

# **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 and participants 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 studies 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.

Learning outcomes for the B.A./B.S. in Arts Management are aligned with the Undergraduate Standards published by the leading professional association in our academic field, the Association of Arts Administration Educators (AAAE). The AAAE Undergraduate Standards are as follows:

- The nature of the creative process; how art and the artist function in society
- The economic, political and social environment for the arts
- The local arenas in which arts organizations exist
- The arts' impact capacities within an international environment
- The importance and potential of technology
- The impact of demographic diversity and multiculturalism
- The ethical issues confronting arts managers

The AAEE Undergraduate Standards suggest that, upon completing an undergraduate degree, students should possess foundational knowledge for arts administration in the following areas:

- Basic business skills: Accounting, financial management, organizational theory and practice
- The financial and legal needs and realities of arts organizations
- The production and presentation of art
- Marketing strategies and outreach programming for the arts
- Resource development for the arts

At the University of Oregon, 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 2.0 may declare the Arts Management major at any time through a departmental process involving the Arts and Administration Program's Associate Director for Undergraduate Studies' 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**

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**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 (minimum 36 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 select ONE of the following courses:**

**AAD 471** Performing Arts Management (4 cr)

**AAD 475** Performing Arts Industry (4 cr)

**AAD 427** Planning Interpretive Exhibits (4 cr)

**AAD 451** Community Cultural Development (4 cr)

**and select ONE AAD elective 4-credit course** (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)  
**ART 101** (Arts and Letters)  
**ANTH 161** (Social Science / International Cultures)  
**PS 201** and **PS 203** (Social Science)  
**SOC 207** (Identity, Pluralism, and Tolerance)

### Full List of Recommended Lower-Division Courses for Students Pursuing the B.A./B.S. Degree:

**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

**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

*All required courses listed below must be completed,  
with no "double-dipping" permitted between categories.*

**Required writing courses:**

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

**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

**Multicultural Requirements (8 credits)**

Students must complete one course in two of the following categories: American Cultures; Identity, Pluralism, and Tolerance; International Cultures.

**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 – in addition to the credits taken to fulfill the requirement for three general education science courses – 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.**

Students and their academic advisers should note that there is a university limitation of music performance and dance activity credits for the BA/BS degree in Arts Management. Dance activity credits and performance in music (MUP) credits can total no more than 24 credits total, with not more than 12 in any one area.

**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. In these configurations, a maximum of eight (8) credits can “double-dip” across degree requirements.**

**Required: 36 credits of Arts Management courses (of which 32 credits are upper-division 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 select ONE of the following courses:**  
**AAD 471** Performing Arts Management (4 cr)  
**AAD 475** Performing Arts Industry (4 cr)  
**AAD 427** Planning Interpretive Exhibits (4 cr)  
**AAD 451** Community Cultural Development (4 cr)  
**and select ONE AAD elective 4-credit course** (4 cr)

### **Recommended Minor: Additional Curricular Requirements for the PPPM minor in Nonprofit Administration**

Students interested in completing the PPPM minor in Nonprofit Administration need to take additional required and elective courses that do not “count” toward the completion of the arts management major. A maximum of eight (8) credits can “double-dip” across degree requirements.

The concurrent Nonprofit Administration minor for Arts Management majors requires 25 credits. To complete this minor, AAD majors should take the following courses:

**PPPM 422** (1 cr) Grant Writing (required for AAD majors)  
**PPPM 481** (4 cr) Fundraising for Nonprofits (required for AAD majors)  
**PPPM 280** (4 cr) Introduction to the Nonprofit Sector (recommended for AAD majors)  
**PPPM 480** (4 cr) Nonprofit Management (4 cr)  
**PPPM 484** (4 cr) Public and Nonprofit Financial Management (4 cr)  
**And select two PPPM elective courses** (8 credits total)

Coursework Group	List of Required or Elective Courses for the Arts Management Major	Status of Each Course in the Approved UO Curriculum
<b>Required Courses for Arts Management Majors</b>	<p><b>AAD 301</b> Understanding Arts and Creative Sectors</p> <p><b>AAD 312</b> Arts Management</p> <p><b>AAD 315</b> Funding the Arts</p> <p><b>AAD 420</b> Event Management</p> <p><b>AAD 422</b> Cultural Programming</p> <p><b>PPPM 422</b> Grant Writing</p> <p><b>PPPM 481</b> Fundraising for Nonprofits</p> <p><b>AAD 471</b> Performing Arts Management</p> <p><b>AAD 475</b> Performing Arts Industry</p> <p><b>AAD 427</b> Planning Interpretive Exhibits</p> <p><b>AAD 451</b> Community Cultural Development</p> <p><b>AAD 409</b> Practicum</p>	<p>Existing course, offered in class and online</p> <p>Existing course, offered in class and online</p> <p>Existing course, offered in class and online</p> <p>Existing 400/500-level course</p> <p>Existing 400/500-level course</p> <p>Existing course</p> <p>Existing course</p> <p>Undergraduate-only section of an existing 400/500-level course</p> <p>Existing 400/500-level course in the final stage of "regularization"</p> <p>Existing 400/500-level course, to be submitted for "regularization" in winter 2016</p> <p>Existing 400/500-level course</p> <p>Existing and robust AAD practicum structure</p>
<b>Elective Courses for Arts Management Majors</b>	<p><b>Arts Entrepreneurship Course Cluster</b></p> <p><b>AAD 434</b> The Artist Entrepreneur (4 cr)</p> <p><b>AAA 408</b> Individual Brand Strategy (1 cr)</p> <p><b>AAA 408</b> Creative Entrepreneur (2 cr)</p> <p><b>AAA 408</b> Career Exploration (1 cr)</p> <p><b>AAD 435</b> Arts Business Development (4 cr)</p> <p><b>Arts Education Course Cluster</b></p> <p><b>AAD 430</b> Youth Arts Curriculum &amp; Methods</p> <p><b>AAD 431</b> Integrated Arts Across the Curriculum</p> <p><b>Other Recommended Undergraduate AAD Elective Courses</b></p> <p><b>AAD 199</b> First-Year Seminar (4 cr)</p> <p><b>AAD 250</b> Art &amp; Human Values (4 cr)</p> <p><b>AAD 251</b> Art &amp; Visual Literacy (4 cr)</p> <p><b>AAD 252</b> Art &amp; Gender (4 cr)</p> <p><b>AAD 429</b> Museum Education</p> <p><b>AAD 425</b> Ethics in Arts &amp; Museums</p> <p><b>AAD 430</b> Youth Arts Curriculum &amp; Methods</p> <p>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:</p> <p>4/510 Arts in Healthcare Management</p> <p>4/510 Community Arts Management</p> <p>4/510 The Cultural Museum</p> <p>4/510 Museum Theory</p>	<p>Existing course</p> <p>Existing workshop</p> <p>Existing workshop</p> <p>Existing workshop</p> <p>Existing course</p> <p>Existing course</p> <p>New course, to be submitted for "regularization" in 2015-2016</p> <p>Various AAD first-year seminars and FIGs are instructed annually</p> <p>Existing course, in-class and online</p> <p>Existing course, in-class and online</p> <p>Existing course, in-class and online</p> <p>Existing 400/500-level course</p> <p>Existing 400/500-level course</p> <p>Existing 400/500-level course</p>

