FACULTY CURRICULUM COMMITTEE MINOR FORM

Contact Name: Scott Shanklin-Peterson Email: Petersons@coc.edu Phone: 953-8241

Department or Program Name: Arts Management Name and Acronym of Minor: ARTM

Date (Semester/Year) new minor first available to students or change will take effect: Fall 2012

I. CATEGORY OF REVIEW (Check all that apply)

☐ New (attach details) Total # of hours:

☐ Terminate Minor (if checked, skip sections III, IV, and VIII below)

☒ Change Request (attach details; if checked, skip sections below that do not apply)

☒ Add existing course or courses to requirements or electives

☒ Add new course(s) to requirements or electives (complete and attach COURSE FORM for each)

☐ Delete courses from requirements or electives

☐ Interdisciplinary (attach evidence of compliance with guidelines and acknowledgement from relevant departments. Guidelines can be found: http://currcomm.cofc.edu/guidelines-interdisc/index.php)

II. DESCRIPTION OF MINOR: If change of minor, please list the specific changes here.

The Arts Management Program is an interdisciplinary program between the School of the Arts and the School of Business. The minor currently requires 33 hours for students not majoring in programs within the School of the Arts or School of Business, where most minors usually require approximately 18 hours. School of the Arts majors are required to complete 21 hours and School of Business majors are required to complete 18 hours.

The Arts Management Program is proposing the requirement for hours completed and courses required be changed to 18 hours for School of the Arts majors, remain at the currently required 18 hours for School of Business majors and be reduced to 21 hours for students majoring in other areas. The minor requirement of 33 hours for students from other schools is one of the highest requirements for a minor at CofC and almost equals a major. The Arts Management faculty is confident that the new listing of required courses in all three categories of minors will enable students to complement their selected major with a strong background in arts management through the new minor requirements.
III. RATIONALE or JUSTIFICATION: For changes or termination, please provide a detailed justification. For a new minor, briefly address the goals/objectives for the new minor, provide evidence of student interest (i.e., has the program offered special topics courses in this area? has the program interviewed student focus groups as part of an internal assessment? etc.), and explain how the minor supports the liberal arts tradition and the mission of the institution.

Since the Arts Management minor was originally approved, the records indicate very few students have elected to minor in Arts Management, even though we get many inquiries. Students who are interested in this minor are often unable to spend the additional time in school that would be required to complete 33 additional hours for students outside the School of the Arts (SOTA) or School of Business (SOB) and 21 hours for majors from the SOTA. Requiring 18 hours for both a SOTA major and a SOB major will bring this minor requirement in line with other minor requirements. Since the SOTA Arts Management Program is an interdisciplinary program with the SOB, majors in both schools will be able to build upon the knowledge and skills they have learned through their major and achieve a minor with 18 hours of additional courses in Arts Management and courses from the other school. Students from other schools will be able to build upon their major with 21 hours of coursework in Arts Management, the Arts and Business.

SOTA majors whose majors require 32-46 hours, are the major group of students who want to combine their major with an arts management minor. This option enables them to understand how they can manage artistic careers, nonprofit organizations and connect their artistic talent with the community.

In addition the Arts Management program has recently added two courses, ARTM 350: Marketing, Fundraising and Grant Writing for Nonprofits and ARTM 210: Introduction to Music Management that should be included as options for minors.

Communications majors, whose majors require 36 hours, are the primary group of students outside the SOTA and SOB who minor in arts management. Their requirement of 33 additional hours to minor in arts management is often not a possibility.
IV. CURRICULUM

A. Provide the COMPLETE curriculum for the proposed minor, distinguishing between required and elective courses, and listed EXACTLY as it should appear in the catalog, including the catalog description to be included in the new minor. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program. Attach the completed COURSE FORM and a sample syllabus for each NEW course.

All courses included in this proposal are approved courses that are currently being offered within the School of the Arts and the School of Business. Therefore there are no NEW courses.

