

#### **College of Arts and Sciences**

Arts Administration, Education and Policy

2<sup>nd</sup> Floor Sullivant Hall 1813 N. High Street Columbus, OH 43210

614-292-7183 Phone 614-688-4483 Fax

arted.osu.edu

November 14, 2017

Dear Bernadette,

After a full-year of study, the Department of Arts Administration, Education and Policy (AAEP) is pleased to propose changes to the current arts management major program plan. The major is new as of 2012, and now that a few cohorts have graduated we revisited our original goals and objectives in order to refresh content and develop thematic areas of concentration. In consultation with AAEP faculty, we have redesigned our curricular offerings to better reflect trends in the field, to respond to student needs, and to provide more direct career-focused opportunities for arts management majors. As the major continues to grow, we also seek ways to better understand how students prepare for the major by identifying curricular needs for successful progress in the program. We believe the changes we have proposed will assist us in developing career ready arts managers.

Sincerely,

Show & Savey

Dr. Shari L. Savage

Associate Professor, Undergraduate Education, Teaching & Assessment Chair

#### Program Change: Arts Management Major (BA)

The Department of Arts Administration, Education & Policy's (AAEP) Arts Management (AM) major is a fairly new major (2012) and was under department curricular review during the 2016-2017 academic year. The AAEP Undergraduate Education committee chose to study, update, and refine the curricular scope and sequence now that a few cohorts have matriculated and graduated. Our recommendations are based on faculty expertise, student and advising feedback, AM graduate surveys, and curricular freshening—all of which guide the changes we request. Included in this proposal, an updated curriculum map; letters of concurrence; previous and updated advising sheets that reflect curricular changes and additions; a newly designed AM sample four-year plan; and a new syllabus for an introduction to the major course offering titled **ARTEDU 2100** *Introduction to Arts Management* created for those interested in exploring arts management careers. **ARTEDU 2100** will be required for those entering the major, and will be taught by members of AM faculty. Program changes will go into effect Fall 2018, if possible, for those declaring the major Spring 18 and beyond.

Arts Management has grown rapidly since its inception, from 0 to 80 majors. AAEP is struggling with enrollment expansion, and while we have been able to hire faculty to support the expansion, we also see a need to limit or selectively recruit rather than continue with open declarations of the major. In addition, we seek to clarify areas and themes that will help arts management majors create curricular plans for themselves that best serve identified arts interests. By modifying our advisement materials, students can view content menus that allow for deeper engagements or broad ranges of courses. No increase in credit hours has been made to the Arts Management major. Suggested program changes <u>do not</u> impact the Arts Entrepreneurship minor.

1). We created a new course to both recruit and identify strong candidates looking to major in Arts Management. Currently anyone can declare the major if they have a 2.00 GPA. This new required course, **ARTEDU 2100** *Introduction to Art Management* (3 credit hours), will be offered each academic year and taught by Arts Management faculty or AAEP PhD Candidates from the Arts Policy & Administration graduate program. Arts advising will encourage students to enroll before declaring the major, during their first or second year. An evaluative assessment form will be written for all students who enroll and wish to declare the major. The assigned course instructor will describe student performance, achievement, and potential based on the stated goals of the course and the student's ability to meet those goals (Criteria and rubric attached). This course would then become our designated Success-Marker course, replacing current designee **ACCMISS 2000**.

2). Change C5&E 1100 Intro to Computer Technology to CS&E 1111 Introduction to Computer-Assisted Problem Solving to better serve student needs.

3). Due to the addition of **ARTEDU 2100** as a requirement, students will now select either **ARTEDU 3680** or **ARTEDU 3681**, instead of requiring both as pre-req's to the upper level or advanced major courses.

4) We changed the names of ARTEDU 3680 and ARTEDU 3681 to better reflect their profit or non-profit foci, as students are generally interested in one track over another (already approved).

