

NOTICE OF INTENT DOCUMENT

Proposed Program: Bachelor of Architecture (BArch)

Institutional Setting: University of Wisconsin-Milwaukee, School of Architecture and Urban Planning

Mode of Delivery: Face-to-face, blended, and online course offerings

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Classification or CIP code: 04.0902 Architecture and Building Sciences/Technology

Program Description: Architecture is the design and description of buildings and other elements in the physical environment such as building parts, historic preservation, and places or environments of all sorts and scales for humans to inhabit or use. This proposed undergraduate program in architecture is a five-year course of study that can be accredited. Students will complete 150 credits of coursework in the history of architecture, human behavior and environments, professional practice, digital and manual representation techniques, architecture technologies including building systems and structures, and design studios. Graduating students will be able to sit for the state licensing exam in all fifty states. Note: our current undergraduate degree, the BSAS (Bachelor of Science Architecture Studies) is a non-terminal undergraduate degree.

Learning Outcomes: Students who complete the BARCH (Bachelor of Architecture) major will be able to: (a) enter professional practice and design buildings or other physical elements of the built environment (b) understand how their efforts and interventions effect the built environment and the people who use it. (c) critically evaluate technical options for high performing environmental systems, passive design approaches, as well as current trends in practice. (d) demonstrate expertise in iterating multiple problem-solving options in collaborative practice. (e) clearly represent intent and expertise through drawings and other forms of visual media and in written and oral communications as well.

The Program and its Relation to Other Offerings: The Bachelor of Architecture would draw its required core courses and its electives from offerings in the School of Architecture and Urban Planning. This program is expected to be a more attractive option for Wisconsin students looking to become licensed architects.

Resources Required: Expenses associated with new major should be minimal since all the required courses are already part of the current BSAS and MArch 2-degree track being taught by current faculty.

Accrediting Bodies: National Architectural Accrediting Board (NAAB)

Program Alignment with UWM Mission and Strategic Plan: The Bachelor of Architecture will fill a need for a more streamlined path to an accredited degree and professional licensure. This proposal is in synch with several of the recommended initiatives in the 2030 Implementation Team report. See below for details.

2030 Implementation Team Report

1. Becoming Student Centric: Currently, architecture degree nomenclature can be challenging for non-architects to understand. This is especially true for high school students. A 5-year B.Arch degree provides a streamlined degree for those students who know immediately that they want a professional degree. This program could also dovetail nicely with the high school credit initiatives that make it possible to earn college credits for the architecture degree prior to matriculation. Our entire program also addresses this category since experiential learning is a core value of the design studio curriculum.

2. Revising Curriculum: Our current curriculum does not need to be radically revised since we are drawing from current undergraduate and graduate offerings. Faculty is also exploring other opportunities for curricular revision as part of this process.
3. Driving Inclusion and Diversity: There are only eight of African American registered architects in all of Wisconsin's history. It is our belief that this BARCH proposal makes the goal of an accredited degree and licensure more affordable and accessible and could potentially be more appealing to minority students since it shortens the time to accredited degree. Licensure typically leads directly to better compensation and career stability—something especially important for students from under-resourced backgrounds.
4. Aligning UWM's academic workforce: Proposed degree addition does not change any DAR staffing needs.
5. Re-assessing unit alignment: Proposed degree addition does not change SARUP's independent status or any potential unit alignments.
6. Refocusing Research Infrastructure: The proposal opens up more opportunities for SURF grant research.
7. Updating Budget Model: Besides an improved academic experience for our undergraduate students, budget is one of the primary drivers behind this proposal. This degree would improve DAR's bottom line in the current budget model that rewards SCH since the additional 5th year of undergraduate curriculum would be all DAR coursework. This is based on declining enrollments in the graduate program and the increasing enrollments in the undergraduate program. Three separate analysis predict that adding this degree could add \$250,000 to \$500,000 to SARUP's revenue.

Rationale for New Program:

Student Demand: Currently a large portion of our BSAS undergraduate students never go on to a 2-year master's program either at UWM or other institutions. Many do not become licensed architects despite working in a traditional architecture office environment and the consequences for the student are that they may never access the higher earning capacity that licensed architects enjoy. This aspect tends to privilege those with the resources to sustain a long-term experiment in pursuing a career in architecture. Internal SARUP surveys have indicated substantial interest in this proposed new program. Furthermore, students wanting to earn an accredited degree stand to save a full year of tuition.

Market Demand: A commissioned survey of market analysis by Hanover Research shows only 3.9% of architecture position descriptions call for a master's degree in architecture. As the only school of architecture in Wisconsin and the most affordable option even for many out of state students, the expectation is that such a degree offering would have substantial interest. Communicating with prospective students and their parents will be simplified with this degree change as well. It is expected that the U.S. labor market will see a significant growth of architectural related services and urban design-related jobs in the U.S. According to the projection of the Bureau of Labor Statistics, employment of architects is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations, and employment of urban and regional planners is projected to grow 11 percent from 2018 to 2028, much faster than the average for all occupations. Such growth is driven by changes in demographics, transportation options, and the environment. Specifically, technology improvements, such as smart and connected cities, call for new design standards and practices. Aging urban infrastructure needs improvement, and the revival of urban life calls for actions to reform and re-shape existing urban environments.

Internal Department Needs: There has been a ten year decline in MArch 2 degree enrollments. This trend has created financial challenges that the current program array cannot address. However, the department has seen an increase in enrollment in the undergraduate program even as the rest of UWM is challenged by decreasing enrollments. The undergraduate degree is the financial backbone for the School of Architecture and Urban Planning and this proposal seeks to strengthen it further.

Program Duplication: SARUP is the only Architecture School in the state of Wisconsin, and therefore, it is SARUP's responsibility to educate and provide new design talents for the State. There is no duplication of the B.Arch program in the UW system. Situated in the largest city in Wisconsin, SARUP provides plenty of opportunities to serve the city and to attract diverse students who are interested in better design for their cities and communities.