

Cover Sheet: Request 14441

THE 4XXX PRODUCING FOR REGIONAL THEATER

Info

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|------------------------|--|
| Process | Course New Ugrad/Pro |
| Status | Pending at PV - University Curriculum Committee (UCC) |
| Submitter | Stanley Kaye stankaye@ufl.edu |
| Created | 11/8/2019 3:54:13 PM |
| Updated | 12/20/2019 2:13:24 PM |
| Description of request | New course called Producing for regional theater to support the new 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 |
| Rubric for Class Participation_final.pdf | | | | | 12/20/2019 |
| 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 14441

Info

Request: THE 4XXX PRODUCING FOR REGIONAL THEATER
Description of request: New course called Producing for regional theater to support the new specialization in theater management
Submitter: Jennifer Setlow jsetlow@ufl.edu
Created: 12/20/2019 2:13:07 PM
Form version: 2

Responses

Recommended Prefix THE
Course Level 4
Course Number xxx
Category of Instruction Advanced
Lab Code None
Course Title PRODUCING FOR REGIONAL THEATRE
Transcript Title Producing Rgnl Thtr
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 An examination of nonprofit regional theater in the United States. The course will focus on marketing, creative marketing strategies, maximizing earned revenues through dynamic subscription ticket sales, advertising and public relations, grant writing, and successful fundraising from individual, corporate, foundation and government sources.

Prerequisites THE3XXX Arts Administration

Co-requisites none

Rationale and Placement in Curriculum The course complements other courses in the Theatre Management specialization through an in-depth analysis of arts management practices for regional theatre. The course is offered at the 4000-level so that students will have completed their lower-division required practice-based courses, as well as the course prerequisite.

Course Objectives Students will attain a working knowledge in the areas of earned and unearned revenues for the nonprofit professional theatre in the United States. Students will learn how to create, promote and develop American regional theatre.

SLOs:

Textual Analysis (Critical Thinking): Analyze official government and industry documents related to non-profits in the United States and regional theatre.

History and Theory (Content): Examine and understand the history and theatrical business trends of the regional theatre in the United States through research and analysis.

Communication (Communication): Analyze and discuss the American regional theatre through writing assignments and class presentations.

Application of Craft (Critical Thinking): Apply terminology, trends and history of the American Theatre through a cumulative project simulating industry practices.

Course Textbook(s) and/or Other Assigned Reading There is no required text for this course. You will be required to read documents posted on Canvas throughout the semester.

Weekly Schedule of Topics Week 1 The American non profit. Breaking down the myths, truths and examples

Week 2 Non profit theaters in America (categories and examples)

Week 3 Mission statements: foundations and manifestations

Week 4 Theater Communications Group Annual Report, analysis of data

Week 5 Test 1, review and exam

Week 6 Artistic programming: steps to selecting a season for the regional theater

Week 7 Case study with guest lecturer: artistic

Week 8 Project pitch proposals and assessment

Week 9 Development fundraising in regional theater

Week 10 Grant writing 101

Week 11 Marketing regional theater, core foundations and campaigns

Week 12 Case study with guest lecturer: management

Week 13 Test 2, review and exam

Week 14 Budgeting for the American regional theater, company and show financials

Week 15 Project pitch packets and evaluation

Grading Scheme Two tests (20% each = 40% total) Tests will cover all lecture material, class discussions and any outside reading assignments. Each test covers only that unit and is not cumulative. Class project: Theoretical regional theatre (25%) A semester-long project where the students create their own theoretical regional theater. At the end of the semester, they present their final company to the class for evaluation that has these components:-Theatre name-Location-Mission statement-Basic budget-Grant proposal-Logo-Ideal season Grading will be based on the depth and quality of detail, integration of classroom knowledge into the project, as well as grammar and spelling. Quizzes and assignments (20%) There will be a number of unannounced quizzes during the semester. To be safe, the student should review all material covered in the previous two class sessions. Quizzes might also be on outside reading assignments for that class. If you miss a quiz because of an excused absence, you will be permitted to make up the quiz. If you miss a quiz due to an unexcused absence, you will receive a zero for that quiz. Class participation (15%) Class participation means asking questions, answering questions related to the material covered, actively listening, and participating in discussions while at the same time respecting your classmates' opinions and right to speak. You will be required to actively participate during guest lectures that may occur regularly during the semester. Attendance and Punctuality: Since this is a lecture/discussion class and there is no text book, your attendance and punctuality are essential. You are allowed 2 unexcused absences. Each unexcused absence after 2 will result in the lowering of your final grade by 5 points each. Punctuality: You are late if you arrive after roll has been taken, which means you will have already been marked absent. To change this "absent" to a "tardy" means you must come to me after class to request the change. You will be allowed 2 tardies without a penalty. Each tardy thereafter will reduce your grade in this area by 3 points. You will also be allowed one tardy and one absence "exemption" if you contact me by email or text prior to the start of class.

Instructor(s) to be determined

Attendance & Make-up Yes

Accommodations Yes

UF Grading Policies for assigning Grade Points Yes

Course Evaluation Policy Yes

| Rubric for Evaluation of Class Participation | | | | |
|---|--|--|--|---|
| Participation Area or Criteria | Exemplary (90-100%) | Proficient (80-89%) | Developing (70-79%) | Unsatisfactory (0-69%) |
| Frequency of Participation | Proactively and regularly contributes to class discussion; initiates discussion on issues related to class topic | Sometimes contributes proactively to class discussion; asks questions and responds to direct questions | Rarely contributes to class discussion; seldom volunteers but responds to direct questions | Never contributes to class discussion; fails to offer relevant responses to direct questions |
| Preparation | Consistently well-prepared with all assignments completed; demonstrated preparation with notes, observations, & questions | Arrives fully prepared with some frequency; partially prepared at other times; inconsistent demonstration of preparation through notes, observations & questions | Demonstrates infrequent completion of assignments and readings; often has not completed assignments or prepared notes or observations | Exhibits little evidence of having read or thought about assigned material |
| Listening Skills | Listens attentively when others present material & perspectives, as indicated by detailed comments that incorporate & build on others' remarks | Listens and appropriately responds, as indicated by basic comments or questions in reaction to others' remarks | Listens very infrequently and without attention to concept or detail, as indicated by comments that are often loosely related to others' remarks | Rarely or never listens when others talk; interrupts or makes inappropriate or disrespectful comments; engages in activity unrelated to class topic |
| Quality & Relevance of Contribution | Comments always insightful & constructive, balanced between general impressions, opinions, & thoughtful analysis; uses appropriate terminology | Comments mostly insightful & constructive, occasionally too general or not relevant; mostly uses appropriate terminology | Comments are sometimes insightful & constructive, with occasional signs of insight; comments often general and rarely use appropriate vocabulary | Comments are uninformed and counter-productive; almost never uses appropriate vocabulary; heavy reliance on uninformed opinion & personal taste |