

UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

COLLEGE (check one):	Arts and Sciences <input checked="" type="checkbox"/>	Business <input type="checkbox"/>	Education <input type="checkbox"/>
Proposal Submitted By: Gregg Stull	Date Prepared: November 10, 2014		
Course Title:	Resource Strategies in Arts Administration		
Department/discipline and course number*:	THEA 481		

**This course number must be approved by the Office of the Registrar before the proposal is submitted.*

Number of credits proposed:	3	Prerequisites:	THEA 281			
Will this be a new, repeatable "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?)			<table style="display: inline-table; border: none;"> <tr> <td style="border: 1px solid black; padding: 2px;">NO</td> <td style="border: 1px solid black; padding: 2px; text-align: center;">X</td> <td style="border: 1px solid black; padding: 2px;">YES</td> </tr> </table>	NO	X	YES
NO	X	YES				

Date of first offering of this new course: FALL SEMESTER, year	Spring, 2016			
Proposed frequency of offering of the course:	every other year			
List the faculty who will likely teach the course:	Gregg Stull			
Are ANY new resources required?	<table style="display: inline-table; border: none;"> <tr> <td style="border: 1px solid black; padding: 2px;">NO</td> <td style="border: 1px solid black; padding: 2px; text-align: center;">X</td> <td style="border: 1px solid black; padding: 2px;">YES</td> </tr> </table>	NO	X	YES
NO	X	YES		
<i>Document in attached impact statement</i>				

This new course will be (check all that apply):			
Required in the major		General Elective	
Elective in the major	X	General Education**	

***AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.*

Catalog Description:

481 – Resource Strategies in Arts Administration (3)
 Prerequisite: THEA 281. Approaches to understanding and developing critical needs for arts organization through case study, analysis, and critical problem solving.

COURSE HISTORY			
Was this course taught previously as a topics or experimental course?	YES		NO
	X		X
Course Number and Title of Previous Course	Semester Offered	Enrollment	

CHECK HERE if the proposed course is to be **equated** with the earlier topics or experimental offerings. This means that students who took the earlier "topics" course will only be able to take the new course if they made a C- grade or lower in the earlier course.

NOTE: If the proposed course has not been previously offered as a topics or experimental course, **explain in the attached rationale statement** why the course should be adopted even though it has not been tried out.

REQUIRED ATTACHMENTS:

1. **Rationale Statement** (Why is this course needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. as needed.)
3. **Sample Syllabus**

Department Chair Approval: _____ Gregg Stull **Date:** 11/10/14

CCC Chair Approval: _____ *Dawn S. Bee* **Date:** 1/16/15

UCC Chair Approval: _____ **Date:** _____

Rationale

In order to make the strongest use of our existing resources, we needed to develop a second course in arts administration that focuses on resource raising in today's market. This is the most critical challenge facing any arts administrator—how to do more with less while honing an institution's mission to be razor sharp in an increasingly competitive environment. The proposed course capitalizes on the essential skills introduced in THEA 281 so that students have a year-long foundation course in this specialty.

We have never taught this course as a special topics course but are confident that it will garner significant enrollment from students interested in the minor, as well as interested students in music, dance, and the visual arts. Our students recognize the vital importance of understanding the business in which their art is produced and shared with the world; this course solidifies our offerings in this area.

Impact

This course will have require no additional resources. Classrooms, library materials, technology support are readily available for future offerings.

Sample Syllabus

Resource Strategies in Arts Management

THEA 481:01

Fall 2015

*Art is a nation's most precious heritage. For it is in our works of art that we reveal to ourselves and to others the inner vision which guides us as a nation.
And where there is no vision, the people perish.*

—Lyndon Johnson, on signing into existence the National Endowment on the Arts

Professor	Gregg Stull
Telephone	(540) 654-1980 office
Office	duPont 328
Email	gstull@umw.edu
Office Hours	Monday-Thursday 10:00-11:00 am <i>and by appointment</i>
Class Hours	Tuesday, 6:00-8:45 pm
Location	duPont 215
Texts	Kaiser, Michael M. <i>The Cycle: A Practical Approach to Managing Arts Organizations</i> . Lebanon, NH: Brandeis University Press, 2013. Byrnes, William J. <i>Management and the Arts</i> , 5th ed.. Burlington, MA: Focal Press, 2015.

You should follow these blogs:

Arts and Culture at *The Huffington Post*
<http://www.huffingtonpost.com/arts/>

Audience Wanted
<http://www.artsjournal.com/audience/>

Artsblog

<http://blog.artsusa.org/tag/arts-administration/>

There will be additional materials distributed in class and digitally, as well as readings assigned from available sources. You should prepare all reading assignments thoroughly in order to participate fully in class discussions.

In preparation for class every Monday, you must read the "Arts & Leisure" section in the Sunday edition of *The New York Times* and the "Arts" section in the Sunday edition of *The Washington Post*. Copies of these publications are available in the Seminar Room, duPont 324, as well as the Simpson Library. You may peruse these publications online, but you may be responsible for more information than is included in the online editions.

