Student Learning Outcomes

College of Liberal Arts
M.A. in Arts Administration

The exciting field of Arts Management encompasses a wide range of activities vital to the dynamic interaction of culture and society. Including both performing arts center and museum management, and encompassing producing, fundraising, marketing, strategic planning, financial management, public arts policy, and legal issues surrounding intellectual property and deal making, the field welcomes people with diverse interests, backgrounds and aptitudes.

The UNO Graduate Program in Arts Administration focuses on both the nonprofit and commercial sectors in visual and performing arts, and is centered on real world experience and preparation of students for leadership in this evolving and increasingly professionalized field. The Program aligns with the goals established by the international Association of Arts Administration Educators (AAAE).

Specific Student Learning Outcomes include:

1. An understanding of the essential elements of and skills required for effective Arts and Cultural Management. This includes an industry awareness of best practices, issues and trends in marketing, development, finance and legal, and management overview of visual and performing arts organizations.

2. An understanding of contemporary and historic social environments, patterns and trends in which culture and arts exist in society.

3. An appreciation of the unique product and producers—art and artists—which are the society’s cultural lifeblood.

Taken together, the industry, environment and content knowledge prepare Program graduates to be leaders in this dynamic global field.

The UNO Program takes full advantage of its location in the heart of one of America’s most dynamic cultural cities and promotes student interaction with New Orleans-area artists and institutions of all sizes working in visual and performing arts, arts philanthropy and public arts policy. The Program encourages practical work experience, and it is not uncommon for students to receive employment at institutions in which they have interned or volunteered while in the Program.

UNO Program students and faculty participate in a wide range of professional conferences held in New Orleans and elsewhere, often with students receiving financial travel support from the
UNO Student Government. While many capstone internships take place in New Orleans, those students with interest in going beyond the city are encouraged to do so. Successful Program internships occur with national organizations as diverse as the South-by-Southwest Festival in Austin TX, the Smithsonian Institution in Washington DC, the Alabama Ballet, The Tampa Bay Performing Arts Center and the Guggenheim Museum in New York City.