



Arts Management | 2015-2016 Assessment Report

1. Please give a brief overview of the assessment data you collected this year. This can be in any form you feel is appropriate, such as a table, a short narrative of results, statistical analysis, highlighting findings that were of particular interest, etc.

Assessment problem: Students will be able to locate and evaluate high quality sources for arts management research. This is an issue because of the relative youth of arts management as an academic field. There are few standard reference books and academic journals, and thus students must be able to assess the quality of so-called “grey literature” (i.e. discipline publications, independent research, reports supported by foundations).

Rubric:

RESULT LEVEL	NUMBER OF STUDENTS	COMMENTS
1	7	Students are able to find appropriate literature online and in the library and use it successfully in research
2	5	Students find appropriate literature for the most part, but either miss important sources or include one or two less reliable sources
3	2	Students include a number of unreliable sources in their research or misidentify sources
4	1	Students show no understanding of the difference between reliable and unreliable sources

Assessed via: Final research paper, ARTS MGT 354 Managing Arts and Cultural Organizations

It is not surprising that most students were able to do this assignment correctly. We spent a significant amount of time on the project in class, and I had a “library day” where I brought items from my personal library and shared information about the current state of arts management research. It’s also clear that an emphasis on research techniques and other courses and the extensive help available at the library has improved UWGB students’ ability in general to understand research.

2. How will you use what you’ve learned from the data that was collected?

I will continue to spend as much time as I did this year on evaluating source quality, because it clearly made a difference over previous years. I also am engaged in an extensive research project

myself at the current time and so I'm learning more and more about arts management sources that I have previously not relied on; these will be incorporated into the discussion in future years.