

Arts and Administration Program (AAD)

School of Architecture and Allied Arts
University of Oregon

Program Overview and Strategic Priorities

Last Updated Spring 2009

**We educate cultural sector leaders and participants
to make a difference in communities.**

The Arts and Administration Program at the University of Oregon informs cultural sector administration, policy, research, and education. We prepare and inspire leaders based on the belief that professional arts managers must be familiar with the social, cultural, economic, environmental, political, technical and ethical contexts in which the arts flourish.

Program Overview, Spring 2009

Instructional Activities

AAD currently provides specialized education toward an M.A./M.S. in Arts Management, a doctoral supporting area for School of Music students, and a Community Arts Minor for undergraduate students. Collaboration with other academic units offers our students certificate opportunities in Museum Studies and Not-for-Profit Management. Current graduate level areas of concentration include Community Arts Management, Media Management, Museum Studies, and Performing Arts Management. Faculty also instruct in-class and online undergraduate courses meeting general education requirements, and are frequent participants as faculty for UO First-Year Programs. About 3,000 UO students are taught every year by AAD faculty.

Research Activities

AAD tenure-related faculty all hold doctoral degrees, all pursue an active research agenda (with a strong regional as well as international focus), and all participate in professional networks and associations. Complementary research initiatives are initiated and managed individually, but are supported by an “umbrella” research center – the Center for Community Arts and Cultural Policy (CCACP, formerly the Institute for Community Arts Studies). The mission of the CCACP is to “sustain and strengthen arts, culture and heritage in the American West through research, policy, education, and community engagement.”

Faculty and Staff

AAD is comprised of five tenure-related faculty positions (formally 4.5 positions). Instruction is also provided by approximately 20 adjunct instructors. In 2006, the unit implemented a program manager position. The Arts and Administration Program shares one office coordinator with Historic Preservation. Research and teaching in the field of arts administration is inherently multi- and interdisciplinary. The program collaborates with a broad range of AAA/UO units, including Historic Preservation, PPPM, Architecture, Continuing Education, the School of Music and Dance, College of Education, Anthropology, Museums, Folklore, School of Law, and the Interactive Media Group.

Arts and Administration Program

Basic Strategic Plan: Program Mission, Goals, and Action Steps

Introduction

Concurrent with the School of Architecture and Allied Arts' strategic planning process of 2006-2007, the Arts and Administration Program revisited its strategic plan. The following items outline AAD's strategic priorities and action steps agreed upon by faculty in winter 2007, and updated in spring 2009. By means of the goals and steps provided below, AAD aims to address strategic priorities specified at the levels of "Tier 1" (AAA school-wide), "Tier 2" (involving at least two AAA programs/departments), and "Tier 3" (specific department/program action steps). As demonstrated below, AAD is proactively addressing all AAA school wide priorities (key words: sustainability, international, interdisciplinary, excellence, collegiality, Portland). This strategic plan is meant to be a "living document" which will continue to evolve.

Primary Goal 1 (completed)

To review the AAD mission statement in relation to UO and AAA priorities (sustainability, international, interdisciplinary, excellence, collegiality, Portland)

NEW AAD MISSION STATEMENT

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to make a difference in communities.**

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AAD-HP-CCACP Interdisciplinary Publicity Statement

Working together to prepare leaders to sustain, manage, and preserve the arts, culture, and heritage in an international context.

Primary Goal 2 (ongoing)

To advance junior faculty to promotion and tenure.

Secondary Goals (ongoing, not prioritized)

- To review our academic and professional education offerings
- To consider, support, and implement interdisciplinary research and teaching initiatives
- To review the effectiveness and efficiency of our academic program
- To increase the diversity of students and faculty within AAD
- To promote a sustainable, flexible, entrepreneurial funding plan for AAD

AAD Strategic Action Steps, 2009-2011

To address the goals listed above, specific collective action steps over the next two to three years will be the following (except for action step 1, these are not prioritized):

1. **Foster a departmental environment in which junior and senior faculty can advance to promotion and tenure.**
2. Cultivate and support **interdisciplinary action** (e.g., eportfolios, sustainability, internship, CCACP).
3. Continue to develop and support opportunities for faculty **international research initiatives** and student international educational experiences.
4. Continually review and revise the **AAD curriculum**.
5. Consider the addition of a **Ph.D. program** in “Cultural Resources and Policy” (working name).
6. Explore development of an **undergraduate major**.
7. Consider the addition of an **Arts and Healthcare** area of concentration to AAD’s master’s degree program.
8. Review and revise the **Museum Studies area of concentration**.
9. Review and revise the **Museum Studies certificate program**.
10. Implement a **Media Management** area of concentration in AAD’s master’s degree program.
11. Implement an **AAD presence in Portland**.
12. Continue recruitment procedures in light of **diversity and equity** consideration.
13. Develop an internal and external **public relations plan** and effective communications tools for the various constituencies associated with AAD.
14. Implement an **e-portfolio initiative** in fall 2009 for AAD faculty and students.
15. Explore a **teaching artists / artist as entrepreneur certificate**, in association with continuing education and other stakeholders in the state.
16. Explore opportunities for **collaboration with UO athletics**.
17. Continue to more fully **integrate adjunct involvement** in our program and foster innovation and entrepreneurship in teaching among these individuals.
18. Develop an explicit **framework for concentration area curricular implementation and development** across tenure-related and adjunct instructors.