

**ITEM 126-2851-R0305**

**MONTANA BOARD OF REGENTS**

**NEW ACADEMIC PROGRAM PROPOSAL SUMMARY**

**Institution:** Montana State University-Great Falls College of Technology

**Program Title:** Certificate in Creative Arts Enterprise

1. How does this program advance the campus' academic mission and fit priorities?

The proposed Certificate in Creative Arts Enterprise supports the mission of MSU-Great Falls College of Technology by providing educational opportunities to develop job-related skills to those either working in the creative enterprise sector or those who wish to enter into a profitable and sustainable creative enterprise.

2. How does this program fit the Board of Regents' goals and objectives?

The Certificate in Creative Arts Enterprise aligns with the goals and objectives of the Board of Regents by providing a stimulating learning environment for students with artistic talents and interests; by providing a mechanism for efficient delivery of customized business training to practicing artisans; by responding to identified market, employment, and economic development needs.

3. How does this program support or advance Montana's needs and interests?

The Creative Arts Enterprise program provides a vehicle for both state residents and visitors to Montana to develop an appreciation for the arts and crafts that help make Montana a distinctive place and for the social and historical context that produced them. The study of Montana's economic sectors (Rosenfeld 2003) targeted creative enterprise as a promising sector for development and recommended programming in two-year post-secondary schools to develop that potential. This Program responds to that need. The program also supports and promotes both the tourism and agriculture sectors of Montana's economy.

4. How will this program contribute to economic development in Montana? (Note projected annual economic impact both regionally and statewide.)

The Creative Arts Enterprise program supports the creation of small business and the development and expansion of existing ones, contributing positively to the state's economic development. In addition, the program will support the development of the tourism industry, one of Montana's largest economic engines. The economic study released in 2003 notes that 4% of Montana's workforce is already engaged in "creative enterprise." This program will ultimately add new artisans to that number each year in addition to providing business skills for artists in Montana every year. The indirect impacts of this program will affect more than just the immediate Great Falls area. If a rural Montana artist is able to increase annual income by even \$10,000, it may mean the difference between saving a family farm or losing it

5. What is the program's planned capacity?

• Break-even point?	20.5	FTE students
• Enrollments / year?	22	

• Graduates / year?	20
• MT jobs / year?	18

6. Resource Allocation:

• Total program budget?	\$ 67,900
• Faculty FTE?	1.2
• Staff FTE?	0

7. Does this program require new resources?  Yes  No

If yes, what is the amount? \$ 49,350

8. How will the campus fund the program?

Through general fund allocation for increased enrollemtns and tuition revenue.

9. If internal reallocation is necessary, name the sources.

Adjunct faculty pool