Minor Description for catalog:
An Arts Management minor prepares students to become arts managers, members of arts organizations and work with artists. This minor is especially relevant to students majoring in an arts discipline who need to develop skills to manage their own career or work with arts organizations. It is also relevant to Business School majors who have an interest in relating their business skills to the arts industry. The School of Humanities and Social Sciences majors (Communication, Political Science and Psychology, etc.) are also often involved in careers that relate to arts management.

The courses emphasize management, organizational skills and arts disciplines relevant to the unique world of the visual and performing arts industry. Internships and participation in the School of the Arts and community arts organizations reinforce classroom experiences. Professional artists and arts industry leaders augment the perspective of the courses. Teaching staff members include full-time faculty and those in other departments and practicing arts professionals who act as adjunct faculty members as appropriate to each course.

Arts Management Minor Requirements for School of the Arts Majors: (18 Hours)
At least 9 hours in the minor at the 200 level or above must be earned at the College of Charleston.

Required: (15 hours)
- ARTM 200: Introduction to Arts Management (Pre-req for ARTM:310)
- ARTM 310: Advanced Arts Management (Pre-req for ARTM 350 and ARTM 400)
- ARTM 350: Marketing, Fundraising and Grant Writing for Nonprofits
- ARTM 400: Internship in Arts Management
- BLAW 205: Legal Environment of Business

Select One Course from the following: (3 hours)
- ACCT 203: Financial Accounting
- ECON 200: Principles of Microeconomics
- ARTM 210: Introduction to the Music Industry
- ARTM 240: Gallery Fundamentals

Arts Management Minor Requirements for School of Business Majors: (18 Hours)
At least 9 hours in the minor at the 200 level or above must be earned at the College of Charleston.

Required: (9 hours)
- ARTM 200: Introduction to Arts Management (Pre-req for ARTM 310)
- ARTM 310: Advanced Arts Management (Pre-req for ARTM 400)
- ARTM 400: Internship in Arts Management

Select One Course from the following: (3 hours)
- ARTM 325: Creativity in the Arts OR
- ARTS 118 Studio Art: Issues and Images OR
- PHIL 280 Aesthetics
Select Two Courses from the following: (6 hours)
- SPOL 150: Music and the Arts in the Spoleto Festival (Maymester only)
- MUSC 131: Music Appreciation
- THTR 176: Introduction to Theatre
- ARTM 210: Introduction to the Music Industry
- ARTM 240: Gallery Fundamentals

Arts Management Minor Requirements for Majors from other Schools: (21 Hours)
At least 9 hours in the minor at the 200 level or above must be earned at the College of Charleston.

Required: (9 hours)
- ARTM 200: Introduction to Arts Management (Pre-req for ARTM 310)
- ARTM 310: Advanced Arts Management (Pre-req for ARTM 350 and ARTM 400)
- ARTM 400: Internship in Arts Management

Select One Course from the following: (3 hours)
- ECON 200: Principles of Microeconomics
- ACCT 203: Financial Accounting
- BLAW 205: Legal Environment of Business

Select One Course from the following (3 hours)
- ARTM 350: Marketing, Fundraising and Grant Writing for Nonprofit Organizations
- ARTM 210: Introduction to the Music Industry
- ARTM 240: Gallery Fundamentals

Select One Course from the following (3 hours)
- ARTM 325: Creativity in the Arts OR
- ARTS 118: Studio Art: Issues and Images OR
- PHIL 280: Aesthetics

Select One Course from the following: (3 hours)
- SPOL 150: Music and the Arts in the Spoleto Festival (Maymester only)
- MUSC 131: Music Appreciation
- THTR 176: Introduction to Theatre
V. STUDENT LEARNING OUTCOMES and ASSESSMENT (Not all ARTM Student Learning Outcomes apply to ARTM minors since they enroll in different courses and a limited number of ARTM courses (depending on major).

