’ potential.

For these reasons we are seeking others to partner with us in the life of the CFA in an on-going and organic way in order to strengthen contributions of our graduates to society, culture, economy, and the future of Texas— to realize the Transformative 2020 Vision. We have established five major funds and would like to present these and ask if any of these may be something you in which you would be interested?

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Introduction to the College of Fine Arts

Through the Schools of Art, of Music, and of Theatre—CFA contributes to the mission of SFA in manifold ways:

• Enrollment growth—Having increased in enrollment by 100%, CFA has been the fastest growing College at SFA for 30 years.

• Projects a progressive and refined image for SFA in East Texas, around the state, across the US, and globally.

• CFA has the highest rate of retention at SFA—84% of CFA majors graduate within six years.

• New academic programs, especially combining technology and the arts.

• External support organizations among each discipline that assist with scholarships and endowments, at zero cost to SFA.

Having increased in enrollment by 100%, CFA has been the fastest growing College at SFA for 30 years.

Source: SFA Office of Institutional Research
If Fine Arts has been the fastest growing College, for decades—what type of fiscal and physical resources have made this possible?

**Answer:**

Very few - there is a dearth of fiscal and physical resources.

**FISCAL**

- University resources are scarce, subject to institutional priorities, and competition from other programs that also have legitimate needs.

- While the institution has provided all that can be spared—few additions in fiscal resources have been possible to provide for the increased enrollment, or addition of innovative programs.

**PHYSICAL**

- Likewise, additions in physical resources have not been able to keep pace with the CFA’s enrollment and program growth.

- Basically, the instructional, performance, or exhibition space that was designed to accommodate 459 students in 1985—must now accommodate 915 students. Moreover, multiple new programs have been added in the last 30 years.

That Fine Arts has been able to sustain this type of enrollment provides powerful testament to the dedication of the faculty, the excellence of their teaching, and the CFA’s potential to be the best Fine Arts program in Texas.
Performance Venue Fund

Physical (instructional, rehearsal, performance, etc.) space has not been able to keep pace with enrollment and the addition of new programs that require space.

Nowhere is this more evident than in a critical shortage of performance space: Turner Auditorium is the CFA’s only major performance venue.

There are only 190 are instructional days in a year (that do not count weekends and holidays, etc.). Comparing only 190 instructional days, with requests for activities in Turner Auditorium for 249 days each year, and the critical need for an additional performance venue becomes clear.
How would a second major performance venue be a “win-win” situation?

School of Music
• Turner Auditorium is SFA’s only venue with acoustics suitable for instrumental ensembles, and with seating capacity for the Orchestra of the Pines audience.
• Would gain the 4,000 square feet of Turner Auditorium space for their requested (but denied) 45 days.

School of Theatre
• Turner Auditorium was never designed as a theatre. The stage and seating capacity do not meet standards of the National Association of Schools of Theatre. This circumstance has been well known since 1984 and documented and reported by every dean since then.
• There is proven demand for programs in musical theatre and a graduate degree in theatre education. Opportunities to develop these types of programs are being missed due to the lack of facilities.

The Performance Venue Fund seeks $27.3 million for the construction of a new performance venue.
The result will greatly enhance the performance programs of the School of Music and the School of Theatre.
Global Arts Initiative Fund

The opportunity for students to be able to understand how their discipline is practiced all over the world is an absolutely transformative experience.

Such a transformation is invariably the result of our students studying (or performing) abroad, as well as from global cultures that are brought to SFA by international graduate students.

It is one thing to read about art history and study the styles of Renaissance artists from a book. But, it is quite another thing to live in Florence, Italy – to walk the same streets, experience the same culture, language, and social circumstances as did the Renaissance masters – in effect, to live the subject matter.

Piano students from China study with SFA music faculty.

The Global Arts Initiative imports and exports faculty and students, and makes performance-study tours internationally, including Europe, Asia, and Australia.

SFA music faculty perform in Macau.
Fine Arts international travel-study programs are already the most productive at SFA. Yet, funding is needed for incentives to enhance what SFA is able to provide.

The Global Arts Initiative Fund seeks $259,500 to provide incentives for international travel study for CFA students to travel abroad, and international graduate students wishing to study at SFA.

The result will send many more SFA students abroad and bring international students to SFA— exposing all of our students, even those who will not have the opportunity to actually travel themselves, to international cultures.
Technology Fund

Much of the teaching and learning in Fine Arts is performance based—and, hence, heavily dependent upon technology for lighting, sound mixing and amplification, and sound and image recording, storage, and transmission.

