

*Institutional Effectiveness Report
Academic Year 2014-2015
Department of Fine Arts: Theatre*

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Mission and Goals

Department of Fine Arts

The Department of Fine Arts offers major programs in art education, theatre arts, and visual arts. Minors are offered music, theatre arts, visual arts, and art history. Collaterals are offered in music, theatre arts, and visual arts. Introductory courses in art and theatre are offered for nonmajors. All Francis Marion University students may pursue the introductory course in music or the applied lessons in piano and voice.

Students majoring in art education, theatre arts, and visual arts combine general education courses with lecture courses in art education, art or theatre history, and upper-level courses emphasizing studio/performance. Theatre arts majors may specialize in performance areas or design and technical production areas. Visual arts majors may specialize in ceramics, graphic design, painting, or photography. These major programs serve as ends in themselves as well as preparation for graduate study, related careers, and the teaching of art.

Theatre Arts Program

The Department of Fine Arts offers a major in theatre arts with specialties in performance (acting and directing) or design/technology (scenery, lighting, costuming, and stagecraft). The department seeks to prepare students for graduate studies in the major, for entering professional training programs, or for entering professions that require creative thinking and artistic expression. Students may also earn either a minor or a collateral in theatre.

The education students participate in develops life skills of self-discipline, personal responsibility, and organization; and the ability to communicate effectively and work cooperatively is fostered in the program. The program educates the student body at large and serves the community through quality performances that exhibit student and faculty artistic work and function as a laboratory for applying skills learned in the classroom and studio.

University Theatre

(a co-curricular activity of the Theatre Arts Program)

To produce wide and varied selections of challenging dramatic literature that is educationally beneficial to both student participants and observers.

Core Goal Statements

1. Students will demonstrate an understanding of theatre concepts, theories, organization and production process.
2. Students will expand communication skills, collaborative problem-solving, and modes of self expression through the production process.

3. Students will demonstrate skills, knowledge and vocabulary usage to form aesthetic judgments of/within the production process.
4. Theatre arts majors will acquire an understanding of the relevance, implications and consequences of theatre to its social, cultural and historical context.
5. The theatre arts program will develop theatre arts students and provide faculty who exhibit a professional disposition in theatre art analysis, production process and practices.
6. Students, especially those bound for graduate or professional school, will acquire and demonstrate sufficient skills and knowledge in advanced areas of study to qualify for admission into such programs.
7. Theatre arts students and faculty will collaboratively serve the community and region by producing plays open to the general public.
8. Theatre arts faculty will stay up to date on the latest issues and trends in the discipline, and contribute to the total body of knowledge through applied research and presentation of theatrical stage plays.

Assessment Activities

1. Locally developed exit exam.

Two students graduated in the last academic year. Both students took the exit exam.

	<u>Year</u>	<u>Mean Core</u>	<u>Mean Specialty</u>
	2015	72.5%	72.5%
	2014	61.3%	63.3%
	2013	64.7%	50.6%
*	2012	00.0 %	00.0 %
*	2011	00.0 %	00.0 %
	2010	80.1%	81.3%
	2009	84.0 %	53.3 %
	2008	76.0 %	76.3 %
	2007	80.5 %	81.0 %
	2006	56.0 %	85.0 %
*	2005	00.0 %	00.0 %
	2004	78.4 %	77.9 %
	2003	55.9 %	66.6 %
*	2002	00.0 %	00.0 %
	2001	64.7 %	70.9 %
	2000	67.6 %	79.4 %

- indicates no graduates tested.

It should be noted that the exit exam was redone for the 2008-2009 year by the current faculty. As a result, 2009 and 2010 may show inconsistent figures as the student may not have taken the course with the instructor who created the exit exam questions for that course. Also, we have had three different instructors in the Costume Crafts course, so testing in that area is difficult. 2015-2016 will be the first year that all graduates will have had the same instructors for all theatre courses.

2. Exit interviews.

Two students graduated with a theatre major in 2014-2015. Both of the students held exit interviews.

Points of interest from the interviews.

