December 12, 2012

MEMORANDUM

TO:        UO Undergraduate Council
FROM:      AAA Academic Affairs Committee
           Brook Muller, Chair
           Frances Bronet, Dean
SUBJECT:   Arts & Administration Undergraduate Minor Changes

Please find enclosed the proposed changes to the Arts & Administration program undergraduate minor. These include a proposed name change, required course, and advising procedures. The changes were reviewed by the AAA Academic Affairs committee and were subsequently voted upon, and adopted, by the AAA faculty on November 29, 2012.

Please send any questions, comments or concerns regarding these proposals to me, 346-3631, or bmuller@uoregon.edu (cc: chandos@uoregon.edu).

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An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act
DATE: October 16, 2012

TO: Brook Muller, A&AA Associate Dean and A&AA Academic Affairs Committee

FROM: Patricia Dewey, AAD Director

RE: Proposed curricular changes in the Arts and Administration Program Undergraduate Minor

In response to feedback provided to me from the A&AA Academic Affairs Committee on October 10, 2012, I provide the information below to clarify the proposed revisions to our existing undergraduate minor program.

1) Name Change. The program is currently called the AAD Community Arts Minor. We wish to change the program name to Arts Management Minor to more accurately reflect the comprehensive focus of the curriculum and the range of coursework options completed by the students. We also anticipate that this name change will appeal to a broader range of students. We seek to grow enrollment in our undergraduate minor program, and also position the minor program as an entry to our (proposed) new undergraduate major program in Arts Management. We will submit the full proposal for the new major in winter term 2013.

2) New Required Course. We wish to introduce a new required course for the minor: AAD 312 Arts Management. This course will be instructed initially in spring 2013 (under an experimental number, AAD 310, if the course number is not yet approved). We wish to "regularize" this course, however, as AAD 312. This course shall serve as a capstone course for all students completing the minor, and will also serve as a broad introduction to the academic and professional field of arts management. We expect to offer this course annually. The new course proposal is submitted under a separate cover memo.

3) Streamlined Curricular Requirements and Advising Procedures. This change pertains to the internal operations and advising of students. AAD seeks to streamline the advising procedures for this course by clarifying course options for students beginning the minor as either lower-classmen or upper-classmen and by limiting the range of regularly-recommended undergraduate course offerings to those courses particularly well suited to the undergraduate student experience. For purposes of building enrollment at both the undergraduate and graduate levels, we view it as important to more clearly differentiate our course offerings.

As evident from comparing the minor program information currently available on our website with the attached documents, the new, streamlined coursework for undergraduate students is identical except for the addition of the new required AAD 312 (or 310) Arts Management course. Separate tracks exist for students beginning as lower- and upper-classmen because we recognize that arts management is an academic field of interest that students may encounter at various points during their undergraduate studies. By having two tracks, we can ensure that students beginning as freshmen and sophomores can integrate valuable coursework (e.g., Freshman Seminars and our 250-series courses) from the beginning, and that students beginning as juniors and seniors are not "forced" to enroll in courses ideally suited for lower classmen. In this way, the course of study can be rigorous and relevant to all students, regardless of the point that they enter into the program.
4) Positioning the Arts Management Minor as an Entry to a New Arts Management Major. We are currently developing a full proposal for launching a new undergraduate Bachelor of Arts degree program in Arts Management (we expect to submit this proposal for review in winter 2013). We anticipate that the arts management minor will serve as pathway to the new major program. AAD 312 Arts Management will also be a required course for the major, and we expect to introduce many additional new undergraduate courses suited to both the major program and the minor program. Once approved, these new courses will be listed as elective options along with the list of elective courses currently provided in the attached program description.

All of the changes detailed above can be smoothly handled within the Arts and Administration Program. I submit the attached documents for review by the AAA Academic Affairs Committee and UO Curriculum Committee.