Institutional funding does not take the extra expense of technology-based instruction into consideration. Further, fees cannot be charged to replace technology systems that may have a life span of several years. As a result, remaining technologically current is problematic.
The Technology Fund seeks $328,695 to keep our hardware, software, and specialized electronic equipment current. The result will be that our students are trained on the same technology that they will encounter in the field upon graduation.
Scholarship Fund

Scholarships for the CFA have had difficulty keeping pace with enrollment, inflation, and tuition increases.

Parents of entering freshmen routinely report that they chose SFA over major programs such as at University of North Texas, Baylor University, University of Texas because of the quality of our programs.

Parents of freshmen who ultimately choose another university routinely report that, while our programs are competitive, our scholarships are not.

Question:
How can scholarships be transformative?

Answer:
A great representative example would be the story of Shaun Roberts.

BEFORE

- Came to SFA as a freshman majoring in art in 2007 from the small East Texas town of San Augustine
- Unsure if he had the talent to ever graduate
- Unsure of what he would do with a degree if he did graduate

AFTER

Then, he had a transformative experience in the form of a (Dean’s Award) scholarship.

Through the self-confidence and pride— not to mention the financial advantages of the scholarship— Shaun transformed himself from: … an SFA student, not sure what he could do with an art degree— into a tenure-track—Assistant Professor of Art

- Shaun did graduate
- Went on to University of Washington, graduated with an MFA degree
- Won a prestigious grant to show his work in New York City
- Was summarily hired as assistant professor of art at SFA

Art student Shaun Roberts receives the Cole Dean’s Award and goes on to earn a master’s degree in art.

Assistant professor Shaun Roberts returns to SFA.

Ledbetter Dean’s Award recipient, Emily Milius.

Sidnell Dean’s Award recipient, Taylor Goodwin.

Monroe Public Art since 1971

Assistant professor Shaun Roberts returns to SFA.
What does this feedback from parents of entering freshman tell us about:

Our competition?
That Texas high school students are heavily recruited by major universities

Our academic and artistic programs?
That our programs are competitive among major universities in Texas

Our scholarships?
That regardless of the quality of our programs, our scholarships are not competitive.

Our Transformative Vision?
That one key to being the best Fine Arts program in Texas is competitive scholarships.

The Scholarship Fund will match resources provided by the alumni Office and SFASU Foundation year for five years.

### INSTITUTIONAL SCHOLARSHIP ASSISTANCE

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<tr>
<th></th>
<th>ART</th>
<th>MUSIC</th>
<th>THEATRE</th>
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<th>EXTERNAL FUNDING SOUGHT 2016 - 2020</th>
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<tbody>
<tr>
<td>ALUMNI</td>
<td>$11,314</td>
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The Scholarship Fund seeks $324,965 to match the resources provided by the Alumni Office and SFASU Foundation each year for five years. The result will make the CFA’s scholarship program competitive with competing universities – just as the academic and artistic programs already are.
Recording Studio Fund

The Introduction demonstrated that Fine Arts enrollment has far out-paced proportional fiscal and physical resources. And, of the various programs in Fine Arts, enrollment is perhaps most pronounced in the Sound Recording Technology (SRT) program.

Sound Recording Technology began in 2010 with a vision for another Fine Arts program that combined the arts with technology. Since then, SRT has progressed to be the fastest growing program in the CFA. Indeed, SRT has grown in enrollment by some 130% since its introduction, compared to only a 14% increase in overall music enrollment during the same time.

SRT now sends students all over the country for internships, graduating multiple cohorts of students (who are summarily employed within the industry), has become accredited by the National Association of Schools of Music, collaborates with the CFA’s Filmmaking program internationally, and is earning national visibility — especially for a Folger’s coffee jingle.
Construction for sound recording facilities goes far beyond mere square footage and has specific volume of space, vibration-dampening, sound isolation and electrical code requirements for which re-purposed facilities are not suitable.

SRT desperately needs its own space designed specifically for recording.

The recording Studio Fund seeks $7.25 million for this purpose.

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<th>RECORDING STUDIO FUND</th>
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<tr>
<td>GROSS SQUARE FEET</td>
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<td>CONSTRUCTION COSTS</td>
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<tr>
<td>FURNITURE EQUIPMENT AND OTHER SOFT COSTS</td>
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The Recording Studio Fund seeks $7.25 million for the SRT program to have its own facilities that were designed purposefully for sound recording.

The result will both allow programs that have been displaced by SRT to regain forfeited space, and provide an equipment and facility base that will train students on state-of-the-art recording equipment.
A Transformative 2020 Vision by the:
College of Fine Arts, and Office of Advancement, at Stephen F. Austin State University

https://www.finearts.sfasu.edu/forms