

Proposed Bachelor's Degree in Arts Management Arts and Administration Program (AAD) School of Architecture and Allied Arts University of Oregon

Executive Summary

The University of Oregon's Arts and Administration Program proposes to launch a new Bachelor of Arts and Bachelor of Science degree program in Arts Management, effective fall 2016. This program builds on the existing undergraduate minor program and master's degree program to offer a new undergraduate major educating cultural sector leaders for the growing creative sector of the economy.

The proposed undergraduate major, developed in consultation with the A&AA Department of Planning, Policy, and Management, is designed to educate students interested in running non-profit, professional arts organizations such as theatre and dance companies, museums, and symphony orchestras. All students will be encouraged to complete the PPPM Minor in Nonprofit Administration alongside their AAD Major in Arts Management. The major (and minor) will also feature a cluster of arts entrepreneurship elective courses, developed in partnership with the School of Music and Dance and with the A&AA Professional Outreach and Development for Students, and endorsed by the UO College of Business. The arts entrepreneurship courses are designed for students interested in career development as emerging arts practitioners in their creative field, and in establishing their own entrepreneurial creative businesses. Additional clusters of elective coursework are available in the academic fields of arts education, museum management, performing arts management, community arts management, and arts in healthcare management.

We expect this program to appeal to prospective students and their parents as a stand-alone major, as a double or concurrent major, and as a major combined with other UO undergraduate minor and certificate programs. Indeed, all students enrolling in this degree program will be strongly encouraged to complete the program as a double/concurrent major or in one of many possible major/minor configurations with arts and humanities programs across campus. Some of the AAD undergraduate courses required for the major (specifically, AAD 301, 312, and 315) will be also introduced in an online format over the next two years, allowing for hybrid and distance educational opportunities.

The new B.A./B.S. in Arts Management will offer students the opportunity to pursue in-depth studies in the arts and humanities, in the framework of a liberal arts education, and to develop the skills required for creating professional development opportunities that address the needs of current and future leaders in a broadly defined creative sector. Courses will engage all art disciplines as a means of establishing an interdisciplinary general guide to building a career in the arts.

<INSERT PARA ON LEARNING OUTCOMES>

Students will be able to enter the B.A./B.S. program of study toward completion of a major in Arts Management as a freshman/sophomore (lower class level), or as a junior/senior (upper class level). While specific courses are recommended at the lower-division level to propel students toward developing competencies required in this field, it is also possible for students to complete all major requirements at the upper-division level. Students <who have a cumulative GPA of at least ???> may declare the Arts Management major at any time through a departmental process involving the Arts and Administration Program's undergraduate advisor's signature.

Because this new bachelor's degree program will be launched with a strong academic unit infrastructure, within a team of over 20 TTF and Career NTTF faculty, and with a well-established master's degree program and minor degree program firmly in place, few additional resources are required. Additional activities associated with launching and initially growing the program can be absorbed within the existing Arts and Administration Program staffing.

Major Coursework Required

A minimum of 64 credits are required for the B.A./B.S. in Arts Management.

A minimum of 36 Arts and Administration Program (AAD) credits are required, of which at least 24 must be in upper-division work.

Required coursework for the B.A./B.S. in Arts Management:

- Required courses in Arts Management (32 credits)
 - AAD 301 Understanding Arts and Creative Sector (4 cr)
 - AAD 312 Arts Management (4 cr)
 - AAD 315 Funding the Arts (4 cr)
 - AAD 420 Event Management (4 cr)
 - AAD 422 Cultural Programming (4 cr)
 - PPPM 422 Grant Writing (1 cr)
 - PPPM 481 Fundraising for Nonprofits (4 cr)
 - AAD 409 Practicum (minimum 3 credits)
 - and either AAD 475 Performing Arts Industry (4 cr)
 - or AAD 427 Planning Interpretive Exhibits (4 cr)
 - or AAD 455 Community Cultural Development (4 cr)
- A unique component of the Arts and Administration program is a **practicum requirement**. Practicum is a foundational building block that cultivates civic engagement and education to strengthen and sustain arts, culture and heritage. Students who enroll in the Arts Management degree program will engage in practicum opportunities (minimum 3 credits) to expand their cultural leadership skills in areas such as cultivating public participation in the arts, fostering creative activities, preserving cultural heritage, and developing sustainable community cultural development. This practicum curricular component will expand on the Arts and Administration Program's existing and strong practicum structure already in place.
- Electives to meet the minimum total of 36 AAD credits (minimum 24 credits in upper-division work). With the required 32 credits listed above, in most cases this would mean only one additional elective course is required within AAD.
- Completion of a group of three history/survey courses (minimum 12 credits) in a specific arts sub-field (music history, history of Western art, theater history, folklore, dance, or other approved group of courses)
- Completion of a group of four courses (minimum 16 credits) of in-depth study in creative practice, arts, and humanities. Courses must be in a cluster such as "visual arts", "performing arts", or "humanities." Courses will be in creative arts, studio, performance, production, or humanities fields (e.g., art, acting, dance, instrumental performance, vocal performance, theatre production, creative writing, art history, history, anthropology), selected with adviser approval.

