

4-16-1990

Interdisciplinary Minor in Arts Mgmt.

The College at Brockport, College Senate

Follow this and additional works at: https://digitalcommons.brockport.edu/senate_resolutions



Part of the [Higher Education Commons](#)

Repository Citation

The College at Brockport, College Senate, "Interdisciplinary Minor in Arts Mgmt." (1990). *College Senate Resolutions*. 815.
https://digitalcommons.brockport.edu/senate_resolutions/815

This Resolution is brought to you for free and open access by Digital Commons @Brockport. It has been accepted for inclusion in College Senate Resolutions by an authorized administrator of Digital Commons @Brockport. For more information, please contact kmyers@brockport.edu.

President
Faculty Senate
Campus

Resolution 20 1989-90

TO: President John E. Van de Wetering
FROM: The Faculty Senate Meeting on 4-16-90
(Date)
RE: X I. Formal Resolution (Act of Determination)
II. Recommendation (Urging the fitness of)
III. Other (Notice, Request, Report, etc.)

SUBJECT: Interdisciplinary Minor in Arts Management



Signed James S. Elliot
(For the Senate)

Date Sent 4-26-90

TO: The Faculty Senate
FROM: President John E. Van de Wetering
RE: I. Decision and Action Taken on Formal Resolution
a. Accepted. Effective Date Fall 90
b. Deferred for discussion with the Faculty Senate
on _____
c. Unacceptable for the reasons contained in the
attached explanation
II, III.
a. Received and acknowledged
b. Comment:

DISTRIBUTION: (See Faculty Senate for Attachment)
See attached distrib list.

Distribution Date 5/2/90 Signed: [Signature]
(President of the College)

ARTS MANAGEMENT: AN INTERDISCIPLINARY MINOR

Background

Because of the increase in the government subsidy and corporate funding to arts organizations in 1960, "not-for-profit theatre companies have come into being and have spread from New York City across the country. . . . The United States has experienced a major shift in the organizational structure" of arts organizations (Stewart 31). According to Barlow, this

has necessitated the concomitant establishment of legal and administrative structures, boards of directors, doctrines of accountability and procedures, and sophisticated fiscal management. We now have a large body of individuals who make their living not creating theatrical art, but facilitating the creation of that art through the management of theatres (Barlow 13).

Stephen Langley, a prominent arts management educator, also drew attention to "a growing need for knowledgeable arts managers and administrators" (Langley XIII). The fact that the effective management of arts organizations is essential to use the resources economically, and to facilitate the creation and appreciation of art works, has been emphasized by the Rockefeller Report:

Too many people believe that a simple infusion of more money will solve all the problems of the performing arts in this country. . . . We will not realize our objective--flourishing world of the performing Arts in America--unless those who guide our performing arts organizations demonstrate a capacity to see beyond present crises and plan for the expanding future. As talent is needed to create and perform a work of art, so equal talent--though of different sort--is needed to create and govern the institutions that provide the settings for these arts. It is for this reason the panel believes it essential for an arts organization to have an effective board of trustees and competent management in addition to talented artistic direction (The Performing Arts Problem and Prospects 149-150).

The functions and responsibilities of arts management are ever expanding, and they include: regular business routines, accounting, records and reports, audience development, public relations, publicity, labor negotiations and contracts, backstage and front of house operations, box office, as well as computers and information management services.

Arts Management Minor - p. 2)

Because of the complex needs of the arts management, proper training of the administrators is imperative. "The steps that have been taken to train a new generation" of art administrators "are welcome, but more effort, on a more formal basis, needs to be made--perhaps within the universities" (The Performing Arts Problems and Prospects 166). A liberal arts institutions, like ours, is an ideal place to begin such training. Because, in addition to teaching the essentials of arts management, the students are also exposed to a breadth of various arts and disciplines. Therefore, we are proposing a Minor in Arts Management at Brockport.

Goals

The Minor in Arts Management is designed to provide an overview of technical, human, and conceptual skills necessary for successful administration of arts organizations. Specific goals of the program are:

- (1) To provide theory and techniques of managing arts organizations.
- (2) To provide skills in marketing, public relations, and audience development.
- (3) To provide practical experience in box office, house management, stage management, and gallery management.
- (4) To facilitate individual artists to manage their own artistic endeavors.

This program will fulfill two major goals of the Mission Statement of the College:

- (1) The development of interdisciplinary programs.
- (2) The development of career oriented programs.

The students completing this Minor will be able to obtain entry level jobs in various areas of art management, such as marketing, promotion, sales, company management, tour management, gallery management, house management, box office, etc.

Curriculum Structure

The curriculum structure of the Minor in Arts Management consists of 20 credits:

- FA 210 BT: Arts Organizations & Information Services (3 credits)
- BUS 285 B: Fundamental Accounting I (3 credits)
- BUS 335 A: Principles of Marketing (3 credits)

Arts Management Minor - p. 3)

ART 470 B: Gallery Management (3 credits)
CMC 332 A: Public Relations Principles and Practices
(3 credits)
DNS 236 B: Dance Management (1 credit)
THE 108 B: Theatre Production: Management (1 credit)
FA 451 B: Internship in Arts management (3-6 credits)

As a pre-requisite to the FA 451: Internship in Arts Management, the students are required to take at least one course in the area of their specialization, if they have not taken such a course as a part of their major, general education, or electives. The FA 210: Arts Organizations and Information Services will fulfill the computer literacy requirement of General Education core. The students are also strongly urged to take at least one studio course in each of the four arts areas (Art, Dance, Music, and Theatre).