#### Former titles:

**ARTEDU 3680** *Exploring the Creative Sector: Arts Issues in the 21st Century* **ARTEDU 3681** *Managing Arts Organizations: Balancing Continuity & Change* 

New titles:

**ARTEDU 3680** Exploring Creative Industry: Arts Issues in the 21st Century ARTEDU 3681 Managing Non-profit Arts Organizations: Balancing Continuity & Change

5) ARTEDU 5683 Developing Arts Careers: Positioning Passion will become a required capstone course. The course already serves as a career readiness course, which most arts management students take, but we want to make it required and advise students to take it during their final year of study.

6). Our assessment plan will not change, as we will use the same learning objectives originally submitted in 2012. TracDat is used to report, quantify and analyze applied learning experiences (4191 Internship or 4998 Undergraduate Research). As originally planned when the AM major was proposed and approved in 2012, applied learning rubrics and intern supervisor evaluation forms will continue to be required for data collection.

**Respectfully submitted,** 

Shari L. Savage Associate Professor Undergraduate Education, Teaching & Assessment Chair The Department of Arts Administration, Education & Policy (AAEP)

## The Ohio State University & College of Arts & Sciences Department of Arts Administration, Education & Policy 1813 High Street—Sullivant Hall, second floor Columbus, Ohio 43210 614-292-7183

The Arts Management major requires a minimum of 36 credit hours offered through courses in the Department of Arts Administration, Education & Policy (AAEP); Management; Finance and Accounting. Through the arts management major, students will understand the issues, problems, and policy interventions impacting the contemporary arts and cultural industries; develop business and managerial skills for professional decision making in arts and cultural organizations; and practice creative and critical thinking, opportunity recognition, and innovation in various arts and cultural environments.

Students will also learn and understand the professional role and responsibilities of successful creative individuals in contemporary society through applied learning opportunities.

Students take the following courses:

Pre-requisites: Four (4) courses/12 credit hours ECON 2001 Principles of Economics BUSMHR 2500 Entrepreneurship MATH 1130 College Algebra for Business CS&E 1111 Introduction to Computer-Assisted Problem Solving

## **CORE COURSE5:**

Business: Three (3) courses/9 credit hours ACCTMIS 2000 Foundations of Accounting (prereqs: MATH 1130; ECON 2001 and CS&E 1111 or equivalent) BUSFIN 3120 Foundations of Finance (prereqs: ACCTMIS 2000; MATH 1130 or equivalent; ECON 2001: C5&E 1111 or equivalent).

BUSMHR 3510 Innovation & Entrepreneurship

**INTRODUCTION TO THE MAJOR: 3 credit hours** 

**ARTEDU 2100** Introduction to Arts Management

Arts Policy & Management: select one (1) course/3 credits (Prereq: 2100)

**ARTEDU 3680** Exploring the Creative Industry: Arts Issues in the 21<sup>st</sup> Century

#### or

ARTEDU 3681 Managing Non-profit Arts Organizations: Balancing Continuity & Change ADVANCED COURSES: Six (6) Courses/18 credit hours-5683 required (prereq: ARTEDU 2100; & 3680 or 3681)

# Cultural Policy/industry Trends

5686 Cultural Program Design, Implementation & Evaluation 5670 Public Policy Issues & the Arts 5673 Issues Across the Arts 5674 Creative Sector & Creative Cities

### Management/Leadership:

5682 Non-Profit Arts Institutions, Governance & Board Leadership 5671 Organizational Leadership in the Arts 5685 Arts & Cultural Organizations: Resource Management & Revenue Streams 5672 Managing Cultural Policy Change

## Marketing/Branding/Partnerships

5684 Arts Participation, Cultural Literacy & Audience Development S675 International Cultural Relations 5676 Arts Advocacy & Interest Groups

## Capstone/Careers (required seniors) 5683 Developing Arts Careers

## APPLIED LEARNING:

One (1) course/3 credit hours (option chosen with permission of instructor)

ARTEDU 4998 or 4998H Undergraduate scholarship: Research and Creative Activity (Undergraduate Research Office) ARTEDU 4191 Internship (Applied Learning and work experiences in arts management sites)

The Arts Management major program guidelines: Credit hours required: A minimum of 36 Grades required:

