MEMORANDUM

DATE: September 23, 2014
TO: AAD Tenure-Related Faculty
FROM: Patricia Dewey, AAD Director
RE: Update on New Courses and Courses Under Review

This memo provides a brief update on where things stand with all our various course development initiatives.

New Courses approved by the UO Committee on Courses

AAD 301 Understanding Arts and Creative Sectors (4) -- *this is a new Arts and Letters gen ed course*
AAD 312 Arts Management (4)
AAD 315 Funding the Arts (4)
AAD 421/521 Cultural Programming (4)

In 2014-2015, Scott Huette will be leading a group of interested AAD faculty in converting AAD 301, 312, and 315 into an online format. In addition to offering these courses in an in-class format in 2015-2016, we plan to offer one section online of AAD 301 and one section online of AAD 312 (not yet 315).

Two New Courses are approved by the AAA Academic Affairs Committee and are in the following stages of approval through the UO Committee on Courses:

AAD 434 The Artist Entrepreneur
AAD 435 Arts Business Development

In addition, AAD will submit the following proposals for <u>regularization</u> in 2014-2015

AAD 4/527 Planning Interpretive Exhibits (Phaedra & Alice) *blg capstone*
AAD 4/575 Performing Arts Industry (Darrell & Patricia)

We also will need to submit a course proposal to change the name of AAD4/522 from Arts Program Theory to: (Lori)
AAD 4/522 Arts Participation & Evaluation – we should consider changing this to a 600-level number, too.

We are also considering developing and proposing a "YACM II" course. We can run this initially in 2014-2015 under an experimental number, but eventually will want to regularize the course as:
AAD 4/531 Integrating Arts across the Curriculum (working course title) (Julie – for 2015/16)

As we continue to grow our undergraduate programs, we need to more clearly differentiate our undergraduate and graduate offerings. I'd like to discuss gradually changing all of our AAD core graduate courses to 600-level courses – these are listed below:

AAD 612 Cultural Administration
AAD 550 Art in Society
AAD 562 Cultural Policy
AAD 522 Arts Participation & Evaluation
       (formerly taught as Arts Program Theory, and we need to process and formal name change; this new course will replace Arts Learning Policy & Practice as a core requirement)
AAD 610? Arts Marketing, Media, and Communications I and II
       (new course developed in 2013-2014 by merging Marketing the Arts, Media Management Praxis, and two Technology courses. Format of this course in AY2015 TBD).
PPPM 507 Financial Management for Arts Organizations
       (a special arts management section of this contracted through PPPM)

Research/Professional Project
New offering is AAD 610 Professional Project I and II (requires regularization)

Effective fall 2014, we will offer the following tentative list of electives at the 400/500 level. As undergraduate enrollment develops, we may consider having two sections (one at the 400 level, one at the 500 level). For the most part (unless otherwise indicated), these courses will be instructed every other year.

Community Cultural Development (offered annually)
Cultural Programming (offered annually)
Event Management (offered annually)
Arts Learning Policy & Practice (status?)
Community Arts Praxis (status?)
Planning Interpretive Exhibits (offered annually)
Museum Education (offered annually)
Museum Theory
The Cultural Museum
Collection Care and Preservation
Comparative Technologies in the Arts (600-level course)
Media Publics / Media Boundaries / Other Media Course (status?)
Digital Ethnography (a NMCC buy-out course?)
Arts in Healthcare Management
Performing Arts Industry (offered annually)
Performing Arts Management
Artistic Administration in the Performing Arts
Practicum

Initial Planning for Courses to be Offered in 2015-2016

Here is the list of graduate core courses that require AAD instruction in 2015-2016:

Master's Degree Core:
Cultural Administration
Art in Society
Cultural Policy
Arts Marketing, Media, and Communications I and II
Arts Participation & Evaluation
[PPPM Financial Management for Arts Organizations] – contracted through PPPM
Research Methods
Research Proposal
Professional Project winter and spring
Internship
Practicum

Tentative List of Master's Degree or 400/500 Electives to be instructed in 2015-2016, (considering planning associated with the 2-year rotation of many elective courses)

Event Management
Cultural Programming
Performing Arts Industry
Community Cultural Development
Planning Interpretive Exhibits
Museum Education
Other Museum Studies electives TBD, based on faculty availability
Arts in Healthcare Management
Comparative Technologies in Arts Administration
AAD 430 Youth Arts Curriculum and Methods
AAD 431 Integrating Arts across the Curriculum (Possible new course?)

List of Undergraduate-only Courses
AAD 199 Freshman Seminars (and FIGs)
AAD 1?? European Cultures and Identities (Global Seminar summer 2015)
AAD 250 Art & Human Values (multiple sections in class and online)
AAD 251 Art & Visual Literacy (multiple sections in class and online)
AAD 252 Art & Gender (multiple sections in class and online)
AAD 300 Understanding Arts and Creative Sectors (one section in class, one online)
AAD 312 Arts Management (one section in class, one online)
AAD 315 Funding the Arts
AAD 434 The Artist Entrepreneur
AAD 435 Arts Business Development