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

SLO 1: Arts Management Core
Students will learn the concepts, issues, and best practices in arts marketing, legal matters, and development.

Related Measures

M 1: Comprehensive Exam - Arts Marketing
Each student will successfully complete an arts marketing comprehensive exam prior to internship, scored with rubric.
Source of Evidence: Academic direct measure of learning - other
Target: 90% of students will demonstrate their comprehension of arts marketing core concepts through achievement of at least an 18 (or higher) out of 25 on arts marketing comprehensive exam assessment.

M 2: Comprehensive Exam - Arts Law
Each student will successfully complete an arts law comprehensive exam prior to internship, scored with rubric.
Source of Evidence: Academic direct measure of learning - other
Target: 90% of students will demonstrate their comprehension of arts law core concepts through achievement of at least an 18 (or higher) out of 25 on arts law comprehensive exam assessment.

M 3: Comprehensive Exam - Fundraising/Development
Each student will successfully complete a fundraising/development comprehensive exam prior to internship, scored with rubric.
Source of Evidence: Academic direct measure of learning - other
Target: 90% of students will demonstrate their comprehension of fundraising/development core concepts through achievement of at least an 18 (or higher) out of 25 on fundraising/development comprehensive exam assessment.

SLO 2: Arts Management Skills - Writing
Students will have the ability to write a grammatically sound and thorough assessment of an arts/cultural organization.

Related Measures

M 4: Non-Thesis Masters Report
Source of Evidence: Capstone course assignments measuring mastery
Target: 90% of students will exhibit excellent writing skills as measured by their non-thesis masters report defense committee (at least an 18 of 25 on writing assessment).

SLO 3: Arts Management Skills - Presentation
Students will be able to publicly speak and convey information in a compelling and comprehensive manner in an arts management setting.

Related Measures

M 5: Final Presentation
Final presentation, scored with rubric.
Source of Evidence: Presentation, either individual or group
Target: 80% of students will demonstrate strong presentation skills through a final presentation (at least an 18 of 25 on presentation assessment).

SLO 4: Arts Management Skills - Finance
Students will be able to assess and understand the financial records of an organization.

Related Measures

M 6: Final Project
Final project, scored with rubric.
Source of Evidence: Project, either individual or group
Target: 80% of students will earn at least an 85% on a final project.

SLO 5: Arts Management Application
The student will synthesize class learning with practical experience by applying arts administration skills in an actual working environment.

Related Measures
M 7: Internship evaluation
Internship evaluation completed by on site supervisor/professional member of staff.
Source of Evidence: Academic direct measure of learning - other
Target: 80% of students will receive at least an 18 of 25 on their supervisor evaluation.

M 8: 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.