- Minimum C- for a course to be counted on the major
- Minimum 2.00 GPA cumulative required for the major

Any changes or substitutions\* to the major must be approved by major advisor. \* Some courses outside major can be taken (i.e., planning, policy, or other relevant course work). **Contact:** 

Arts Advising: Ed Quinn <u>quinn.142@osu.edu</u> UG Chair: Dr. Shari Savage <u>savage.12@osu.edu</u>



The Ohio State University College of Arts and Sciences Bachelor of Arts in Arts Management (Autumn 2012)

## Department of Art Education 1961 Tuttle Park Place, Rm.112C Columbus, OH 43210 614-292-7183

The Bachelor of Arts in Arts Management major requires a minimum of 36 credit hours of course work offered through courses offered in the departments of Art Education, Management, Finance, Accounting, and administered by the Department of Art Education.

Through the Arts Management major, students will understand the issues, problems and policy interventions impacting the contemporary arts and cultural industries, develop business and managerial skills for professional decision making in arts and cultural organizations, and practice creative and critical thinking, opportunity recognition and innovation in various arts and cultural environments. Students will understand the professional role and responsibilities of successful creative individuals in contemporary society.

#### Students take the following courses:

Pre-requisites: Four (4) courses/12 Credit HoursECON2001 Principles of MicroeconomicsBUSMHR 2500 EntrepreneurshipMATH1130 Mathematical Analysis for Business ICS&E1110 Introduction to Computing Technology

#### **CORE COURSES**

Business: Three (3) courses/9 Credit Hours ACCTMIS 2000 Foundations of Accounting (prereqs MATH 1130; ECON 2001 and CS&E 1110 or equivalents) BUSFIN 3120 Foundations of Finance (prereqs: ACCTMIS 2000, MATH 1130 or equiv; ECON 2001, CS&E 1110 or equivs) BUSMHR 3510 New Venture Creation (prereqs: BUSMHR 2500)

Arts Policy & Management: Two (2) courses/6 Credit Hours (Prereq: Jr. Standing or Instructor Permission) ARTEDU 3680 Exploring the Creative Sector: Art Issues in the

21<sup>st</sup> Century ARTEDU 3681 Managing Arts Organizations: Balancing

Continuity & Change

#### ADVANCED COURSES

Arts Policy & Management: Six (6) courses/18 Credit Hours (Prereq: ARTEDU 3680, 3681)

ARTEDU 5682 Nonprofit Arts Institutions, Governance and **Board Leadership** ARTEDU 5683 Developing Arts Careers: Positioning Passion ARTEDU 5684 Arts Participation, Cultural Literacy, and Audience Development ARTEDU 5685 Arts & Cultural Organizations: Resource Management & Revenue Streams ARTEDU 5686 Cultural Program Design, Implementation, and Evaluation ARTEDU 5670 Public Policy Issues and the Arts ARTEDU 5671 Organizational Leadership in Nonprofit Arts ARTEDU 5672 Managing Cultural Policy Change ARTEDU 5673 Issues across the Arts ARTEDU 5674 Creative Sector and Creative Cities ARTEDU 5675 International Cultural Relations ARTEDU 5676 Arts Advocacy & Interest Groups

#### **Applied Learning:**

One (1) Course/3 Credit Hours (Option Chosen with Permission of Instructor)

ARTEDU 4998 or 4998H Undergraduate Scholarship: Research and Creative Activity In Art Education [APA Faculty/Undergraduate Research Office] ARTEDU 4786: Arts Policy & Administration Mentorship [APA Faculty/Columbus Partners]

### The Arts Management major program guidelines:

Credit hours required: A minimum of 36 Transfer credit hours allowed: A maximum of 9 No overlap with the GE Permitted No courses may count on both the major and on the minor. Grades required

- Minimum C- for a course to be counted on the major.
- Minimum 2.00 cumulative point-hour ratio required for the major.
- Course work graded Pass/Non-Pass cannot count on the major.

Approval required: No, The major program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the major: Any changes to the requirements must be approved by the Steering Committee in the Arts Policy and Administration program.

