Mission / Purpose
The mission of the Graduate Program in Arts Administration at the University of New Orleans, which offers the M.A. in Arts Administration, is to prepare students for administrative careers in all types of arts and cultural organizations including museums, galleries, performing arts organizations, arts festivals, arts councils and community arts centers. In addition, the program supports the mission of the university in partnering with community organizations. The graduate program serves as a valuable cultural resource to the community and the region through its internship and practicum programs and an ongoing series of lectures and presentations that address current issues in arts administration. In addition to our Masters of Arts Administration, the department offers a certificate program for agents, managers and presenters.

Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Arts management
Students will learn the skills and knowledge of arts management.

Related Measures

M 1: Comprehensive exam
Each student will complete comprehensive exam prior to internship.

Source of Evidence: Academic direct measure of learning - other

Target:
90% of students will demonstrate their abilities and knowledge by passing the exam on the first attempt.

Finding (2013-14) - Target: Met
Fall 2013 P 2 P 3 P 4 P 5 P 6 P 7 P 8 P 9 P 10 P 11 P 12 P Spring 2014 P 1 P 2 P 3 P 4 P 5 P 6 P 7 P 8 P 9 P 10 P 11 P

Related Action Plans (by Established cycle, then alpha):

Continued high level instruction
Continue high level of instruction to sustain at least 90% pass rate in 2014 exams.

Established in Cycle: 2013-14
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Comprehensive exam | Outcome/Objective: Arts management

Implementation Description: Confer with professors to see if there are any weak areas in student responses and strengthen lectures and discussions on these areas.

Projected Completion Date: 05/2014
Responsible Person/Group: Richard Read, Ashlye Keaton, Kellie Greene
Additional Resources: NA

SLO 2: Practical experience
To synthesize class learning with practical experience.

Related Measures

M 2: Projects and other assignments
Projects and other assignments using actual arts organizations.

Source of Evidence: Academic direct measure of learning - other

Target:
80% of students will score A on a project/paper/presentation which demonstrates their ability to apply classroom learning to a real life arts management situation.

Finding (2013-14) - Target: Partially Met

Related Action Plans (by Established cycle, then alpha):

Grade communication system
Implement a system whereby professors can communicate students’ grades to administration.

Established in Cycle: 2013-14
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Projects and other assignments | Outcome/Objective: Practical experience

Implementation Description: Develop an electronic form for professors to communicate student grades.

Projected Completion Date: 05/2014

Responsible Person/Group: Sarah Stevens and Rachel Swan (AADM GAs)

Additional Resources: N/A

SLO 3: Apply arts administration skills in an actual working environment

The student will apply arts administration skills in an actual working environment.

Related Measures

M 3: Internship evaluation

Internship evaluation by on site supervisor.

Source of Evidence: Academic direct measure of learning - other

Target: 90% of students will receive a positive evaluation from their internship supervisor.

Finding (2013-14) - Target: Partially Met

Fall 2013 1 positive 2 positive 3 positive 4 not submitted 5 not submitted 6 not submitted 7 positive 8 not submitted
Spring 2014 1 positive 2 positive 3 positive 4 positive 5 positive 6 positive 7 positive

Related Action Plans (by Established cycle, then alpha):

Revise Paperwork

Assure that the supervisor evaluation is a necessary component for complete submission of the non-thesis report.

Established in Cycle: 2013-14

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Internship evaluation | Outcome/Objective: Apply arts administration skills in an actual working environment

Implementation Description: Revise all applicable internship report paperwork to reflect necessity of submission of supervisor evaluation

Projected Completion Date: 02/2014

Responsible Person/Group: Rachel Swan & Sarah Stevens

Additional Resources: n/a

M 4: Non thesis internship report

Non thesis internship report

Source of Evidence: Written assignment(s), usually scored by a rubric

Target: 90% of students will successfully defend their non-thesis internship report.

Finding (2013-14) - Target: Met

All students successfully defended their non-thesis internship report and graduated from the program.

Related Action Plans (by Established cycle, then alpha):

Student handbook

Distribute and monitor the impact of the student handbook, which will clarify the defense process.

Established in Cycle: 2013-14

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Non thesis internship report | Outcome/Objective: Apply arts administration skills in an actual working environment

Implementation Description: Distribute handbook to students via email, post online and keep a hard copy in the GA office to assist students with the defense process.

Projected Completion Date: 05/2014

Responsible Person/Group: Sarah Stevens, Rachel Swan, Laura Baker

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Continued high level instruction

Continue high level of instruction to sustain at least 90% pass rate in 2014 exams.

Established in Cycle: 2013-14

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Comprehensive exam | Outcome/Objective: Arts management

Implementation Description: Confer with professors to see if there are any weak areas in student responses and strengthen lectures and discussions on these areas.

Projected Completion Date: 05/2014

Responsible Person/Group: Richard Read, Ashlye Keaton, Kellie Greene

Additional Resources: N/A

Grade communication system

Implement a system whereby professors can communicate students' grades to administration.
Established in Cycle: 2013-14
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Projects and other assignments | Outcome/Objective: Practical experience

Implementation Description: Develop an electronic form for professors to communicate student grades.
Projected Completion Date: 05/2014
Responsible Person/Group: Sarah Stevens and Rachel Swan (AADM GAs)
Additional Resources: N/A

Revise Paperwork
Assure that the supervisor evaluation is a necessary component for complete submission of the non-thesis report.

Established in Cycle: 2013-14
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Internship evaluation | Outcome/Objective: Apply arts administration skills in an actual working environment

Implementation Description: Revise all applicable internship report paperwork to reflect necessity of submission of supervisor evaluation
Projected Completion Date: 02/2014
Responsible Person/Group: Rachel Swan & Sarah Stevens
Additional Resources: n/a

Student handbook
Distribute and monitor the impact of the student handbook, which will clarify the defense process.

Established in Cycle: 2013-14
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Non thesis internship report | Outcome/Objective: Apply arts administration skills in an actual working environment

Implementation Description: Distribute handbook to students via email, post online and keep a hard copy in the GA office to assist students with the defense process.
Projected Completion Date: 05/2014
Responsible Person/Group: Sarah Stevens, Rachel Swan, Laura Baker
Additional Resources: None.

Writing Focus
We will offer AADM 6601 - Writing & Presentation for Arts Managers starting in the Fall 2014. Students will refine their communication skills related to arts management. During the semester, students will learn how to:

- Write effective grant proposals, press releases, strategy statements and other industry related materials. Note: To help students practice and improve their writing skills, all students must write at least 10,000 words per semester.
- Organize and deliver presentations to different audiences, such as boards or clients.
- Use grammar and word choice to create persuasive business cases.
- Incorporate instructor and peer review to refine business communication skills.
Additionally, faculty will spend class time discussing the requirements and components of their individual papers.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High
Implementation Description: Offer AADM 6601 class. Focus class time on discussing papers.
Responsible Person/Group: Faculty.
Additional Resources: None.