

First-Year Curriculum Change  
Board of Directors, Kansas City Art Institute  
Paige Luther  
11.5.17

Dear Board of Directors for the Kansas City Art Institute,

I'm writing to you in response to your query on how to best improve the first-year curriculum of your institution. I'm submitting my proposal on how I best feel you could make changes to your first-year student's curriculum to best improve their overall education.

My proposal outlines how using a standardized curriculum for all first-year students will serve you best for:

- Exposing all students to every department your institution has to offer equally
- Ensuring every student has the opportunity to try different departments
- Helping students to make well-rounded decisions regarding their major choice
- Retaining students long-term at your institution

I will contact you early next week to give you the opportunity to ask any questions furthering the details of my proposal.

Sincerely,

Paige Luther  
Art Institution Curriculum Consultant

## Executive Summary

This proposal outlines the benefits of implementing our standardized first-year curriculum for the core art classes into your school. We have implemented this curriculum into many other art schools with great success, both for the schools and the students attending them.

My proposal will help answer how our standardized curriculum addresses the following questions:

- How does exposing all students to every department equally help our school?
- How does the curriculum ensure all students have the opportunity to try different departments?
- How does the curriculum help students to make well-rounded decisions regarding their major choice?
- How does the curriculum help retain students long-term?

This proposal will answer these questions by describing the specific benefits of our program in relation to them. We want to see both your school and the students at it succeed to the fullest extent, and we believe that our curriculum will help you to do just that.

## Introduction

The purpose of this proposal is to show how our *Core Art Class Education Curriculum* will best help your school and its students to succeed in their future there. Our introduction will go over the problem with the current curriculum in place, and why there is a need for our product.

## Background

We have worked extensively with many art schools to help mold a first-year student curriculum that best allows the students to try every department the school has to offer before making a decision about what major they would like to enter into. We have seen many students only experience a small portion of what a school has to offer during their first year of foundation classes. This has resulted in many students making hasty decisions on what to major in and later dropping out of the school after finding themselves dissatisfied with the major they selected.

Art students often enter into schools with very little to no experience in the many majors art schools have to offer. We want to allow them the chance to fully explore each major before making a decision that can affect the rest of their lives.

Often new talents go untapped until the student is asked to try a new medium out for a class they're enrolled in, and that sometimes helps to shape what decisions they make next regarding their future as an artist.

We have also found that the parents of potential students need reassurance to know that their child will be in good hands. Having a well-thought out curriculum can help to ensure parents that their child will be receiving a good education from your school, promoting higher enrollment numbers.

We developed our system using our teams extensive background in art schools and personal experiences, as well as speaking to current and former students to feel where they felt their education had been lacking before choosing their major.

## Proposal Scope and Format

The proposal will focus on how our curriculum addresses the aforementioned issues at hand in the following sections.

- *Designing the Curriculum*
- *Benefits of Exposure*
- *Dedicated Instruction Teams*
- *Pricing*
- *Discounts*

## Designing the Curriculum

With our *Core Art Class Education Curriculum*, our main goal has been to expose your students to every department your school has to offer during their first year of learning. We create the first-year curriculum based on what departments your school has, and what each of them specializes in.

The curriculum you receive will have many of the same standards other art schools will offer, but we take into account the specific areas of each department your school most focuses on when writing up assignments. We work hand-in-hand with the teachers and department heads to design a curriculum that gives the greatest opportunity for students to interact with each medium.

We take into account the following information to design our courses for the students:

- Is the school run on a semester or quarter system?
- How many departments are there?
- What other classes are students expected to take during their first year outside of the core art classes?
- How much would the supplies for each class cost the students?
- How many specialties does each department have within it?
- How can we best achieve proper exposure to multiple specialties in a limited timeframe?

By designing your schools first-year of foundation courses with these questions in mind, we can assure you that your students will be receiving the most well-rounded education possible.

## Benefits of Exposure

### Student Exposure

One of the key benefits to exposing the students to every department is that it allows them to make a more educated choice when deciding on what to major in. Ensuring that a student has found what they are truly passionate about and enjoy can lead to a much higher retention rate of students for your school.

We have found that many of the students that first enter into art colleges have had a limited amount of exposure to different mediums. Providing them with the time and resources to explore every avenue your school has to offer will lead to better students and better artists in the long run. In their first year, students will have the opportunity to fully explore every major your school has to offer them.

When students are happier with what they're majoring in there is a much higher chance of them staying at the school they're attending for the duration of their degree. This higher student retention will help with *School Exposure* as discussed in the next section.

## School Exposure

Art schools, possibly more than other college types, have their reputation for being good strongly tied to the students that graduate from them. Companies are more likely to connect with an art school with a reputation for helping to develop the artists that now work for them. With a good starting education, your students are more likely to select a major that best suits them and their passion, which can be the best starting point for any new artists future career.

Also consider the fact that while there are many Ivy League schools that are well-known, just a small number of art schools are known outside of the art community. By choosing us to help you create a first-year curriculum, your school will gain a better reputation as having a strong foundation for students.

Most parents main concern when sending their child off to an art school rather than a traditional college is that they succeed. We help to reassure parents that this is possible by creating a good foundation structure. By helping your school to be recognized by parents of aspiring artists will help enrollment rates to rise.

## Dedicated Instruction Teams

We have a dedicated team for the core art majors, many of which have further experience in cases where one of the majors your school offers is not included in the core selection. They will work with your department heads to decide what the core aspects that best sell that department are and how to incorporate them into the curriculum.

We work to have your school driving the strengths of each course, while ensuring that each course is provides a well-rounded education for your students during their first year. We strive to ensure that each department has equal exposure in your students' foundation year. We also strive to ensure each course fully covers the core values of each department being represented.

## Pricing

I have attached our *Pricing Breakdown* to the proposal to give you a thorough overview of how our pricing works. Our pricing takes into account the following information:

- Does your school run on a quarter or semester schedule?
- How many majors will need to be represented in the first-year curriculum?
- How big is the incoming student body?
- How many classes do you expect students to take during their first years?
- How much classroom space is available?
- Are any supplies provided to students? If not, what is there average of amount of money expected for each student to spend on supplies in their first year?

We feel that our pricing is very fair for what we have to offer you, especially with the added bonus of potentially bringing in more income for your school on the whole with higher enrollment rates and student retention.

## Discounts

Upon review of already prepared curriculum, if we find that it can be heavily incorporated into the curriculum we are providing for you we do offer a 10% discount for each class. The

curriculum is accepted at our team's discretion and they will provide a thorough report of why we have not selected to use your curriculum if they reject it.

## Conclusion

Why should your school consider us to help plan your first-year curriculum?

Because our teams have worked with many schools with great success so far, receiving positive feedback from students and teachers alike.

We provide affordable pricing and as much or as little freedom as you want with the curriculum itself, allowing your department heads to give as much feedback towards our course designs as they feel is best for their program.

We offer you the following benefits:

- [Designing the Curriculum](#)
- [Benefits of Exposure](#)
- [Dedicated Instruction Teams](#)
- [Pricing](#)
- [Discounts](#)
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