- A total of 180 credits with passing grades are required for the UO B.A./B.S. degree; at least 62 credits must be completed in 300- or 400-level courses. General education requirement for group-satisfying courses and multicultural courses must be completed.

Detailed Coursework Plan

Recommended Lower-Division Courses for the B.A./B.S. in Arts Management

The following courses included in the list below of recommended lower-division courses fulfill **General Education Requirements** and **Multicultural Requirements**:

HUM 101 and HUM 102 (Arts and Letters)
AAD 250 (Arts and Letters)
ANTH 161 (Social Science / International Cultures)
PS 201 and PS 203 (Social Science)
SOC 207 (Identity, Pluralism, and Tolerance)

List of Recommended Lower-Division Courses:

ART 101 Understanding Contemporary Media
ART 111 The Artist Experience

ARH 101 Global Masterpieces: Monuments in Context

BA 101 Introduction to Business

HUM 101 Introduction to the Humanities I
HUM 102 Introduction to the Humanities II
HUM 103 Introduction to the Humanities III

WR 121 College Composition 1
and **WR 122** College Composition II
or **WR 123** College Composition III

ANTH 161 World Cultures

AAD 250 Art & Human Values
and **AAD 251** Art & Visual Literacy
or **AAD 252** Art & Gender

PPPM 201 Introduction to Planning, Public Policy and Management
PPPM 202 Healthy Communities
PPPM 280 Introduction to the Nonprofit Sector

PS 201 United States Politics
PS 203 State and Local Government

SOC 207 Social Inequality

Required: Three General Education Science courses (min. 15 credits) selected from these or other appropriate courses: *two of the courses must have the same prefix (e.g., CIS, HPHY, ASTR, MATH, PHYS, or ANTH). The following courses may appeal to arts management majors:*

CIS 105 Exploration in Computing
CIS 110 Fluency with Information Technology
CIS 111 Web Programming
GEOG 141 The Natural Environment
MATH 105 University Mathematics I
MATH 106 University Mathematics II
MATH 107 University Mathematics III
PHYS 152 Physics of Sound and Music
PHYS 153 Physics of Light, Color, and Vision
PHYS 155 Physics Behind the Internet
ANTH 170 Introduction to Human Origins
ANTH 173 Evolution of Human Sexuality
HPHY 101 Exercise as Medicine
HPHY 102 Exercise and Wellness across the Lifespan
HPHY 103 Exercise and Performance

Required (for the B.A.): 27 credits (two years) of a foreign language

First and second year completion French, Italian, Spanish, Portuguese, Russian, German, Finnish, Norwegian, Swedish, Chinese, Japanese, or Korean.
Additional options for completing this requirement exist; see UO B.A. requirements.

Required (for the B.S.): 12 credits in mathematics or computer and information science courses

At least 12 credits in mathematics or computer and information science, or a combination of the two, are required for the B.S. degree. See UO B.S. requirements for options.

Required: 12 credits by completing one of the following (these may be completed as lower-division or upper-division courses). Other similar groups of courses may be selected with adviser approval.

MUS 267 Survey of Music History I
MUS 268 Survey of Music History II
MUS 269 Survey of Music History III

ARH 204 History of Western Art I
ARH 205 History of Western Art II
ARH 206 History of Western Art III

ARH 207 History of Indian Art
ARH 208 History of Chinese Art
ARH 209 History of Japanese Art

TA 367 History of the Theater I
TA 368 History of the Theater II
TA 369 History of the Theater III

FLR 411 Folklore and Religion
FLR 412 Folklore of Subcultures
FLR 413 Folk Art and Material Culture

DAN 251 Looking at Dance
DAN 453 Ballet from the Courts to Balanchine
DAN 454 Evolution of Modern Dance

Required: 16 credits by completing a group of creative practice, arts, or humanities courses in a cluster such as *visual arts, performing arts, or humanities*. This group of courses may be selected from art, digital arts, history of art and architecture, historic preservation, acting, dance, music performance, creative writing, history, anthropology, or other similar groups of courses (these may be completed as lower-division or upper-division courses). This group of courses (minimum 16 credits) must be approved by the Arts Management program academic adviser.