## ARTS MANAGEMENT SAMPLE PLAN



MATH 1130 College Algebra for Business* (GE Math and Logical)4Foreign Language 11013GE Natural Science 1 (Biological)3GE English 11103College Survey 11003Year Two/FallYearIntro to Arts Management 2100*3Foreign Language 11033BUSMHR 2500 Foundations of Entrepreneurship* (GE Open Option)3GE Data Analysis3Div Accounting*3Year Three/FallYear	ar One/Spring Foreign Language 1102 GE Historical Study w/Global Studies GE Natural Science 2 (Physical) GE Visual and Performing Arts
GE Natural Science 1 (Biological)3GE English 11103College Survey 11003AssAssYear Two/FallYeaIntro to Arts Management 2100*3Foreign Language 11033BUSMHR 2500 Foundations of3Entrepreneurship* (GE Open Option)Entrepreneurship* (GE Open Option)GE Data Analysis3Accounting*Year Three/FallYear Three/FallYeaGE Social Science (not from Human,4	GE Natural Science 2 (Physical) GE Visual and Performing Arts
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Div   ACCMIS 2000 Foundations of   Accounting*   Year Three/Fall   GE Social Science (not from Human,	trepreurership*
Accounting*Year Three/FallYeaGE Social Science (not from Human,4	GE 2367 Second-level writing w/Social versity
GE Social Science (not from Human, 4	Elective
	ar Three/Spring
group)	GE Natural Science 3 (w/Lab, Biololgical Physical)
Elective 3	Advanced Arts Management
	GE Literature w/Global Studies
	Advanced Arts Management
BUSFIN 3120 Foundations of Finance* 3	Elective
Year Four/Fall Yea	ar Four/Spring
	5683 Developing Arts Careers (required)
	Elective
Advanced Arts Management 3	Advanced Arts Management
4191 Applied Learning 3	Advanced Arts Management
Elective 2 E	lective

BLUE= Arts Management CORE GREEN=GE course work Electives or Minor (or second Major) = 121 Totai Credits

\* Pre-requisites

SAMPLE PLAN: This sample plan is a suggestion only, student may chose a different trajectory. Electives can be used to pursue a minor. Some GE courses may be fulfilled by Arts Management course pre-requisites. Language Proficiency varies in credit hours from 0-12 hours depending on placement testing or transfer credits.

> Arts Advisor| Ed Quinn <u>quinn.142@osu.edu</u> Undergraduate Education Chair| Dr. Shari L. Savage <u>savage.12@osu.edu</u>

## INSTRUCTOR ASSESSMENT OF STUDENT **ARTEDU 2100 Introduction to Arts Management**

Student Name\_\_\_\_\_

Directions: This evaluative assessment considers student performance, achievement, and potential for success in the arts management major.

1). Ability to articulate clear and substantive ideas in writing about the role of the arts manager in the creative economy.

1	2	3	4	5
poor	below average	average	above average	excellent

2). Ability to articulate clear and substantive ideas orally about the role of the arts manager in the creative economy. -

1	2	3	4	5
poor	below average	average	above average	excellent

3). Engages in active dialogue and participation in this classroom context.

	1 poor	2 below average	3 average	4 above average	5 excellent	
4). D	emonstra	ites ability to work a	s part of team	to produce and prese	nt a group project.	
	1	2	3	4	5	
	poor	below average	average	above average	excellent	
	bility to p or topic.		-based research	n paper that successfu	illy analyzes an arts r	nanagement

1	2	3	4	5
poor	below average	average	above average	excellent

Comments: (may include remarks pertaining to above items, additional information, or suggestions for improvement).