Thank you for your assistance.
DATE: September 28, 2012

TO: Brook Muller, A&AA Associate Dean
and A&AA Academic Affairs Committee

FROM: Patricia Dewey, AAD Director

RE: Proposed curricular changes in the Arts and Administration Program Undergraduate Minor

The Arts and Administration Program (AAD) submits the attached materials to support a proposal to make the following changes in our existing undergraduate minor program.

1) Name Change. The program is currently called the AAD Community Arts Minor. We wish to change the program name to Arts Management Minor to more accurately reflect the range of coursework options completed by the students. We also anticipate that this name change will appeal to a broader range of students.

2) New Required Course. We wish to introduce a new required course for the minor: AAD 310 Arts Management. This course will be instructed initially in spring 2013 (under an experimental number, if the course number is not yet approved). This course shall serve as a capstone course for all students completing the minor, and will also serve as a broad introduction to the academic and professional field of arts management. We expect to offer this course annually.

3) Streamlined Curricular Requirements and Advising Procedures. This change pertains to the internal operations and advising of students. AAD seeks to streamline the advising procedures for this course by clarifying course options for students beginning the minor as either lower-classmen or upper-classmen and by limiting the range of regularly-recommended undergraduate course offerings to those courses particularly well suited to the undergraduate student experience. For purposes of building enrollment at both the undergraduate and graduate levels, we view it as important to more clearly differentiate our course offerings.

4) Positioning the Arts Management Minor as an Entry to a New Arts Management Major. We are currently developing a full proposal for launching a new undergraduate Bachelor of Arts degree program in Arts Management (we expect to submit this proposal for review in winter 2013). We anticipate that the arts management minor will serve as pathway to the new major program. AAD 310 Arts Management will also be a required course for the major, and we expect to introduce many additional new undergraduate courses suited to both the major program and the minor program. Once approved, these new courses will be listed as elective options along with the list of elective courses currently provided in the attached program description.

All of the changes detailed above can be smoothly handled within the Arts and Administration Program. I submit the attached documents for review by the A&A Academic Affairs Committee and UO Curriculum Committee. Lori Hager currently serves as AAD’s representative to A&AA Academic Affairs; please be so kind as to communicate any questions to Lori or directly to me.

Thank you for your assistance.
UO Arts and Administration Program  
Undergraduate Arts Management Minor

28 credits are required for the Arts Management Minor. Of these, 20 credits must be from AAD courses; 8 credits may be from relevant upper-division coursework in other academic units. Courses will be selected in consultation with the Arts Management Minor Degree Program advisor.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>For students beginning as Freshmen or Sophomores</th>
<th>For students beginning as Juniors or Seniors</th>
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</table>
| Lower division AAD courses (0-12 credits) | Required: 8-12 credits  
Required: AAD 250 Art & Human Values  
And select one: AAD 251 Art & Visual Literacy, or AAD 252 Art & Gender  
Optional: AAD 199 Freshman Seminar | Optional: 4 credits from any of the classes listed below  
Optional: AAD 250 Art & Human Values, or AAD 251 Art & Visual Literacy, or AAD 252 Art & Gender |
| Required AAD minor course (4 credits) | Required: 4 credits  
AAD 310 Arts Management | Required: 4 hours  
AAD 310 Arts Management |
| Courses applied from your major (0-8 credits) | With approval: Up to 8 credits of related upper-division coursework from your major. | With approval: Up to 8 credits of related upper-division coursework from your major. |
| Upper division AAD courses (4-24 credits) | Required: the remaining 4-16 required credits, selected from a list of AAD upper-division courses. | Required: the remaining 12-24 required credits, selected from a list of AAD upper-division courses. |
| Total (28 credits) | 20 AAD credits plus 8 relevant major credits upon approval, or 28 AAD credits | 20 AAD credits plus 8 relevant major credits upon approval, or 28 AAD credits |

More detailed curricular information is provided below.
For students entering the minor as Freshmen or Sophomores, the specific course requirements are as follows:

