

*Institutional Effectiveness Report
Academic Year 2013-2014
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.

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. Only one student took the exit exam.

	Year	Mean Core	Mean Specialty
	2014	61.3%	63.3%
	2013	**	**
*	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.
- ** Exit exams misplaced. Will update in 2014 report.

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.

2. Exit interviews.

Two students graduated with a theatre major in 2013-2014. Both students held exit interviews.

3. Portfolio reviews.

One students graduated with a theatre major/design emphasis in 2013-2014. No portfolio review was conducted.

4. Juried acting performances.

An external adjudication for Acting IV was conducted at the conclusion of the course as described. The adjudication did not result in an overall successful assessment of the students or the course. The instructor felt the adjudicators were too lenient in their numeric evaluations and thusly did not give any clearly usable data.

5. Juried direction of one-act plays.

This theatre arts assessment process was not applicable this academic year. The next assessment in this area is scheduled for Fall 2015.

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 culminating with an on-site visitation by a two person team during the period of October 10-12, 2004. The results were tabulated and analyzed.

7. Annual faculty reports.

The theatre arts faculty completed and submitted annual reports to the chair on or before March 30, 2014. Each faculty member completed a written assessment of activities and participated in an oral discussion thereof during the period of April 16-May 15, 2014.

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

One theatre faculty member currently serves as a past President of the Southeastern Theatre Conference. Some faculty members attended the annual conference with students.

One theatre faculty member was re-elected to serve as Secretary for the South Carolina Theatre Association. Another serves as Treasurer.

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 (2013-2014) indicates that play 1 (*An Evening at Provincetown*) played to approximately 617 attendees out of a possible 1005, or 61 % capacity for run of show. Play 2 (*Tape*) played to approximately 280 attendees out of a possible 400, or roughly 70 % capacity for run of show. (Note that *Tape* 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 (*Mrs. Witherspoon*) played to approximately 325 attendees out of a possible 1005, or 32% capacity for run of show. Hence, the University Theatre productions this season played, on average, to 54% capacity. Evaluation of these statistics indicates a significant decrease from last season and substantially lower than our benchmark (75%).

<u>Season</u>	<u>Show #1</u>	<u>Show #2</u>	<u>Show #3</u>	<u>Season Avg.</u>
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, four (80%) of the five theatre arts faculty were involved in at least one production as a producer, director, designer, actor or dramaturge. The fifth was involved in artistic production in the community.

A closer examination of audience demographics indicates:

	FMU Students	Adults/ Community	Faculty/ Staff	Cast
Show #1	89%	4%	3%	4%
Show #2	N/A	N/A	N/A	N/A
Show #3	75%	14%	6%	5%
Season Total	83%	9%	4%	4%

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
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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+
2004-2005	1877

*****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.

The Francis Marion University office of alumni affairs has, to date, received no surveys related to theatre arts. Beyond that, the theatre arts locally developed survey is currently being redesigned so that it might be offered in an online format. Some anecdotal evidence is available from the large number of alumni who stay in touch with current faculty. A large alumni survey is being sent out in Fall 2014.

10. General Education survey.

This year, the theatre program did not do a general education survey.

ISSUES OF CONCERN

Issues of Concern	Actions Taken
2013-2014 The number of attendees at theatrical events.	No action was taken this year, though the faculty will be noting attendance carefully in the next year to see if a trend is occurring.
2006-2014 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.
2006-2014 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 should be available in Fall 2015.
2006-2014 Lack of publicity	Continual efforts are being made to improve publicity via local media and the University's Community Relations Office. In the past year, though, publicity has improved dramatically in local newspapers. The plan this year was to create a brochure to be used for a departmental mailing. A small brochure was created but severe cuts in state funds reduced the amount of money that was available for publicity items.
2006-2014 Alumni Data	Theatre arts faculty will continue to revise and further develop the current theatre arts alumni survey to more accurately gather needed information that will facilitate strengthening of the program and assisting current students upon graduation. A large alumni survey will be sent out in Fall 2015.
2007-ongoing Recruitment and Scholarships	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. Obviously, these issues will be ongoing.

<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 2013 - 2014

An Evening at Provincetown	
Total Seats available*	1005
total used	617
% used	61.00%

Thursday Available*	335
total used	280
% used	83.50%

Friday Available*	335
total used	124
% used	37.00%

Saturday Available*	335
total used	213
% used	63.58%

Total Reservations	663	
adult	18 total	2.70%
cast	28	4.20%
faculty/staff	24	3.60%
FMU	593	89.40%
other students	16 total	2.40%

adult	3	1.00%
cast	6	2.00%
Faculty/staff	11	3.78%
FMU	271	93.00%
other students	0	
total for Thursday	291	

adult	7	4.80%
cast	12	8.39%
faculty/staff	8	5.59%
FMU	103	72.00%
other students	13	9.00%
total for Friday	143	

adult	8	3.49%
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Miss Witherspoon	
Total Seats available*	1005
total used	325
% used	32.34%

Thursday Available*	335
total used	175
% used	52.23%

Friday Available*	335
total used	87
% used	26%

Saturday Available*	335
total used	63
% used	19%

Total reservations	392	
adult	24	6%
cast	22	5.60%
faculty/staff	21	5.30%
FMU Students	295	75.25%
other students	30	7.65%

adult	15	7.60%
cast	12	6%
faculty/staff	8	4%
FMU Students	145	73.60%
other students	17	8.60%
total for Thursday	197	

adult	6	5%
cast	6	5%
faculty/staff	9	7.75%
FMU Students	88	76%
other students	7	6%
total for Friday	116	

adult	3	4%
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cast	10	4.36%
faculty/staff	5	2.10%
FMU	203	88.60%
other students	3	1.30%
total for Saturday	229	

cast	4	5%
faculty/staff	4	5%
FMU Students	62	78.48%
other students	6	7.59%
total for Saturday	79	

* = 20 seats unavailable each performance
 FMU = Francis Marion Students
 student = any other students

Tape all performances in the PAC Black Box
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Total seats available	400
total seats used	293
% used	73.25%

Wednesday		
seats available	100	
seats used	93	93%

Thursday		
seats available	100	
seats used	92	92%

Friday		
seats available	100	
seats used	45	45%

Saturday		
seats available	100	
seats used	63	63%

Total year analysis		
Total seats available	2410	
total seats used	1235	
total percentage used	51.24%	