- One student has a small role in an upcoming movie (made-for-TV) filming in the area.
- Both students noted a lack of modern technology and a need for training with more modern technology.
- One student plans to pursue a career as an actor. The other hopes to teach at the college level so plans to pursue graduate school.
- One student noted a need for more space.
- One student expressed appreciation for the ability to do independent projects, though they would like to have more support.
- One student requested more courses in dramaturgy and script analysis.

3. Portfolio reviews.

No students graduated with a theatre major/design emphasis in 2014-2015.

4. Juried acting performances.

This theatre arts assessment process was not applicable this academic year. The next assessment in this area is scheduled for Fall 2016.

5. Juried direction of one-act plays.

This year the Directing II course had more students than usual. As a result, students directed 20 minute scenes rather than one-acts. These scenes were not externally adjudicated. If the class size continues to be large, the program will re-evaluate how adjudication might occur in the future.

6. External examiners.

NAST: In April 1997 Francis Marion University and the theatre arts program received full institutional accreditation from the National Association of Schools of Theatre (NAST). As required by NAST, to maintain full university accreditation, the theatre arts program engaged in "self-study" renewal procedures in 2004 (culminating with an on-site visitation

by a two person team during the period of October 10-12, 2004) and again in 2015 (culminating with an on-site visitation by at two person team during the period of April 15-18, 2015). The final report from the most recent visit has not yet been received, but the general response seemed to be positive.

KC/ACTF: An on-site adjudication took place for the Fall production of *Circle Mirror Transformation*. The response was positive.

7. Annual faculty reports.

The theatre arts faculty completed and submitted annual reports to the chair on or before March 30, 2015. Each faculty member completed a written assessment of activities and participated in an oral discussion thereof during the period of April 16-May 15, 2015.

One theatre faculty member had a book on American Traveling Tent Theatre published this in October 2014.

One theatre faculty member was re-elected to serve as Vice-Chair of the Faculty Senate for 2014-2015.

Three of five faculty members attended the annual Southeastern Theatre Conference (SETC) in Chattanooga, TN, with students. One faculty member also took students to the United States Institute for Theatre Technology (USITT) conference in Cincinnati, OH.

One theatre faculty member was re-elected to serve as Secretary for the South Carolina Theatre Association (SCTA). Another serves as Treasurer. Both attended the SCTA festival in Aiken, SC. One presented a workshop.

Two theatre faculty members are active in community theatre and arts organizations—serving on the boards of local arts organizations. One serves as the President of the Florence Regional Arts Alliance.

Three faculty members received QEP funds to take students to conferences, arts festivals, and New York to experience Broadway. One faculty member traveled to NYC and was able to participate in a theatre educators Broadway workshop.

A review of the theatre arts annual faculty reports indicates that all four (100%) meet or exceed all benchmarks as prescribed. A review of these reports shows that, via teaching, scholarship/creative activity and service, the theatre arts faculty is maintaining a professional disposition and overall professional atmosphere that is beneficial to student learning, the production process and the University as a whole (benchmark 100%).

Beyond that, the theatre arts faculty is highly involved in discipline related activities locally, statewide and regionally. Activities include but are not limited to: the South Carolina

Theatre Association; the Southeastern Theatre Conference; serving on various boards, workshop presentations, delivering papers, committee service as well as serving as guest artists; professional acting or design; and consulting on various projects.

Finally, all five theatre arts faculty members serve the university or this degree program through service on university or departmental committees or administrative assignments.

8. Archival records - audience attendance records.

The University Theatre completed a three show mainstage season in April 2014. Audience attendance records were tabulated and analyzed.

A review of the attendance records for the three University Theatre productions (2014-2015) indicates that play 1 (*Circle Mirror Transformation*) played to approximately 535 attendees out of a possible 876, or 61 % capacity for run of show. Play 2 (*The Fantasticks*) played to approximately 540 attendees out of a possible 540, or roughly 100 % capacity for run of show. (Note that *The Fantasticks* was performed at the Black Box theatre in our new Performing Arts Center downtown. Tickets were not handled through the theatre program, so these figures are an estimate. In addition, tickets cost \$5.00 per person for the PAC performances, but tickets for performances on campus were free.) Play 3 (*‘night, Mother*) played to approximately 349 attendees out of a possible 906, or 38.5% capacity for run of show. Hence, the University Theatre productions this season played, on average, to 66.5% capacity. Evaluation of these statistics indicates a significant increase from last season but lower than our benchmark (75%).

