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CT, DC, DE, MD, MA, ME, NH, NJ, NY, PA, RI, & VT.
Your AWP Board Representatives:
Judith Baumel / Sheryl St. Germain
1. AWP’s 2014 Survey of Creative Writing Programs

Jill Christman,
Midwest Representative for AWP’s Board of Directors

Kevin Whorton
Whorton Marketing & Research
Groups We’ll Survey

• Full-residency MFA programs
• Low-residency MFA programs
• MA programs
• PhD programs and PhD Programs with a creative dissertation
• Undergraduate programs (BA/BFA majors, creative writing minors)
• 2-year college programs
Measuring What Contributes to a Successful Program

- Faculty
- Students
- Curriculum/Pedagogy
- Co-Curricular/Complementary Programs
- Resources
- Support from Administration
Results Will Be Reported By:

• Type of Degree program
• Full or low-residency
• Location: Northeast, South, Midwest, West, Pacific
• Size of program
• Public or private
Contact by March 15th

• Jill Christman AWP Board Member
  Midwest Representative
  Ball State University & Ashland University Low-Res
  jcchristman@bsu.edu

• Diane Zinna
  AWP Director of Membership Services
  703-993-4396
  diane@awpwriter.org
2. Help Build a Stronger AWP

David Fenza
Executive Director
48% of membership has voted to date. 60% needed for quorum.
Any trustee, including council chairs, may be elected as an officer of the board, in keeping with current practices with the regional representatives.
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Incentives to Vote!

One Kindle Fire
Two Paperwhites
3. A Few Cultural Trends Impacting Our Programs
Unprecedented Levels of Student Loan Debt

- Total national student loan debt has surpassed national consumer (credit card) debt
- $1.1 trillion in student loan debt nationally
- 11% to 12% is more than 90 days delinquent

Source: Wall Street Journal
The Crazy Growth of Student Loans

- Cumulative Growth of Household Debt Less Student Loans
- Cumulative Student Loan Growth

Sources: New York Fed, Bureau of Economic Analysis
Unprecedented Levels of Student Loan Debt From 2004—2012

- Student loan debt rose by 43%, according to New America Foundation.
- Median debt: $57,600 in 2012!
- Typical debt among those earning BAs climbed to $27,000 in 2012, a 39% increase.
- Typical debt among those earning MAs—$58,539.
Unprecedented Levels of Student Loan Debt

• Will the rise of debt among new graduates with BAs change their rates of entry to graduate school?

• Will they delay graduate school? Choose more remunerative disciplines? Seek programs offering more financial support?
How Liberal Arts & Sciences Majors Fare in Employment

www.aacu.org
# Unemployment Rates & Earning by Level of Education

<table>
<thead>
<tr>
<th>Unemployment Rate</th>
<th>Degree</th>
<th>Median Weekly Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.2%</td>
<td>Associate</td>
<td>$785</td>
</tr>
<tr>
<td>4.5%</td>
<td>Bachelor’s</td>
<td>$1,066</td>
</tr>
<tr>
<td>3.5%</td>
<td>Master’s</td>
<td>$1,300</td>
</tr>
<tr>
<td>2.1%</td>
<td>Professional</td>
<td>$1,735</td>
</tr>
<tr>
<td>2.5%</td>
<td>Doctoral</td>
<td>$1,624</td>
</tr>
<tr>
<td>6.8%</td>
<td>All Workers</td>
<td>$815</td>
</tr>
</tbody>
</table>

At peak earning ages (50-60 years old) those who majored in the humanities as undergraduates earn annually, on average, $2,000 more than those who majored as undergraduates in professional or pre-professional fields.
# Change in Number of BAs Awarded 1991-2011

<table>
<thead>
<tr>
<th>Discipline</th>
<th>1991</th>
<th>2011</th>
<th>20-Yr Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>59,887</td>
<td>145,793</td>
<td>143%</td>
</tr>
<tr>
<td>Legal</td>
<td>1,827</td>
<td>4,443</td>
<td>143%</td>
</tr>
<tr>
<td>Visual &amp; Performing Arts</td>
<td>42,310</td>
<td>94,218</td>
<td>123%</td>
</tr>
<tr>
<td>Business</td>
<td>252,135</td>
<td>369,042</td>
<td>46%</td>
</tr>
<tr>
<td>English</td>
<td>51,096</td>
<td>52,798</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Chronicle of Higher Education analysis of U.S. Dept. of Education data
Growth in AWP 1975-2004

(Before 2000, undergrad programs were predominantly minor courses of study.)
# Undergraduate CW Programs