<table>
<thead>
<tr>
<th>Program-Level Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the minor? Attach Curriculum Map.</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
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<tr>
<td>1. Students express clear, persuasive ideas that demonstrate communication skills.</td>
<td>Demonstration of outcome will be measured by quality of ARTM 400 weekly interns’ journal entries, final paper by professor and evaluation of intern’s communication skills by sponsoring internship organizations. 90% of enrolled students should be able to achieve objective.</td>
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<td>2. Students promote the arts to a wide range of diverse audiences.</td>
<td>Demonstration of outcome will be measured by quality of the webpages and strategic marketing plans (mid-semester) and related marketing materials (end of semester) created by students completing ARTM 350. 90% of enrolled students should be able to achieve objective.</td>
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<tr>
<td>3. Students critically analyze the management of arts organizations and businesses from a variety of perspectives.</td>
<td>Journal entries and final paper that reflects management analysis of intern’s assigned organization or business from a variety of perspectives. 90% of enrolled students should achieve objective.</td>
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VI. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted minor on other programs and courses; if deleting a minor—list all programs that will be impacted (and how): if adding or changing a minor—explain any overlap with existing programs in the same or different departments.

Assuming the new minor requirements would result in additional minors, enrollments in required courses would increase as the number of minors increase. Enrollments in courses no longer required for this minor would be only slightly affected since there are currently very few Arts Management minors.

VII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

No additional costs are currently anticipated. If in the future the number of minors increases significantly, the current class enrollment caps will need to be expanded or additional classes offered. This degree of expansion is not expected in the immediate future.
VIII. APPROVAL and SIGNATURES

1. Signature of Department Chair or Program Director:

Scott [Signature] Date: 11-1-11

2. Signature of Academic Dean:

[Signature] Date: 11/11/11

3. Signature of Provost:

[Signature] Date: 11/11/11

4. Signature of Curriculum Committee Chair:

__________________________________________ Date: ________________

5. Signature of Budget Committee Chair:

__________________________________________ Date: ________________

6. Signature of Academic Planning Committee Chair:

__________________________________________ Date: ________________

7. Signature of Faculty Senate Secretary:

__________________________________________ Date: ________________

Date Approved by Faculty Senate: ________________________________

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.

See attached approval from School of Business.
Shanklin-Peterson, Scott S

From: Evans, Jocelyn D
To: Shanklin-Peterson, Scott S
Cc: Evans, Jocelyn D; Shao, Alan T
Subject: RE: Arts Management Program Proposed Revisions to Arts Management Minor for Curriculum Committee consideration

Attachments:

Scott,

The Business School agrees to provide ECON 200, AACT 203, and BLAW 205 in support of your program.

Jocelyn

From: Shanklin-Peterson, Scott S
Sent: Thursday, October 27, 2011 4:35 PM
To: Evans, Jocelyn D
Cc: Morris, Valerie Bonita
Subject: Arts Management Program Proposed Revisions to Arts Management Minor for Curriculum Committee consideration

Hi Jocelyn,

The Arts Management Program is an interdisciplinary program with the School of Business. Years ago a minor was approved that has excessive course requirements (33 hours) for students who are not majoring in areas related to the School of Business or the School of the Arts. In addition 21 hours are required for School of the Arts Majors, while 18 are required for School of Business majors.

In the meantime new courses have been developed and approved within the Arts Management Program and so we are revising the requirements and proposing changes to our minor requirements that will bring the hours required in line with other minors - most of which are 18 hours. The attached Arts Management minor proposal requires 18 hours for School of Business majors, 18 for School of the Arts Majors and 21 for students from other schools.

The curriculum committee guidelines require "Proposals for interdisciplinary minors and majors must indicate, by signature of the department chair, an explicit commitment by the department to deliver courses designated as part of the interdisciplinary minor or major." The proposal does not require any additional course commitments on the part of the School of Business.

I would appreciate your reviewing the proposal and if approved, forwarding to me an email indicating a commitment by the School
of Business to deliver the courses listed from the School of Business. I will then include it with the proposal. The guidelines indicate a signature is needed, but there is no signature space on the form. If you prefer to add your signature to the form, I will be happy to route it to you after our Dean has signed it. Please let me know if you have any questions.

Thanks for your assistance.

Scott

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