Season	Show #1	Show #2	Show #3	Season Avg.
2014-2015	61%	100%	38.5%	66.5%
2013-2014	61%	70%	32%	54.0%
2012-2013	77%	85%	56%	70.0%
2011-2012	80%	59%	52%	64.0%
2010-2011	66%	65%	***	65.5%
2009-2010	70%	60%	81%	73.2%
**2008-2009	90%		70%	80.0%
**2007-2008	*100+ %		72 %	86.0 %
2006-2007	88 %	58 %	74 %	73.3 %
2005-2006	*100+ %	*100+ %	47 %	84.3 %
†2004-2005	72 %	47 %	58 %	59.0 %
2003-2004	46 %	‡84 %	38 %	55.5 %
2002-2003	58 %	39 %	34 %	43.0 %
2001-2002	59 %	43 %	●35 %	45.6 %
2000-2001	◎68 %	35 %	°37 %	46.8 %

* In addition to the sold-out performances, one night of dress rehearsal was open to students.

- ** Reduced number of performances (3 to 2).
- ***The third show was two one-acts for children that was also part of our Arts International Festival. Festival seating was used and no tickets were required.
- †Reduced number of performances (4 to 3).
- ‡Reduced seating capacity (from normal 355 down to 335).
- Increase number of performances (4 to 5) substituting 2 Art's Alive! matinee performances for Saturday evening's performance.
- ©Reduced seating capacity for "thrust" production.
- °Increased number of performances (4 to 7), including Saturday morning "children only" matinee.

The benchmark for this area of assessment is a season average of 75% capacity.

Additionally, all five (100%) of the five theatre arts faculty were involved in at least one production as a director or designer.

A closer examination of audience demographics indicates:

	FMU Students	Adults/ Community	Faculty/ Staff	Cast
Show #1	77%	10%	4%	9%
Show #2	N/A	N/A	N/A	N/A
Show #3	78%	13%	4%	5%
Season Total	78%	11%	4%	7%

Analysis of these statistics indicates that the majority of the University Theatre's audience is from the FMU student body (our primary target audience). Additional study of these statistics shows a very limited attendance by the surrounding and academic communities (a growing concern).

10 Year Attendance Totals:

Season	Total Attendees
2014-2015	1424
2013-2014	1055
2012-2013	1665
2011-2012	*****1753

2010-2011	****2100
2009-2010	2339
2008-2009	***1690
2007-2008	**1835+
2006-2007	2280
2005-2006	*2630+

*****Smaller overall capacity this year due to one show being performed in a new space with a much smaller house.

****One of three productions was well attended, but had no official house counts. 2100 is an estimate.

***Only two productions occurred in this year. This figure is approximate as exact numbers were not available at the time this report was written.

** Only two productions occurred in this year (rather than three) and one night of dress rehearsal was open to students

* In addition to scheduled performances, four nights of dress rehearsals were open to students.

9. Annual alumni survey.

A large alumni survey was sent out in Fall 2014. The data received from the alumni survey requested has provided information regarding the quality and satisfaction of past students. The survey reveals that graduates based their selection of Francis Marion University on location and tuition costs. They also feel the quality of the Theatre program is high or very high. Alumni feel that the quality of instruction is also high or very high in the survey.

10. General Education survey.

This year, the theatre program used a survey in its Theatre Appreciation courses in an attempt to accumulate data for General Education assessment. This year was the second time the survey was given, and only one class completed the survey. The questionnaire that was used follows.

DO NOT WRITE YOUR NAME ON THIS SHEET.
PLEASE ANSWER THE FOLLOWING BY CIRCLING THE BEST ANSWER.

