

**UNIT NAME:** College of Creative Arts

**UNIT SUMMARY AND RESPONSIBILITY:** Dean's Level offices for this review include College Administrators, Records and Advising, Executive Business Office, Production and Facilities, Development, Enrollment Specialist, and the Communications Office. These offices serve three academic schools (Art & Design, Music, Theatre & Dance), the Art Museum, and the Athletic Bands and a student population of 780 "primary" majors. The college offers 27 Undergraduate majors, 7 graduate degrees, 21 minors, 2 certificate programs, the WVU Community Music Program, and the WVU Youth Theatre Academy. The college presents over 400 events per year, most of which are free.

**UNIT HEAD COUNT COMPARISON:** Between 2018 and 2024 the FTE associated with the Dean's Office has risen from 22 to 24 (there is an error in the chart on the Review of Administrative Functions). Generally, increases in one office have been offset by reductions in other offices. The most significant areas of change are the addition of one Associate Dean's level position, one addition to the Records/Advising Office (funded by the Office of the Provost), and additions to the Production and Facilities Office.

**UNIT ADMINISTRATOR-LEVEL OR ABOVE POSITION COUNT COMPARISON:** Between 2018 and 2024 the number of FTE assigned to the Administration Level has grown from two to three (there is an error in the chart on the Review of Administrative Functions). The creation of the Associate Dean of Artistic and Scholarly Achievement (Dean of Research and Creative Activity in the merged college) position was in direct response to the results of SNAAP Data. SNAAP, the Strategic National Arts Alumni Project, is a national survey of alumni of arts and design departments, schools, and colleges. Like other arts colleges, the WVU survey made clear the need to improve entrance into the arts profession. With the addition of this Associate Dean position, the CCA coordinate more effectively with existing WVU offices and to add two innovative programs: The Creative Consultants Program and the Internship Alliance.

**UNIT BUDGET COMPARISON:** From a salary and wage perspective, the budget for Dean's Level staffing has been relatively flat (an increase of .2%) from FY 18-FY24 and dropped significantly between FY 23 and FY 24.

Operational expenditures from 2018 to FY 24 Budget are down by 48%, though we believe the actuals for FY 24 will reflect a smaller savings for this extended period. In comparison to FY 23, spending will be down by at least 20%. Much of the savings is due to a hold on capital spending and a more intentional use of Foundation funding.

**UNIT BENCHMARKS:** Benchmarking for this exercise was done by pulling information from the administrative structures of Arts Colleges in the Big XII. In comparison this shows that the administrative structure at WVU is modest.

**CONCLUSION STATEMENT / REVIEW OUTCOME:** By viewing the information above and making comparisons to like colleges at peer institutions, The WVU College of Creative Arts is a very efficient operation. In reality it has been understaffed for decades, however the most pressing needs are in IT, where there is no dedicated employee. With the coming merger this is an area that will be addressed.

The other area that will need addressing is the number of professional advisors needed as the entire college moves to a different model. It is likely that changing to this model will improve retention and persistence metrics, leading to net positive gain in a relatively short amount of time. The change to this model will also improve faculty productivity, as faculty currently advise in addition to carrying a 3-3 load.

Other needed investments for the new college will be in the form of flexible, but powerful, lab spaces for programs involving Augmented Reality, Animation, Game Design, Virtual Reality, Film, and Artificial Intelligence. One of the major advantages of the new college will be an increased ability to share these types of collaborative spaces.