

Memorandum

DATE: June 9, 2014
TO: AAD Faculty
FROM: Patricia Dewey, AAD Head
RE: Discussion: Ongoing AAD Strategic Realignment of Programs

Undergraduate Programs Update

Undergraduate **Minor in Arts Management** renamed, relaunched and growing.

New undergraduate courses launched (to be converted to online option in AY15)

- AAD 301 Understanding Arts and Creative Sector (gen ed)
- AAD 312 Arts Management
- AAD 315 Funding the Arts

New and “regularized” undergraduate courses to be (re-)introduced in 2014-2015:

- AAD 434 Entrepreneurship and the Arts
- AAD 435 Arts Business Development
- Note: Faculty partnership in entrepreneurship coursework development with School of Business and School of Music
- AAD 4/575 Performing Arts Industry (to be regularized)
- AAD 4/527 Planning Interpretive Exhibits (to be regularized)

Current **250-series gen-ed courses**, in-class and online formats, undergoing comprehensive internal evaluation process. This will continue in 2014-2015. New AAD undergraduate grading policy in place and communicated to Undergraduate Council; this policy will be revisited in 2014-2015.

Continued and expanded teaching presence with **UO First-Year Programs** (Freshman Seminars and FIGs) and with **UO Athletics**. Development of a interdepartmental undergraduate **Global Seminar** on European cultural identities.

Patricia to resume discussions with key stakeholders regarding submitting a revised proposal for **undergraduate major** in 2014-2015.

Graduate Programs Update

Doctoral Supporting Area continues to be of interest to SOMD students; Theatre Department also now showing interest in possibly introducing. SOMD has suggested we reframe this as a master's degree (see below).

Master's Degree Program

Challenges (Analysis and Benchmarking over past 3 years)

- Decreasing number of students in graduate education generally
- Decreasing public perception of value of graduate education
- Decreasing public investment in education
- Improving economy affecting 2008-2011 recession bubble of enrollment
- Increasing tuition rates (UO no longer a "good deal")
- Increase number of competitor programs to AAD in Western USA
- Increasing competition for students among our competitor programs (scholarship and fellowship support)
- Our competitor programs, for the most part, do not require as many credit hours – and often have a shorter length of time to invest in the program
- Graduate certificate options and online education options are appearing – UO has not been competitive in this market
- In sum, fewer students applying to UO – much more active recruitment required on our part

Immediate steps to address these challenges (we're aiming for 20-25 master's students in AY2015)

- Active recruitment ongoing (advertising, tabling, sponsoring, open houses, one-on-one recruitment by Tina and Patricia)
- Opening summer application process for fall 2014 (as we did in 2013)
- Patricia and Tina will actively recruit throughout spring/summer 2014
- Restructuring graduate core curriculum and electives structure 2012-2014; new structure partially launched in 2013-2014, and to be fully launched in 2014-2015. New structure will allow proposal development for master's degree programs (see below).

Proposed master's program reconfiguration to increase competitiveness of the program nationally. Proposal to the UO Graduate Council will be prepared by fall 2014.

- Reduce total number of required credits from 72 to 64 for 2- years masters
- Partner with PPPM to develop a joint two-year master's in arts management and nonprofit management (this is a longer-term goal, on hold for now).
- Develop proposal for a one-year masters (45 credits) for eligible students who are:

- Pursuing a concurrent UO master's degree
- Pursuing a consecutive UO master's degree
- Pursuing a Ph.D. or DMA or Ed.D. in a different academic unit
- Future option: 5th-year add-on master's degree for undergraduate majors
- Develop proposal for graduate specializations: Arts in Healthcare Management; Community Arts Management; Museum Management; Performing Arts Management.

Academic Partnerships and Areas of Investment/Disinvestment

AAD - Oregon Folklife Network - Folklore

Significant area of program investment, based on ongoing instructional and research partnerships. Excellent opportunities for interdepartmental collaboration.

Portland

- Bill Flood our Portland-based program development partner
- Ongoing relationship development with key academic and community partners
- Quarterly AAD events to build AAD identity and presence
 - Fall 2013 – alumni panel and discussion
 - Winter 2014 – Major “arts leadership” event with Bob Lynch and multiple participants, March 6-7
 - Spring 2015 – May 16 AAD graduate student final research presentations
- Launching summer 2014 intensive course titled “Mobilizing Local Culture: Portland, Oregon”.
- Plans for a series of 20th anniversary events in 2014-2015, including hosting annual meeting of the Association of Arts Administration Educators in Portland – April 2015.

Cinema Pacific

Area of AAD disinvestment. Not continuing Career NTTF contract with Richard Herskowitz past end of current MOU period.

Initial concept of a revised Master's Degree in Arts Management

Core Courses (28 credits)

These will likely convert to 600-level courses in the next few years.

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 as a 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. Two course sequence needs to be regularized).

PPPM 510 Financial Management in the Arts

(a special arts management section of this contracted through PPPM; this will need to be regularized)

Research Sequence (minimum 14 credits)

AAD 630 Research Methods (4)

AAD 605 Research Reading (1)

AAD 631 Research Proposal (3)

AAD 503, 601, 610 (minimum 6 credits)

Internship (total minimum 6 credits)

Electives (minimum 16 credits)

(for elective cluster advising as specializations and/or certificates)

Arts in Healthcare Management Specialization *(minimum 16 credits selected from:)*

Arts in Healthcare Management

Artistic Administration in Performing Arts

Event Management

Planning Interpretive Exhibits

Community Cultural Development

Community Arts Management Specialization *(minimum 16 credits selected from:)*

Community Cultural Development

Arts Learning Policy & Practice

Event Management

Community Arts Praxis

Cultural Programming

Museum Management *(minimum 16 credits selected from:)*

Museum Theory

Planning Interpretive Exhibits

The Cultural Museum
Museum Ethics
Museum Education
Event Management

Performing Arts Management Specialization *(minimum 16 credits selected from:)*

Performing Arts Industry
Performing Arts Management
Artistic Administration in Performing Arts
Event Management
Cultural Programming

Museum Studies Certificate

Existing

New Media and Culture Certificate

Existing

Nonprofit Management Certificate

Existing

Initial concept of a one-year concurrent or consecutive AAD master's degree of roughly 45 credits

Fall (15 credits)

AAD 612 Cultural Administration
AAD 550 Art in Society
or AAD 562 Cultural Policy
AAD 610? Arts Marketing, Media, and Communications I
AAD 631 Research Proposal (3 credits)

Winter (15-16 credits)

AAD 610? Arts Marketing, Media, and Communications II
PPPM 510 Financial Management in the Arts
(a special arts management section of this contracted through PPPM)
AAD 610 Professional Project I (3 credits)
AAD Internship 1 (1 credit)
Elective or Practicum

Spring (15-16 credits)

AAD 522 Arts Participation & Evaluation
AAD 610 Professional Project II
Electives or Practicum