Instructor name\_\_\_\_\_\_Semester/Year\_\_\_\_\_

## ARTS MANAGEMENT CURRICULUM MAP

ARTS MANAGEMENT	Program Learning Goals			
	Goal #1 Students identify the	Goal #2 Students analyze	Goal #3	Goal #4 Students practice the
Required Courses (offered by the unit)	issues, problems and policy interventions impacting contemporary arts and cultural sector	the purpose, function, and professional decision making in the arts and cultural	Students understand the professional role and responsibilities of the artist and the cultural worker in society	principles of entrepreneurship as applied to the arts
ADVANCED LEVEL (18 credits).We offer 11 possible courses.				
Course I	Advanced		· · · · · · · · · · · · · · · · · · ·	
Course 2	Advanced			
Course 3	Auvanced	Advanced		
Course 4		Advanced		
Course 5		Turaneed	Advanced	
Course 6 or elective in related area			Advanced	
Required CORE Courses (offered inside of the unit)				
2100 Intro to AM			Beginning	
3680 or 3681	Beginning			
5683 Capstone				Advanced
Applied learning/ Research 4191/4998				Intermediate/Advanced
Categories, of Courses (may be offered inside or outside of unit)				
Pre- RequisitesBusiness (12 credits)				
ECON 2001		Beginning		
BUSMHR 2500		Beginning		
MATH 1130 (or higher)	Beginning			
CS&E 1111	Beginning			

## ARTS MANAGEMENT CURRICULUM MAP

BUSINESS CORE COURSES			
(9 credits)			
ACCTMIS 2000	Intermediate		
BUSFIN 3120	Intermediate		
BUSMHR 3510		Intermediate	
General Education			
courses			

From:	Shank, Barry
To:	Pace, Lauren K.; Compstudies
Cc:	Hom, David
Subject:	Re: Seeking Course Concurrence
Date:	Friday, August 4, 2017 1:29:11 PM
Attachments:	image001.png

Hi Lauren,

I have forwarded this to David Horn (cc'd here), chair of our undergraduate studies committee. He or I will be back in touch after that committee has had a chance to review this.

Yours,

Barry

From: "Pace, Lauren K." <pace.162@osu.edu> Date: Friday, August 4, 2017 at 11:42 AM To: "Shank, Barry" <shank.46@osu.edu>, Compstudies <compstudies@osu.edu> Subject: Seeking Course Concurrence

Hello Dr. Shank,

We are seeking concurrence for a new course being proposed by Arts Administration, Education and Policy called ARTEDUC 2100: Supercreatives Run the World. Please see the attached syllabus for reference.

Thank you for your consideration.

If I should direct this email to someone else, please let me know.

Thank you, Lauren



Lauren Pace, MA Academic Program Coordinator Arts Administration, Education and Policy 231 Sullivant Hall 1813 North High Street Columbus, OH 43210 Subject: RE: Formal email for Supercreatives Run the World, please

Date: Wednesday, April 12, 2017 at 2:55:43 PM Eastern Daylight Time

From: Kleit, Rachel G.

To: Goldberg-Miller, Shoshanah B.

CC: Savage, Shari, Griffin, Holly

I concur with the class and would like to create a cross-list with it in City and Regional Planning.



Rachel Garahick Kleit, PhD Professor Head Knowiton School of Architecture City and Regional Planning Section 200F Knowlton Hall, 275 West Woodruff Avenue, Columbus, OH 43210 614-292-5427 Office / 206-356-2732 Mobile / 614-292-7106 Fax kleit.1@osu.edu knowlton.osu.edu/ocopie/kleit

Follow me on Twitter: @rechelkielt #planfor #buckeyeplanning Like <u>OSU City and Regional Planning Alumni</u> on Facebook Join <u>OSU City and Regional Planning Network</u> on Linkedin BSRP blog: <u>u.osu.edu/jolanfor</u>

From: Goldberg-Miller, Shoshanah B. Sent: Tuesday, April 11, 2017 3:52 PM To: Kleit, Rachel G. <kleit.1@osu.edu> Cc: Savage, Sharl <savage.12@osu.edu>; Griffin, Holly <griffin.235@osu.edu> Subject: Formal email for Supercreatives Run the World, please Importance: High

Dear Rachael,

Thank you so much for your interest in the new course I created, "Supercreatives Run the World."

