Transformative 2020 Vision:
To become the best fine arts program in Texas

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

STEFAN F. AUSTIN
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 percent 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 percent 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

2020 is both the clear vision to transform the College of Fine Arts into the best fine arts program in Texas and the year in which this five-year plan will be complete. This booklet is designed to illustrate that the CFA has both the thriving enrollment and the highly talented faculty and staff that will easily permit this transformation.

University support – for 30 years – simply has not been capable (due to scarce resources and institutional needs) of keeping pace with Fine Arts potential. For this reason, we are seeking partners to strengthen the societal contributions of our graduates to the future of Texas and to realize the Transformative 2020 Vision. We have established and are presenting five major funds and would like to ask: Which of these might you be interested in?

The Transformative 2020 Vision is a multi-million dollar project encompassing five separate funds designed to transform the College of Fine Arts into the best Fine Arts program in Texas.

### TRANSFORMATIVE 2020 VISION INITIATIVE FUNDS

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERFORMANCE VENUE</td>
<td>Pending RFQ</td>
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<tr>
<td>GLOBAL ARTS INITIATIVE</td>
<td>$259,500</td>
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<tr>
<td>TECHNOLOGY</td>
<td>$328,695</td>
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<tr>
<td>SCHOLARSHIP</td>
<td>$324,965</td>
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<tr>
<td>RECORDING STUDIO</td>
<td>Pending RFQ</td>
</tr>
</tbody>
</table>

A Request for Qualification (RFQ) for Architectural Services for Programing has been released. An accurate estimate of actual square footage and costs per square foot will be available upon completion of the RFQ. While a more precise figure is not presently available, similar construction projects are known to have been multi-million dollar projects.
Introduction to the College of Fine Arts

Through the schools of Art, Music, and Theatre—the College of Fine Arts (CFA) contributes to the mission of SFA in multiple ways:

- Enrollment growth - Having increased in enrollment by 100%, CFA has been one of the fastest growing colleges at SFA for the past 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.

Source: SFA Office of Institutional Research
**Question:**

If the College Fine Arts (CFA) has been one of the fastest growing colleges, 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**

- 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.
- Additions in physical resources have not been able to keep pace with the CFA's enrollment and program growth.

That the College of 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.

There are only 190 instructional days in a calendar year. Each year, however, Turner Auditorium receives activity requests for approximately 250 days. A comparison of availability to requests makes clear the critical need for an additional performance venue.

Dean Himes and Interim Provost Steve Bullard review possible plans for a new performance venue.
An additional performance venue is greatly needed by all fine arts disciplines.

**ART**

Even with art’s gallery program having two galleries, neither of these is integrated directly with the performance programs of music and theatre. A performance venue with an integrated gallery space would create an overall artistic experience for community members attending plays or concerts.

**MUSIC**

Turner Auditorium is ideally suited to accommodate the performance needs of ensembles such as the Orchestra of the Pines, Swingin’ Axes and Aces, and concert bands. But, because Turner is occupied by theatre 73% of the time, these ensembles must routinely perform elsewhere.

**DANCE**

CFA considers the discipline of dance to be among the fine arts (although it is technically in the College of Education). But, because dance does not really have a suitable performance venue, like music, they must also compromise on where they perform.

**THEATRE**

Nowhere is the need for new facilities more critical than in theatre. The School of Theatre has grown by 263% in the last 30 years with a corresponding increase in performance square footage of 0%.

The Transformative 2020 Vision is for new construction of a performance venue for music and theatre with an integrated art exhibition space.

The Performance Venue Fund is for a multi-million dollar new construction project.

RESULT: The performance programs of the School of Music and School of Theatre will be greatly enhanced, and the College of Fine Arts will be able to accommodate the needs of the dance program.
The opportunity for students 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 learning about global cultures brought to SFA by international graduate students.

It is one thing to read a book about art history and study the styles of Renaissance artists, 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.

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.

Piano students from China study with SFA music faculty.
The College of 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 for international graduate students wishing to study at SFA.

RESULT: Many more SFA students will study abroad. Bringing more international students to SFA will expose students across campus – even those who do not have the opportunity to travel abroad – to international cultures.
Technology Fund

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

Institutional funding does not take into consideration the extra expense of technology-based instruction. Further, fees can only be charged to replace technology systems that are expended in the course of one semester. Therefore, remaining technologically current is a constant challenge.

Sound Recording Technology students experiment with microphone techniques.

School of Theatre students adjust stage lighting.
Filmmaking students set up cameras and lighting.
The Technology Fund seeks $328,695 to keep our hardware, software, and specialized electronic equipment current.

**RESULT:** Our students will be trained on the same technology they will encounter in the field upon graduation.

<table>
<thead>
<tr>
<th></th>
<th>ART</th>
<th>MUSIC</th>
<th>THEATRE</th>
<th>2014 - 2015 TOTAL</th>
<th>EXTERNAL FUNDING SOUGHT 2016 - 2020</th>
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<tbody>
<tr>
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<td><strong>$16,600</strong></td>
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Theatre students work on sound design.
Scholarship Fund

Scholarship funding for the College of Fine Arts has not kept pace with enrollment, inflation and tuition increases.

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

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

Question:
How can scholarships be transformative?

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

BEFORE

Shaun 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

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

AFTER

Through the self-confidence and pride – not to mention the financial advantages of the scholarship – Shaun transformed himself. This SFA student, who was not sure of what he could do with an art degree, became a tenure-track assistant professor of art.

- Shaun went on to attend the University of Washington
- Graduated with an M.F.A. 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.
What does this feedback from parents of entering freshmen 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 for five years.

<table>
<thead>
<tr>
<th>INSTITUTIONAL SCHOLARSHIP ASSISTANCE</th>
<th>TOTAL 2014-2015</th>
<th>EXTERNAL FUNDING SOUGHT 2016 - 2020</th>
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<tr>
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<tr>
<td><strong>TOTAL</strong></td>
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<td><strong>EXTERNAL FUNDING</strong></td>
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<td></td>
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<tr>
<td><strong>SOUGHT</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>2016 - 2020</strong></td>
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</tbody>
</table>

RESULT: The CFA’s scholarship program will be competitive with similar universities – just as the academic and artistic programs already are.
The introduction of this publication demonstrated that the College of Fine Arts (CFA) enrollment has far out-paced proportional fiscal and physical resources. Of the various programs in the CFA, 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 250% since its introduction.

SRT now sends students all over the country for internships, has graduated multiple cohorts of students (who are quickly 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 — most notably 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 is a multi-million dollar project to enable the SRT program to have its own facilities that were designed purposely for sound recording.

RESULT: The facility will train students on state-of-the-art recording equipment. And, music programs that have been displaced by the growth of the SRT program will regain their original spaces.