

Cover Sheet: Request 14435

THE 3XXX Arts Administration

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Stanley Kaye stankaye@ufl.edu
Created	11/8/2019 1:50:40 PM
Updated	12/20/2019 2:01:46 PM
Description of request	Arts Administration Course for new BA Specialization in theater management

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Theatre and Dance 011304000	Peter Carpenter		12/9/2019
No document changes					
College	Approved	CFA - College of Fine Arts	Jennifer Setlow		12/20/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/20/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 14435

Info

Request: THE 3XXX Arts Administration

Description of request: Arts Administration Course for new BA Specialization in theater management

Submitter: Jennifer Setlow jsetlow@ufl.edu

Created: 12/20/2019 2:01:31 PM

Form version: 2

Responses

Recommended Prefix THE

Course Level 3

Course Number xxx

Category of Instruction Advanced

Lab Code None

Course Title Arts Administration

Transcript Title Arts Administration

Degree Type Baccalaureate

Delivery Method(s) On-Campus

Co-Listing No

Effective Term Fall

Effective Year 2020

Rotating Topic? No

Repeatable Credit? No

Amount of Credit 3

S/U Only? No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description This course will introduce students to the practical skills required for the successful management of arts organizations. Areas covered will include community and civic engagement in the arts, budgeting, marketing, fundraising, audience development, contracts, board governance, and issues associated with the founding of a nonprofit organization.

Prerequisites THE2000 or THE2020

Co-requisites none

Rationale and Placement in Curriculum This course provides the student with a foundational knowledge of principles of arts administration. It introduces the student to the essential vocabulary, theories and practices of administration and management within a variety of arts-based organizations and settings. It is placed on the 3000-level so that students will have completed their lower-division, practice-based study of related areas of theatre or other arts disciplines.

Course Objectives By the end of this course, students will have developed an understanding of the critical areas which arts administrators must manage, including Development, Fundraising, Budgeting, Grant writing, Marketing and Audience Development. Additionally, students will discover advanced concepts applied by arts administrators.

As arts organizations become increasingly complex, they will demand knowledgeable and skilled individuals with an aesthetic sensibility, business acumen and a keen understanding of current issues and trends that are relevant to those organizations' health, prosperity, and in some cases, survival. Designed primarily for students in the performing and visual arts, this class will complement their training as artists, teachers and practitioners, and help lay the foundation for their future participation in arts organizations either as leaders or as participants and supporters.

Course Textbook(s) and/or Other Assigned Reading Arts Management Uniting Arts and Audiences in the 21st Century, Ellen Rosewall, Oxford University Press, 2014.

Weekly Schedule of Topics Week 1 Chapter 1: What is Arts Management?

Week 2 Chapter 15: Community and Civic Engagement in the Arts

Week 3 Chapter 2: Management in the Arts Chapter 3: Organizational Structure

Week 4 Chapter 16: Advocating for the Arts

Week 5 Chapter 12: Education and the Arts

Week 6 Chapter 4: Planning for Organizational Success

Week 7 Chapter 5: Governance and the Board of Directors

Week 8 Chapter 6: Human Resources in the Arts Organization; Chapter 7: Program, Planning and Evaluation

Week 9 Chapter 8: Financial Management in the Arts Organization

Week 10 Chapter 9: Planning for Financial Management

Week 11 Chapter 10: Fundraising Basics

Week 12 Chapter 11: Fundraising Nuts and Bolts

Week 13 Chapter 13: Marketing and Audience Development and Quiz

Week 14 Chapter 14: Marketing Techniques

Week 15 Final Presentations

Grading Scheme 10% A Whole New Mind Quiz in class Week 2

10% Policy/Decision Making Tree due Week 3

10% Arts Advocacy Paper due Week 5

15% Select City's Arts Environment due Week 9

25% Final Project – Your Personal Immersion in the Arts and Arts Administration - Media Project due Weeks 13-151

20% Giant Matching and True/False Quiz due Week 13

10% Arts Administration Attendance Reports by Week 14

Instructor(s) Kevin Marshall

Attendance & Make-up Yes

Accommodations Yes

UF Grading Policies for assigning Grade Points Yes

Course Evaluation Policy Yes