The Arts Management academic adviser will maintain a list of pre-approved courses including, but not limited to the following prefixes: ART, ARTC, ARTD, ARTF, ARTM, ARTO, ARTP, ARTS, ARH, AAAP, PD, MUP, MUJ, DAN, CRWR, TA, ANTH, HIST, HUM.

In addition to requiring 16 credits of specialization courses in an arts or humanities field, all students will be strongly encouraged to complete their undergraduate studies in Arts Management as either a concurrent/dual major or in a major/minor configuration.

Required: 32 credits of upper-division Arts Management courses

AAD 301 Understanding Arts and Creative Sector (4 cr)
AAD 312 Arts Management (4 cr)
AAD 315 Funding the Arts (4 cr)
AAD 420 Event Management (4 cr)
AAD 422 Cultural Programming (4 cr)
PPPM 422 Grant Writing (1 cr)
PPPM 481 Fundraising for Nonprofits (4 cr)
AAD 409 Practicum (minimum 3 credits)
and either AAD 475 Performing Arts Industry (4 cr)
or AAD 427 Planning Interpretive Exhibits (4 cr)
or AAD 455 Community Cultural Development (4 cr)

Optional Minor: Additional Curricular Requirements for the PPPM minor in Nonprofit Administration

Take four additional courses (16 credits):

PPPM 480 Nonprofit Management (4 cr)
PPPM 484 Public and Nonprofit Financial Management (4 cr)
And select two PPPM elective courses (8 credits total)

The minor requires 25 credits total. Three of the required course courses are also requirements for the BA in Arts Management:

PPPM 280 (4 cr) Introduction to the Nonprofit Sector
PPPM 422 (1 cr) Grant Writing
PPPM 481 (4 cr) Fundraising for Nonprofits

AAD majors who wish to also complete the nonprofit minor are allowed 9 credits of overlapping coursework and can complete the nonprofit minor by completing 16 credits (8 credits for the Nonprofit Administration minor core and 8 credits for PPPM minor electives).

Coursework Group	List of Required or Elective Courses for the Arts Management Major	Status of Each Course in the Approved UO Curriculum
Required Courses for Arts Management Majors	AAD 301 Understanding Arts and Creative Sectors	New approved course
	AAD 312 Arts Management	Existing course
	AAD 315 Funding the Arts	Existing course
	AAD 420 Event Management	Existing 400/500-level course
	AAD 422 Cultural Programming	Existing 400/500-level course (now regularized)
	PPPM 422 Grant Writing	Existing course
	PPPM 481 Fundraising for Nonprofits	Existing course
	AAD 475 Performing Arts Industry	Existing 400/500-level course, currently being "regularized"
	AAD 427 Planning Interpretive Exhibits	Existing 400/500-level course, to be submitted for "regularization" by fall 2015
	AAD 455 Community Cultural Development	Existing 400/500-level course
AAD 409 Practicum	Existing and robust AAD practicum: structure	
Elective Courses for Arts Management Majors	Arts Entrepreneurship Cluster	
	AAD 434 Arts Entrepreneurship (4 cr)	Existing course
	AAA 408 Individual Brand Strategy (1 cr)	Existing workshop
	AAA 408 Creative Entrepreneur (2 cr)	Existing workshop
	AAA 408 Career Exploration (1 cr)	Existing workshop
	AAD 435 Arts Business Development (4 cr)	Existing course
	Other Recommended Undergraduate AAD Elective Courses	
	AAD 199 Freshman Seminar (4 cr)	Various AAD freshman seminars and FIGs are instructed annually
	AAD 250 Art & Human Values (4 cr)	Existing course, in-class and online
	AAD 251 Art & Visual Literacy (4 cr)	Existing course, in-class and online
	AAD 252 Art & Gender (4 cr)	Existing course, in-class and online
	AAD 425 Ethics in Arts & Museums	Existing 400/500-level course (being regularized)
	AAD 429 Museum Education	Existing 400/500-level course
	AAD 430 Youth Arts Curriculum & Methods	Existing 400/500-level course
	AAD 431 Integrated Arts Across the Curriculum	New 4/510 course, to be regularized
AAD 471 Performing Arts Management	Undergraduate-only section of existing 400/500-level course	
Undergraduate Arts Management majors and minors may also be granted adviser and instructor permission to take other existing 400/500-level Arts and Administration Program courses, such as:		
4/510 Arts in Healthcare Management		
4/510 Community Arts Management		
4/510 The Cultural Museum		
4/510 Museum Theory		