1. What grade do you expect in this course?
A B+ B C+ C D+ D F I have no idea.
2. I am _____ to see a theatre production on campus as a result of taking this course.
A. more likely B. neither more or less likely C. less likely
3. I feel I understand the theatrical process _____ I did before taking this course.
A. much better than B. about the same as C. much less than
4. I feel it will be _____ to enjoy the experience of watching a play now that I've taken this course.
A. easier B. more difficult C. no easier or more difficult
5. I feel I have a(n) _____ understanding of the theatrical process as a result of this course.
A. above average B. basic C. less than basic
6. I feel I am _____ of reading a play for its production possibilities as a result of this course.
A. more capable B. just as capable as before this course C. less capable
7. I am _____ to pay to see a theatre production off campus as a result of taking this course.
A. more likely B. neither more nor less likely C. less likely
8. How many productions had you seen prior to taking this course?
A. 0 B. 1-3 C. 4-10 D. More than 10
9. How many productions did you see during this semester?
A. 0 B. 1 C. 2 D. 3 or more
10. Did you participate in plays before this course?
A. No. Never. C. Yes. A few times.
B. Yes. Once. D. Yes. A lot.
11. Now that you've taken the course, how likely are you to participate in a play if the chance arises?
A. Very likely. C. Not very likely.
B. Maybe. D. Definitely not.
12. How difficult was this course in comparison to your other general education courses?
A. more difficult C. less difficult
B. about the same

The above survey was given to 34 students in Spring 2015. This was three different sections (under three different instructors) of about six sections taught during the academic year. The results are included below.

1. What grade do you expect in this course?
 A (20.6%) B+ (20.6%) B (23.5%) C+ (17.6%) C (5.9%)
 D+ (2.9%) D (0%) F (0%) "I have no idea." (8.9%)
2. I am _____ to see a theatre production on campus as a result of taking this course.
 A. more likely (64.7%) B. neither more or less likely (35.3%) C. less likely (0%)
3. I feel I understand the theatrical process _____ I did before taking this course.
 A. much better than (82.4%) B. about the same as (17.6%) C. much less than (0%)
4. I feel it will be _____ to enjoy the experience of watching a play now that I've taken this course.
 A. easier (81.8%) B. more difficult (3.0%) C. neither easier nor more difficult (15.2%)
5. I feel I have a(n) _____ understanding of the theatrical process as a result of this course.
 A. above average (26.5%) B. basic (73.5%) C. less than basic (0%)
6. I feel I am _____ of reading a play for its production possibilities as a result of this course.
 A. more capable (67.5%) B. just as capable as before this course (32.5%)
 C. less capable (0%)
7. I am _____ to pay to see a theatre production off campus as a result of taking this course.
 A. more likely (60.6%) B. neither more nor less likely (36.4%) C. less likely (3.0%)
8. How many productions had you seen prior to taking this course?
 A. 0 (14.6%) B. 1-3 (64.7%) C. 4-10 (11.8%) D. More than 10 (8.9%)
9. How many productions did you see during this semester?
 A. 0 (0%) B. 1 (26.5%) C. 2 (67.6%) D. 3 or more (5.9%)
10. Did you participate in plays before this course?
 A. No. Never. (50.0%) C. Yes. A few times. (20.6%)
 B. Yes. Once. (23.5%) D. Yes. A lot. (5.9%)
11. Now that you've taken the course, how likely are you to participate in a play if the chance arises?
 A. Very likely. (20.6%) C. Not very likely. (32.5%)
 B. Maybe. (44.0%) D. Definitely not. (2.9%)
12. How difficult was this course in comparison to your other general education courses?
 A. more difficult (29.4%) C. less difficult (29.4%)
 B. about the same (41.2%)

ISSUES OF CONCERN

At the beginning of the Fall 2015 semester, theatre faculty will meet and discuss issues arising out of this report (as well as the report from NAST) and develop a plan to address areas of concern.

