



UNIVERSITY of WISCONSIN
GREEN BAY

Date: 6 February 2017
To: Ellen Rosewall, Chair, Arts Management
From: Greg Davis, Provost and Vice Chancellor for Academic Affairs *gd*
Re: Provost's Recommendations on Arts Management Program Review

Note: Due to significant turnover in the Provost's office as well as significant budgetary and organizational challenges, this memo was delayed. It responds to the Program Review submitted by Arts Management in 2013, and represents an effort to correct a significant oversight.

The review conducted in 2013-2014 was the first program review for Design Arts since it developed into an interdisciplinary major from an interdisciplinary emphasis in 2008. This program has accomplished much in its first five years, and I think it shows great promise for the future. I am impressed with the ways in which the Arts Management Program, its faculty, and its students have been integrated into the larger Northeastern Wisconsin community. The program is also well aligned with the Association for Arts Administration Educators' model learning outcomes. In short, the Arts Management Program is built upon national standards and has quickly become a vital part of the region's cultural life and economy. Finally, I am excited about the ways in which students pair their Arts Management major with other majors and minors.

Program Strengths:

- The Arts Management Program has an incredible reach. Professor Ellen Rosewall has a well-earned and highly respected national reputation. Many Arts Management students have jobs around the state, and some have high profile jobs around the country.
- The Arts Management internship program is vibrant and quite large, given the program's resources.
- I am very impressed with the five point plan to maintain and develop the Arts Management Program and look forward to hearing the results.

Needs and Suggestions for Improvement:

- Although I am pleased with the student learning outcomes for the program related to the standards developed by the Association for Arts Administration Educators, more data must be collected. At various points, the Self-Study Report claims that the students in the major are successfully meeting, if not exceeding, these outcomes. I do not doubt this, but it remains to be illustrated to what degree this is true. Only assessment data, particularly direct measures, can provide the answers to the question: to what degree are Arts Management students meeting the student learning outcomes.

- Students in the program receive excellent advising. That said, I am concerned about the advising issue raised in the Self-Study Report. There seems to be a need for better coordination between Arts Management and the other academic programs that support it so that students can access the courses outside Arts Management that they need to complete their degrees.
- Finally, I am concerned that the growth of the Arts Management Program is not sustainable. With only one full-time faculty member, who has already indicated that her retirement is in the near future, I worry that the good plans in place to develop the program may not come to fruition. Additionally, with only one faculty member, UW – Green Bay, in fact, might not be in a position to maintain the program as a stand-alone program without a clear plan to stabilize the major's faculty resources.