In the interests of formality, may I please ask you to reply to this email with a note stating that not only do you express concurrence for this class, but that you would like to cross list it with CRP?

Shari will take this formal email, together with some other materials, to obtain permission for this new class from the College of Arts and Sciences. After this has been done, we will proceed with the details of getting the class cross listed.

Apologies for the hassle; I know you understand these formalities.

Many thanks,

Shoshanah

From:	<u>Kleit. Rachel G.</u>
To:	Pace, Lauren K.
Subject:	Re: Seeking Course Concurrence
Date:	Friday, August 4, 2017 4:27:34 PM
Attachments:	image001.png

Looks great. I concur.

Rachet Garshick Kleit, PhD Professor and Section Head City and Regional Planning Knowlton School of Architecture Office: 614 292 5427 Mobile 206 356 2732 http://knowlton.osu.edu/people/kleit #iplanfor Sent from my iPad

On Aug 4, 2017, at 11:42 AM, Pace, Lauren K. pace.162@osu.edu> wrote:

Hello Dr. Kleit,

We are seeking concurrence for a new course being proposed by Arts Administration, Education and Policy called ARTEDUC 2100: Supercreatives Run the World. Please see the attached syllabus for reference.

Thank you for your consideration.

If I should direct this email to someone else, please let me know.

Thank you, Lauren

<image001.png> Lauren Pace, MA Academic Program Coordinator Arts Administration, Education and Policy 231 Sullivant Hall 1813 North High Street Columbus, OH 43210 (614) 292-4123 Office pace.162@osu.edu

<ARTEDUC 2100 Syllabus.pdf>

From:	Pace, Lauren K.
To:	Chen, Jian; Sexuality Studies
Subject:	Seeking Course Concurrence
Date:	Friday, August 4, 2017 11:42:00 AM
Attachments:	ARTEDUC 2100 Syllabus.pdf
	image001.png

Hello Dr. Chen,

We are seeking concurrence for a new course being proposed by Arts Administration, Education and Policy called ARTEDUC 2100: Supercreatives Run the World. Please see the attached syllabus for reference.

Thank you for your consideration.

If I should direct this email to someone else, please let me know.

Thank you, Lauren



Lauren Pace, MA Academic Program Coordinator Arts Administration, Education and Policy 231 Sullivant Hall 1813 North High Street Columbus, OH 43210 (614) 292-4123 Office pace.162@osu.edu

### Pace, Lauren K.

From: Sent: To: Subject: Attachments: Pace, Lauren K. Friday, October 20, 2017 2:41 PM Beecher, Mary A. Seeking Course Concurrence Goldberg-Miller.Introduction-to-Arts-Management-Syllabus.pdf

Dear Dr. Beecher,

We are seeking concurrence for a new course being proposed by Arts Administration, Education and Policy called ARTEDUC 2100: Introduction to Arts Management. Please see the attached syllabus for reference.

1

Thank you for your consideration.

If I should direct this email to someone else, please let me know.

Thank you, Lauren

THE OHIO STATE UNIVERSITY

Lauren Pace, MA Academic Program Coordinator Arts Administration, Education and Policy 231 Sullivant Hall 1813 North High Street Columbus, OH 43210 (614) 292-4123 Office pace.162@osu.edu

## Pace, Lauren K.

From: Sent: To: Subject: Attachments: Pace, Lauren K. Friday, October 20, 2017 2:43 PM Mercil, Michael Seeking Course Concurrence Goldberg-Miller.Introduction-to-Arts-Management-Syllabus.pdf

Dear Dr. Mercil,

We are seeking concurrence for a new course being proposed by Arts Administration, Education and Policy called ARTEDUC 2100: Introduction to Arts Management. Please see the attached syllabus for reference.

Thank you for your consideration.

If I should direct this email to someone else, please let me know.

Thank you, Lauren

THE OHIO STATE UNIVERSITY

Lauren Pace, MA Academic Program Coordinator Arts Administration, Education and Policy 231 Sullivant Hall 1813 North High Street Columbus, OH 43210 (614) 292-4123 Office pace.162@osu.edu