**Begin:** Take 8-12 Credits Lower-Division AAD Courses

Required for all students beginning as Freshmen or Sophomores - 4 credits
AAD 250 Art & Human Values

**Select One of the Following - 4 credits**
AAD 251 Art & Visual Literacy
AAD 252 Art & Gender

Optional Lower-Division Course – 4 credits
AAD 199 Freshman Seminar (any one)

**Take:** The Required Minor Course for All Students - 4 credits
AAD 310 Arts Management

**Add:** Up to 8 Credits Applied from your Major
With the advisor’s approval, up to 8 credits of relevant and related upper-division coursework in the student’s major area of study may be applied to this minor (this is known as “double-dipping”).

**Take:** Courses selected from the following to complete your requirements
Take at least 4-16 credits from the following courses

408 Performing Arts Industry
409 Practicum: (Variable Site and Duties)
409 Practicum: Film Festival Operations
410 Interpretive Exhibit Studio
410 Planning Interpretive Exhibits
410 Public Folklore and Cultural Programming
420 Event Management

With advisor and instructor approval, in rare cases it may be possible for upper-division students to also receive permission to enroll in other Arts & Administration Program concentration-area elective 400/500-level courses.

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For students entering the minor as Juniors or Seniors, the specific course requirements are as follows:

Optional for students beginning as Juniors or Seniors:
AAD 250 Art & Human Values (4 credits)

**Take:** The Required Minor Course for All Students - 4 credits
AAD 310 Arts Management
Add: Up to 8 Credits Applied from your Major
With the advisor’s approval, up to 8 credits of relevant and related upper-division coursework in the student’s major area of study may be applied to this minor (this is known as “double-dipping”).

Take: Courses selected from the following to complete your requirements
Take at least 12-24 credits from the following courses

408 Performing Arts Industry
409 Practicum: (Variable Site and Duties)
409 Practicum: Film Festival Operations
410 Interpretive Exhibit Studio
410 Planning Interpretive Exhibits
410 Public Folklore and Cultural Programming
420 Event Management

With advisor and instructor approval, in rare cases it may be possible for upper-division students to also receive permission to enroll in other Arts & Administration Program concentration-area elective 400/500-level courses.
ARTS AND ADMINISTRATION PROGRAM

Programs
Degree Programs
Undergraduate Program
  Community Arts Minor
Graduate Program
  Community Partners and Practice

Community Arts Minor through AAD Program

Program Overview
The Community Arts Minor is based on a definition of community arts that emphasizes the potential participation of all citizens in performance or exhibition-focused art groups and organizations that are community-based and culturally democratic in orientation. Such organizations and groups typically promote the arts as integral to the everyday life of the community and build a sense of the unique character of the area. Community arts programs are often strongly committed to underrepresented groups.

The Community Arts Minor is designed for students with an interest in participating in, leading, and organizing the arts in community settings. Students from across disciplines—including Theatre, Music, Dance, Art, Education, Sociology, and Family and Human Services—minors in Community Arts because they are interested in expanding their knowledge of community applications within for the arts through coursework in arts administration and programming, arts philosophy, arts education, and community cultural development.

Course requirements encourage students to be cognizant of the relationships between arts and culture, ethnicity, politics, economics, education, class, gender, age, and occupation. Students graduating with the minor will prepare to facilitate citizen participation in the arts, understand methodologies for arts program development and arts administration, gain an appreciation for the breadth of arts organizations and their relationships to communities, and the importance of public participation in the arts.

Curriculum
Students in the Community Arts Minor complete a variety of courses offered through the Arts and Administration (AAD) Program. The Community Arts Minor requires 28 credits with grades of C+ or better. It is required that 20 credits come from AAD courses. The other 8 credits may be upper-division courses from either AAD or your Major area.

Freshmen and sophomores are advised to take 1-2 of the 250-series of AAD undergraduate courses. All others may choose from a range of AAD upper-division courses to satisfy the minor, in consultation with the Community Arts Minor advisor.