<table>
<thead>
<tr>
<th>Year</th>
<th>AA</th>
<th>BA/BS minor</th>
<th>BFA/BA major</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>13</td>
<td>362</td>
<td>163</td>
<td>538</td>
</tr>
<tr>
<td>2011</td>
<td>12</td>
<td>347</td>
<td>157</td>
<td>516</td>
</tr>
<tr>
<td>2008</td>
<td>11</td>
<td>303</td>
<td>141</td>
<td>455</td>
</tr>
<tr>
<td>2004</td>
<td>10</td>
<td>318</td>
<td>86</td>
<td>414</td>
</tr>
<tr>
<td>1994</td>
<td>0</td>
<td>287</td>
<td>10</td>
<td>297</td>
</tr>
<tr>
<td>1984</td>
<td>0</td>
<td>155</td>
<td>10</td>
<td>165</td>
</tr>
<tr>
<td>1975</td>
<td>0</td>
<td>24</td>
<td>3</td>
<td>27</td>
</tr>
</tbody>
</table>
## Graduate CW Programs

<table>
<thead>
<tr>
<th>Year</th>
<th>MA</th>
<th>MFA</th>
<th>PhD</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>113</td>
<td>191</td>
<td>38</td>
<td>342</td>
</tr>
<tr>
<td>2011</td>
<td>115</td>
<td>184</td>
<td>36</td>
<td>335</td>
</tr>
<tr>
<td>2009</td>
<td>145</td>
<td>151</td>
<td>37</td>
<td>333</td>
</tr>
<tr>
<td>2004</td>
<td>154</td>
<td>109</td>
<td>37</td>
<td>300</td>
</tr>
<tr>
<td>1994</td>
<td>139</td>
<td>64</td>
<td>29</td>
<td>232</td>
</tr>
<tr>
<td>1984</td>
<td>99</td>
<td>31</td>
<td>20</td>
<td>150</td>
</tr>
<tr>
<td>1975</td>
<td>32</td>
<td>15</td>
<td>5</td>
<td>52</td>
</tr>
</tbody>
</table>
Aging Professorate

“According to data from the Bureau of Labor Statistics, the number of professors who have reached their mid-60s and 70s continue to teach, creating a dilemma for institutional planners and a bottleneck of newly minted PhDs on the job Market.”

4. Seven Suggestions

(for stewardship of a creative writing program through challenging times)
Provide continuity in leadership for your program.
Your Program’s Director Has Served How Long?

- 3 Years or Less: 49%
- 4-7 Years: 24%
- 8-12 Years: 15%
- 13 or More: 11%

Source: 2007 AWP Survey
Build an undergraduate program that meets student demand.
Aspirations of College Freshmen

What percentage of college freshmen considered writing original works (poems, novels, short stories, etc.) as an “essential” or “very important” objective?
16%

Build the undergraduate creative writing major & reverse the following trend—
The Decline of the English Major: BA Degrees per 100 BA Degrees in All Fields

Source: ADE Bulletin
#3

Quantify your program’s successes.

(Help university leaders help you.)
#3 Quantify

- Faculty publications
- Student publications
- Faculty awards
- Student awards
- Students’ professional advancement
- Community service
- Public presentations
Maintain relationships with your alumni.
#4 Alumni

- Conduct exit surveys
- Share results of surveys
- Publish a program newsletter
- Utilize social media
- Hold receptions for alumni at this conference
- Develop on-campus reunions
#5

Update, revise, & improve your entry in AWP’s Guide to Writing Programs.
#6

Give your students the AWP services they need.
#6 Services

- AWP website: the Mother of all anthologies on the art of writing
- Chronicle apps
- AWP Job List
- Annual report on the academic job market—very important to discuss with students every year
- Career advice
Vote, lobby, & defend public funding of higher education & the arts.
Average Published Tuition, Fee, Room & Board in Constant Dollars

Source: College Board, “Trends in College Pricing 2005”
# Bachelor's Degrees Awarded by Family Income

<table>
<thead>
<tr>
<th></th>
<th>Lowest Income</th>
<th>Lower-Middle Income</th>
<th>Middle Income</th>
<th>Upper-Middle Income &amp; Rich</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>12.1%</td>
<td>15.3%</td>
<td>28.3%</td>
<td>44.3%</td>
</tr>
<tr>
<td>1990</td>
<td>9.5%</td>
<td>13.6%</td>
<td>24.1%</td>
<td>52.8%</td>
</tr>
<tr>
<td>2004</td>
<td>9.7%</td>
<td>11.1%</td>
<td>21.3%</td>
<td>57.9%</td>
</tr>
</tbody>
</table>

Source: Census Bureau data on school and college enrollment as compiled by Thomas G. Mortensen, Pell Institute for the Study of Opportunity in Higher Education
Among all nations—
for the percentage of
25-34 year olds with college degrees—
the U.S. now places 12th.

The writer’s place is in the public arena, & AWP has built a bigger town square.
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