

Program: Arts Management

Academic Program Assessment Plan (2017-2018)

1. Please review last year's assessment results (2016-2017) as well as the Academic Program Assessment Report with the faculty in your program. How does your program plan to take these results into consideration in future programmatic planning?

Given the continuing evolution of research available to Arts Management students, we will continue to investigate available data and apply them to organizational situations both in the classroom and in the community.

2. Please review your program's Learning Outcomes. Do any of them need to be updated or clarified?

We have completely revised my program's Learning Outcomes, effective 2017-2018. They are:

A graduate of the UWGB Arts Management major will be able to:

Assess structural, strategic and financial circumstances of a non-profit arts/cultural organization.

- Evaluate quality of financial position of an arts organization and describe implications for budgeting
- Evaluate quality of program delivery and describe implications for future programming

Articulate current trends in audience participation, cultural funding and program delivery.

- Identify and access up to date research
- Apply trends to specific situations in organizational case studies

Advocate for the arts as agents of social, economic, civic, educational and political impact.

- Identify research citing the impact of the arts on various social systems
- Speak and write persuasively to various audiences including opinion leaders, governmental officials, and the general public

Evaluate the impact on arts/cultural organizations of governmental involvement and cultural policy at national, state and local levels.

- Articulate various ways that government is involved in cultural policy and arts funding decisions
- Describe the impact on arts and cultural organizations of government actions

3. Which outcome will you assess this year (2017-2018)?

Advocate for the arts as agents of social, economic, civic, educational and political impact.

4. Which technique will you use to assess this outcome?

The student organization Making Arts Matter has planned to organize a bus trip to Madison for Arts Advocacy Day (early March). This provides an opportunity to use advocacy as a central focus of work in the Managing Arts and Cultural Organizations course (ARTS MGT 354). We also plan to invite the

executive director of Arts Wisconsin to speak to students in February. We will then assess the effect of this learning experience on the students' ability to articulate a persuasive case for the arts, measuring the difference in quality of argument in students who attended Arts Advocacy Day and who did not.

5. Which course or group of students will you assess on the outcome chosen above and when?

ARTS MGT 354: Managing Arts and Cultural Organizations: several assessment points throughout semester.