Participatory Learning Experiences in the form of practicums with local arts organizations provide students with hands-on learning opportunities that extend classroom learning into the community and provide the student with important professional experiences and connections.

The following are 2012-13 AAD elective courses open to undergraduates. Courses are subject to change. Check course schedules and consult with the Community Arts advisor regularly. See the 2012-13 curricular guide in both list and table formats below.

Lower-Division
### Upper-Division

- AAD 259 Community Arts Management (4)
- AAD 408 Zines and DIY Culture (4)
- AAD 4/508 Performing Arts Industry: Standards & Practices (1)
- AAD 4/609 Practicum (variable; see below)
- AAD 4/609 Film Festival Operations (4)
- AAD 4/510 Art in Society (6)
- AAD 4/510 Arts in Healthcare
- AAD 4/510 Exhibition Studio
- AAD 4/510 Museum Ethics (4)
- AAD 4/510: Public Folklore & Cultural Programming
- AAD 4/510 Community Arts Exercise (4)
- AAD 4/510 Planning Interpretive Exhibits (2-3)
- AAD 4/510 Exhibits Studio (3)
- AAD 4/510 Museum Theory (4)
- AAD 4/510 Media Publics (4)
- AAD 4/510 Media Boundaries (4)
- AAD 4/520 Event Management (4)
- AAD 4/529 Museum Education (4)
- AAD 4/530 Youth Arts Curriculum & Methods (4)
- AAD 4/510 Community Arts Praxis (4)

*Offered both in-class and online; some are also offered as hybrid courses. For more information about taking online courses at UO, visit the Distance Education website at [http://de.uoregon.edu/](http://de.uoregon.edu/)

### Practicums

Community Arts Minor students may pursue a participatory learning experience through Practicum credits. Practicums provide an opportunity to "apprentice" with local arts organizations to gain hands-on experience. Examples of past student practicum include:

- **City of Eugene Cultural Services:** Public Art Program
- **Hilde Kerns Art Center:** Education Program and Marketing; Artists Services Program
- **Lest Leebirk Theatre Co.:** Assistant to Managing and Artistic Directors
- **Eugene Opera:** Guest Artists Relations
- **Springfield Museum:** Collections Digitization
- **JeffJohnson Gallery:** Publicity and Exhibitions
- **Biontops Conferences:** Art and Film Coordinator
- **UO Foundation:** Administrative Assistant
- **Eugene Glass School:** Administrative Assistant
- **Jordan Schnitzer Museum of Art:** Collection Intern
- **Oregon Bach Festival:** Community Steering Committee
- **Arts Umbrella, Inc.:** Development Director

### Applying for the Community Arts Minor

Prospective students must apply to pursue a Community Arts Minor. The advisor for the Community Arts Minor is Tina Rinaldi, Managing Director of the Arts and Administration Program. Contact Ms. Rinaldi (trinaldi@uoregon.edu) to notify her of your interest in the minor, and to set up a meeting to discuss whether the Community Arts Minor might meet your educational, professional, and personal goals.

In advance of your meeting, review the advising materials, courses, and general information. Complete the Notice of Intent to Add/Drop a Community Arts Minor form and bring with you to the meeting. At the meeting, we will discuss your interests, course options, and your academic schedule. You will leave with a sense of the courses that comprise the Community Arts Minor, practicum opportunities, and what your unique track through the minor might look like.

### Application Deadline

Students may apply for the Community Arts Minor at any point in their undergraduate study, provided that there is adequate time for the completion of minor requirements.

### How to Declare a Community Arts Minor

1. Meet with Community Arts Minor advisor, Tina Rinaldi (trinaldi@uoregon.edu)
2. Download and review the Community Arts Minor Information Packet.
3. Fill out Notice of Intent to Add/Drop a Community Arts Minor and submit to Ms. Rinaldi to sign.
4. In consultation with Ms. Rinaldi, plan courses toward your minor.
5. Use the Community Arts Minor Advising Form to track your progress through the program.
6. Meet regularly with your advisor.