LIST OF SUGGESTED WHICH STUDENTS CAN BE TAKE TO ENHANCE THEIR SKILLS IN ARTS ADMINISTRATION

Art history courses

BUS 365: Principles of Management (A)
BUS 437: Promotional Policy and Sales Management (A)
CMC 219: Advertising, Mass Persuasion and Consumer (A)
CMC 224: Newswriting and Reporting (A)
CMC 243: Radio and Television Writing I (A)
DNS 207: Dance Production (B)
PHL 308: The Arts in Society (A,I)
PHL 342: Business Ethics (A,I)
PEP 360: Introduction to Sports Management Theory (B)
PEP 460: Administrative Practices in Sports Management (B)
PLS 412: Public Policy: Values, Means, Methods (A)
REL 312: Administration of Leisure and Human Services (B)
REL 406: Leisure and Aging (A,I)
REL 411: Management of Leisure Resources (B)
THE 202: Stagecraft (B)

Implementation

1. The program will be managed by the Committee for Minor in Arts Management (CMAM) consisting of faculty from the participating departments: Art, Business Administration and Economics, Communication, Dance, and Theatre. One or two student representatives will also be on the Committee.

2. The program will be under the supervision of the Dean of School of Arts and Performance.

3. The program will be administered by the Coordinator who will be elected by the Committee for Minor in Arts Management for a period of two years. The elections will be held every two years, and incumbents are eligible for re-election.

Arts Management Minor - p. 4)

4. The Coordinator will administer the program in consultation with the Committee for Minor in Arts Management, Dean of School of Arts and Performance, and the Vice President for Academic Affairs.

5. No additional faculty and staff, or budget is necessary to initiate and manage this program. Office of the Dean of Arts and Performance will provide the operating expenses which are minimal.

6. The Drake Memorial Library has sufficient number of books and periodicals to help students in their studies.

7. Many organizations in Rochester, Buffalo, Albany, New York, and other parts of the country will be used for internship training.

8. The program will be evaluated periodically, and revisions will be made to the program as deemed necessary.

9. The program is planned for implementation for Fall 1990.

REFERENCES

- Barlow, Curtis. "The Manager's Perspective. An Overview of Canadian Theatre Management. Canadian Theatre Review 40 (1984): 13-18.
- Langley, Stephen. Theatre Management in America: Principle and Practice. New York: Drama Publishers, 1980.
- Rockefeller Foundation. The Performing Arts. Problems and Prospects. New York: McGraw-Hill, 1965.
- Stewart, William. "Theatre Management in the U.S." Canadian Theatre Review 40 (1984): 31-36.

COMMITTEE FOR MINOR IN ARTS MANAGEMENT

Sri Ram V. Bakshi (Theatre)
James J. Cordeiro (Business Administration & Economics)
Anna Calluori Holcombe (Art)
Fredric A. Powell (Communication)
Kista Tucker (Dance)

COURSE DESCRIPTIONS

FA 210: ARTS ORGANIZATIONS AND INFORMATION MANAGEMENT (BT)
Introduction to the principles and techniques of forming arts organizations; the study of concepts and systems, including practical experience, of managing information through computers. 3 credits.

BUS 285: FUNDAMENTAL ACCOUNTING I (B)
The logic of accounting as a business language; accounting procedures to carry out the logic; the accounting concept of income determination; measurement processes for assets owned and used by an accounting entity. 3 credits.

BUS 335: PRINCIPLES OF MARKETING (A)
Develop an understanding of marketing in an organization through analyses of role, structure and processes, as they relate to proprietary and public organizations; selection of markets, service/products, and analysis of consumer needs and wants. 3 credits.

ART 470: GALLERY MANAGEMENT (B)
Lecture and laboratory course emphasizing the design, preparation and installation of exhibitions. Also covered are collections, management, publications. 3 credits.

CMC 332: PUBLIC RELATIONS PRINCIPLES AND PRACTICES (A)
Prerequisite CMC 224. Study of principles, practices, media, and methods of public relations and information. Emphasis on various public relations functions, communication and publicity techniques. Analysis of relations with various publics such as the press, employees, stockholders, consumers. 3 credits.

DNS 236: DANCE MANAGEMENT (B)
An overview of the business of dance; planning organization, grant writing, publicity, etc. Students gain practical experience in dance management by assisting production of departmental events. 1 credit.

THE 108: THEATRE PRODUCTION: MANAGEMENT (B)
Develop an understanding of the theatre production process through a practicum experience in management. 1 credit.

FA 451: INTERNSHIP IN ARTS MANAGEMENT (B)
Prerequisites: 2.5 G.P.A. in courses taken for Arts Management Minor. The students should complete all the required courses in the Minor before doing internship. To provide theoretical and practical experience for exploring solutions to selected problems in arts management. The students, who will be placed in arts organizations, will work

Arts Management Minor - p. 6)

on projects, such as box office, fund raising, audience development, gallery management, music management, dance management, etc. 3-6 credits.

ARTS MANAGEMENT: AN INTERDISCIPLINARY MINOR

CYCLING OF THE COURSES

	F90	S91	F91	S92	F92	S93	F93	S94
FA 210: Arts Organi- zations and Information Management	X		X		X		X	
BUS 285 Fundamental Accounting I	X	X	X	X	X	X	X	X
BUS 335 Principles of Marketing	X	X	X	X	X	X	X	X
ART 470: Gallery Management		X		X		X		X
CMC 332: Public Relations Principles and Practices	X		X		X		X	
DNS 236: Dance Management	X	X	X	X	X	X	X	X
THE 108: Theatre Production Management	X	X	X	X	X	X	X	X
FA 451: Internship in Arts Management					X	X	X	X