About the Course

Resource Strategies in Arts Management examines current issues, challenges, and trends facing arts leaders. Through discussion of theory, investigation by case study, and the application of knowledge through situation modeling, students will equip themselves with a relevant professional skill set that will prepare them for work in the field.

Course Objectives

- to develop an understanding of current issues that affect the field
- to articulate a compelling philosophy of the value of the arts
- to engage theory as a foundation of sound professional practice and decision making
- to examine the role of entrepreneurship in contemporary arts organizations
- to cultivate an understanding of how structures, resources, and regulation affect the arts
- to explore career trajectories of arts leaders
- to provide a foundation for further study and work

Grading

All assignments are due when scheduled; late work will not be accepted. Your final grade will be determined according to the following criteria:

Participation	25%
Assignments	30%
Mid-Term Examination	20%
Final Examination	25%
	100%

Letter grades will reflect the Department of Theatre & Dance grading scale:

A	94-100%	C	74-76%
A-	90-93%	C-	70-73%
B+	87-89%	D+	67-79%
B	84-86%	D	60-66%
B-	80-83%	F	0-59%
C+	77-79%		

A work is exceptional and exceeds expectations.

The student actively seeks to strengthen skills and improve performance, contributes regularly and positively in class, is punctual and always present. A final grade in the A range represents significant contributions throughout the semester.

B work is commendable and exceeds expectations.

The student is always prepared and shows preparation outside of class, contributes to the class, is punctual and always present, and shows notable engagement throughout the semester.

C work is acceptable and meets expectations.

The student is generally prepared, often with the least acceptable amount of outside preparation. The student shows interest in improvement and some growth in skills during the semester, contributes to discussions, is punctual and present.

D work is marginal and meets minimal expectations.

The student is often not prepared with little outside preparation, shows little interest in improvement, seldom contributes to discussions, and is sometimes late or absent from class.

F work fails to meet expectations.

The student is rarely prepared, exhibits no interest in improvement, contributes little or negatively to the class, and is often late and/or absent.

The Honor System is in effect at all times.

Please pledge all written work and exams.

Mid-Semester

An *Unsatisfactory* will be reported at mid-semester if your absenteeism is high, the level of your class participation is unacceptable in quantity or quality, and/or your written or spoken work needs improvement.

Disability Resources

The Office of Disability Resources has been designated by the University as the primary office to guide, counsel and assist students with disabilities. If you receive services through the Office of Disability Resources and require accommodations for this class, make an appointment with me as soon as possible to discuss your approved accommodation needs. Bring your accommodation letter with you to the appointment. I will hold any information you share with me in strictest confidence unless you give me permission to do otherwise.

If you have not made contact with the Office of Disability Resources and need accommodations (note taking assistance, extended time for tests, etc.), I will be happy to refer you. The office will require appropriate documentation of disability. You may call Disability Resources at 540-654-1266.

Arts Attendance

You are required to see the at least four arts events on campus this semester. There are several dozen events scheduled over the course of the semester in the visual arts, music, theatre, and dance. Upcoming events will be announced weekly in class. An observation report is due no later than one week after your attendance or on the last day of classes, whichever is sooner.

Sometimes artistic work contains strong language, mature situations, and political ideologies that you may find challenging. AS such, class discussion may reflect a diversity of opinions that reflect personal experience and world views. If you fear that you may be offended by working with and discussing art that may reflect ideas, values, and believes that are different from your own, you should not take this course.

Attendance & Participation

Attendance is expected at all sessions. If you miss class, you are responsible for all material assigned and discussed.

Schedule

Tuesday	August 27	Introduction and Orientation	
Tuesday	September 3	Environmental Impact	Byrnes, 4
Tuesday	September 10	Environmental Impact, <i>cont'd.</i>	
Tuesday	September 17	Organizational Structures	Byrnes, 6 Environmental Assessment
Tuesday	September 24	Image	Kaiser, 3
Tuesday	October 1	Audience Development: <i>Programming</i>	Kaiser, 1 Programming Assessment
Tuesday	October 8	Audience Development: <i>Marketing</i>	Byrnes, 11 Kaiser, 2
Tuesday	October 15	Fall Break	
Tuesday	October 22	Audience Development: <i>Relationship-Building</i>	Kaiser, 4 Byrnes, 12 Marketing Analysis
Tuesday	October 29	Audience Development: <i>Economics</i>	Byrnes, 10 Kaiser, 6 & 7
Thursday	October 31	Mid-Term Examination	
Tuesday	November 5	Development: <i>Philanthropic Traditions</i>	Byrnes, pp. 461-480
Schedule, cont'd.			
Tuesday	November 12	Development: <i>Prospecting</i>	Kaiser, 5
Tuesday	November 19	Development: <i>Institutional Giving</i>	Byrnes, pp. 481-508 Prospect Research
Tuesday	November 26	Strategic Planning	Byrnes, 5 Kaiser, 10
Tuesday	December 3	Leadership in the Arts: Career Preparation	Byrnes, 14
Tuesday	December 10 Noon-2:30 pm	Final Exam	

Schedule subject to change.

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