



UNIVERSITY of WISCONSIN
GREEN BAY

Arts Management | 2016-2017 Assessment Report

1. Please give a brief overview of the assessment data you collected this year.

Objective to be assessed: Analyze organizational situations within arts organizations and predict outcomes

Tool: Originally I proposed using a research paper from ARTS MGT 354 for this assessment. While I still consider this a valid assessment point, I found this year that I incorporated organizational analysis exercises throughout the course in many different ways, including:

1. Having students find online examples of organizations representing a particular type of activity, such as the use of arts for social justice or senior arts programs.
2. Presenting case studies for analysis, including an example where students were asked to use a specific management technique to analyze the failure of a fundraising event

Because the early months of 2017 were full of news about federal budget proposals that included the elimination of the National Endowment for the Arts, we spend significant time in class researching the work of the NEA and how arts management in America would be different if it were eliminated.

Research paper: Because of work throughout the semester, results for the research paper were for the most part positive. We spent significant time in class discussing valid research techniques and sources, but this continues to be a struggle in the digital age. Specific results following the proposed rubric are below:

Total students in class: 26

Students in Level 1: 10

Students in Level 2: 10

Students in Level 3: 4

Students in Level 4: 2

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

In my assessment plan, I said that Arts Management was going to develop new learning outcomes given the fact that Gallery and Museum Practices has been moved from Art to Arts Management. The 2016-2017 was a very exciting year for this program; unfortunately, we learned in the spring that our new Curator and Instructor of Arts Management was not going to return for 17/18 so plans to revisit the learning objectives were put on hold.