Request for Authorization to Establish a Bachelor of Arts in Anthropology at UNC Asheville

UNC Asheville requests authorization to establish a B.A. in Anthropology degree program (CIP 45.0201).

Program Description

UNC Asheville proposes a B.A. in Anthropology to be housed in a joint Sociology and Anthropology department, which will build on an Anthropology concentration in the Sociology major started in 2004. The degree program, UNCA's top new degree priority, will prepare students to use cross-cultural and comparative study to understand different systems of meaning, belief, and knowledge; understand the concepts of cultural relativity and ethnocentrism; apply the ethnographic model; and engage in fieldwork and research in preparation for their senior thesis.

UNC Tomorrow Relevance

The proposed program would address several recommendations in the UNC Tomorrow report including *Enhancing Our Global Readiness* by developing the global competitiveness of UNCA and graduates of the program.

Highlights from UNC-GA Data Template

The U.S. Department of Labor projects that employment of anthropologists will grow approximately 10 percent during the current decade. Eight other UNC constituent institutions offer baccalaureate degrees in Anthropology. In the past three years UNCA has neither added nor discontinued any degree programs.

Outcome of Consultation with Disciplinary Panel

In addition to UNCA and UNC-GA participants, the panel included faculty from ECU, UNC-CH, and UNCC. Panel participants noted that the program focus is on cultural anthropology rather than on physical anthropology or archeology. Although the focus of the program is not as broad as some programs on other campuses, it is appropriate for a degree program that is co-located with the Sociology program. The curricula of both programs are tied to broader UNCA emphases on diversity, sustainability, and global readiness. A need for additional faculty was noted, and UNCA has hired a new Anthropology faculty member starting in fall 2010. A fourth tenure-track faculty member is expected to be hired at a future point.

Student Demand

This type of degree is appropriate for a liberal arts baccalaureate institution such as UNCA with an undergraduate research focus. Surveys of UNCA students indicated strong interest in an Anthropology major, and the Anthropology concentration within the Sociology degree has grown from 7 students in 2004-05 to approximately 20 in 2009-10. It is anticipated that by the fourth year of the program 30 full-time students will be enrolled.

Opportunities for Graduates of the Program

The program will prepare students for continuing work in the discipline as well as for entering many other careers. The skills of understanding other people different from oneself, gathering information about them, and reporting that information in a form accessible to others are needed in all forms of business, banking, public service, government, and mass media. The critical reading, thinking, and writing skills that are emphasized will prepare students for graduate programs in law, public policy, health care, education, and other fields.

Resource Implications

Resource needs: The UNCA library indicates that holdings are adequate, and needed classroom space and technology are available. An additional tenure-track faculty member will be hired as program enrollments grow and courses are added.

Resources allocated: A third tenure-track faculty member has been hired to begin in fall 2010 and non-tenure-track lecturers are available as well. UNCA has reallocated some funds to support the program. There are 21 currently available Anthropology courses offered at UNCA, including all required courses for the major. An additional six courses will be developed as the program grows.

Estimated cost to the State:

Based on the University funding formula, when the program reaches full enrollment, UNCA would receive additional state appropriations of approximately $55,910 if fully funded by the General Assembly.

Recommendation

It is recommended that the Board of Governors approve UNC Asheville's request to establish a B.A. in Anthropology degree program (CIP 45.0201) subject to the availability of funding.

General Information Template for Academic Program Review

Degree Area and Level:
 BA in Anthropology (CIP 45.0201) at UNC Asheville

Addressing UNC Tomorrow:
 This proposed program would address several Recommendations within the UNC Tomorrow
 Report including the components to enhance Our Global Readiness (Recommendation 4.1), Our
 Citizens and Their Future (Recommendation 4.2), and Our Health (Recommendation 4.5).

Role of Program in Relation to State and Regional Needs:
 According to the proposal, "potential graduates will be uniquely suited for a career in any number
 of fields--including education, health care, museum curation, social work, international
 development, government, organizational psychology, non-profit management, marketing and
 publishing-—anything that requires a keen mind, trained in thinking outside the confines of our
 cultural assumptions. Some careers require a graduate degree. The critical reading, thinking, and
 writing skills emphasized in our program are excellent preparation for graduate programs in law,
 public policy, medicinal fields, counseling, education, and beyond. Practicing and applied
 anthropologists pursue an MA or a PhD and take on roles outside of academia, in public health,
 environmental fields, or cultural resource management."