Issues of Concern	Actions Taken
2013-2015 The number of attendees at theatrical events.	Numbers were up this year, though the faculty will be noting attendance carefully in the next few years.
2006-2015 The policy and cycle of awarding scholarships. <i>(A concern expressed by NAST [National Association of Schools of Theatre] during 2006 visit.)</i>	This year faculty again visited high school events in an attempt to use scholarship money more effectively as a recruitment tool. The primary difficulty seems to be in the disappearance of theatre programs from secondary programs in the region. The faculty is working with admissions to determine more aggressive recruiting efforts that target interested students.
2006-2015 The over-use of the HFAC Theatre and the "lack of additional instructional space". <i>(A concern expressed by NAST [National Association of Schools of Theatre] during 2006 visit.)</i>	The new Performing Arts Center has opened and has some additional space for Music Technology courses. However, space is still limited for theatre instruction. We now perform one of our three annual mainstage shows in the Black Box Theatre of the PAC, but the Fine Arts Theatre is still the primary rehearsal/construction space for that show. Students are making more use of the Black Box space. A theatrical computer lab will be available in Fall 2015.
2006-2015 Lack of publicity	The program continues to engage community affairs in conversation, and hopefully there will be more publicity.
2006-2015 Alumni Data	A large alumni survey will be sent out in Fall 2015 and received a better than usual response. The data is included in our NAST Self-Study, but the overall feedback was positive.
2007-ongoing Recruitment and Scholarships	<p>Our incoming theatre majors is the largest incoming group we've experienced in several years. We hope to continue putting forth effort into the recruitment areas so that we see our numbers continue to grow. Theatre faculty are currently in discussion about fundraising for theatre scholarships.</p> <p>Obviously, these issues will be ongoing. However, theatre faculty will be attending and recruiting at more conferences in the next academic year in an attempt to recruit.</p>

<p>2011-2014 Graduation Rate</p>	<p>Over the last few years, we have seen the number of incoming students and the number of graduating students decrease dramatically. One of the major issues is the effect the economy has had on area schools. Many of the high school theatre programs from which have drawn a lot of our students have had excessive turnover of theatre faculty or have lost their programs completely.</p> <p>In conjunction with our Admissions department, the theatre program is becoming much more active in recruiting students—both by increasing the area in which we recruit and in creating events to draw the theatre students out of schools in which there may be no active theatre program.</p>
<p>2005-2014 Need for improvement in movement skills among actors.</p>	<p>Faculty continue to address these problems in all performance classes.</p>

Box Office Report 2014-2015	
Circle Mirror Transformation	Fall 2014
Total Seats available*	876
total used	535
% used	61.00%

Thursday Available*	292
total used	277
% used	95.00%

Friday Available*	292
total used	142
% used	48.60%

Saturday Available*	292
total used	116
% used	40.00%

Total Reservations	612	
adult	54	8.80%
cast/crew	53	8.60%
faculty/staff	24	4.00%
FMU	472	77.00%
other students	9	1.50%

adult	14	4.80%
cast/crew	21	7.00%
Faculty/staff	11	3.80%
FMU	212	73.00%
other students	13	4.50%
total for Thursday	289	

adult	24	15.00%
cast	17	10.50%
faculty/staff	16	10.00%
FMU	99	61.50%
other students	5	3.00%
total for Friday	161	

adult	16	10.00%
cast	15	9.25%
faculty/staff	6	3.70%
FMU	121	74.70%

The Fantasticks		
demographics unavailable		
90 seats available per performance		
Wednesday	90	100%
Thursday	90	100%
Friday	90	100%
Saturday matinee	90	100%
Saturday	90	100%
Sunday matinee	90	100%

other students	4	2.00%
total for Saturday	162	

* = 63 seats unavailable each performance
 FMU = Francis Marion Students
 student = any other students

night Mother	Spring 2015
Total Seats Available**	906
total used	349
% used	38.50%

** = 53 seats unavailable each performance
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Thursday Available**	302
total used	131
% used	43%

Friday Available**	302
total used	105
% used	34.70%

Saturday Available**	302
total used	113
% used	37.40%

Total Reservations	374	
adult	44	11.70%
cast/crew	19	5%
faculty/staff	16	4%
FMU	292	78%
other students	3	0.80%

adult	7	5%
cast/crew	4	2.80%
Faculty/staff	6	4%
FMU	121	87%
other students	1	0.70%
total for Thursday	139	

adult	18	14%
cast	8	6%

faculty/staff	6	4.70%
FMU	93	73%
other students	2	1%
total for Friday	127	

adult	19	17.60%
cast	7	6%
faculty/staff	4	3.70%
FMU	78	72%
other students	0	
total for Saturday	108	

Total reservations for 2014-2015 MAIN CAMPUS ONLY		
adults	98	9.90%
cast	72	7%
faculty/staff	40	4%
FMU	764	77.50%
other students	12	1%
total reservations for 2014-2015	986	