US Labor Department Analysis:
 – *Summary* – Overall employment of social scientists is expected to grow 10 percent from 2006 to
  2016, about as fast as the average for all occupations. However, projected growth rates vary by
  specialty. Anthropologists and archaeologists, sociologists, and historians are projected to grow
  about as fast as average. Employment of geographers and political scientists is projected to grow
  more slowly than average, reflecting the relatively few opportunities outside of the Federal
  Government. Employment is projected to decline slowly in the Federal Government, a key
  employer of social scientists.
  Source: http://www.occsupplydemand.org/OSD_UnitOfAnalysis.aspx?CLUSCODE=113B-05&ST=NC&PathNo=1

Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):
 - *Public universities*

Enrollment			**Academic Year**						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
ASU	Anthropology	BA	47	49	41	42	50	47	35
		BS	34	29	33	37	37	48	44
ECU	Anthropology	BA	36	33	33	33	33	37	34
NCSU	Anthropology	BA	41	39	45	40	45	46	60
UNCC	Anthropology	BA	40	45	42	50	50	65	55
UNC-CH	Anthropology	AB	102	96	95	89	79	77	85
UNCG	Anthropology	BA	40	44	51	50	43	56	66
UNCW	Anthropology	BA	29	30	38	44	48	46	57
WCU	Anthropology	BA	7	7	8	12	8	12	14
		BS	24	25	27	28	31	35	41

Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
ASU	Anthropology	BA	19	15	11
		BS	17	14	15
ECU	Anthropology	BA	15	15	17
NCSU	Anthropology	BA	25	21	16
UNCC	Anthropology	BA	15	17	18
UNC-CH	Anthropology	AB	42	54	38
UNCG	Anthropology	BA	11	22	14
UNCW	Anthropology	BA	12	15	12
WCU	Anthropology	BA	1	2	2
		BS	8	16	14

- *Private universities* – Data Sources: Occupational Supply Demand System and the U.S. Department of Education Institute of Education Sciences.

Number of Degrees Awarded		Academic Year		
		2006-2007	2007-2008	2008-2009
Davidson College	BA Anthropology	13	13	9
Duke University	BA Cultural Anthropology	64	78	64
Elon University	BA Anthropology	0	0	3
Peace College	BA Anthropology	3	4	3
Wake Forest University	BA Anthropology	10	6	26

Available in Online or Distance Format from UNC institutions:
Not available

Available or not from Academic Common Market:
North Carolina does not participate in the ACM at the undergraduate level.

UNCA Campus enrollment and degrees awarded in similar programs at the Bachelors level:
(*Based on two CIP digits – 45 CIP is the summary group for Social Sciences under which Anthropology is a program.*)

Enrollment			Academic Year						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
UNCA	Economics	BA	34	30	29	30	25	34	33
	Political Science and Government	BA	39	43	43	52	43	53	52
	Sociology	BA	50	64	59	60	57	57	52

Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
UNCA	Economics	BA	15	16	15
	Political Science and Government	BA	20	30	23
	Sociology	BA	26	35	41

Campus Average of enrollment and degrees awarded in this degree area at the Bachelors level:
(*Based on two CIP digits – 45 CIP is the summary group for Social Sciences under which Anthropology is a program - over the last 3 Academic Years, Fall 2006-Fall 2009*)

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ASU	5	96	42
ECSU	2	25	14
ECU	5	73	37
FSU	3	80	32
NCA&T	3	42	17
NCCU	3	57	26
NCSU	4	168	87
UNCA	3	45	25
UNCC	5	107	46
UNC-CH	6	203	114
UNCG	5	93	36
UNCP	2	86	40
UNCW	5	56	26
WCU	5	22	12
WSSU	3	68	22
Campus Average:		81	38

UNCA Campus Degree Programs added in the past three years:
- *Bachelor*
  - *N/A*
- *Master*
  - *N/A*
- *Doctoral*
  - *N/A*

UNCA Campus Degree Programs discontinued in past three years:
- *Bachelor*
  - *N/A*
- *Master*
  - *N/A*
- *Doctoral*
  - *N/A*