

4-9-2007

Advanced (Graduate) Certificate in Arts Administration

The College at Brockport, College Senate

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SUNY BROCKPORT

College Senate
State University of New York College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925
516-395-2586 (Fax) 395-2246

Resolution # 26
2006-2007
COLLEGE SENATE

COLLEGE SENATE
SUNY College at Brockport
APR 2 - 2007
350 New Campus Drive
Brockport, NY 14420-2925

RECEIVED

APR 16 2007

SUNY BROCKPORT
PRESIDENT'S OFFICE

TO: Dr. John R. Halstead, College President

FROM: The College Senate: *April 9, 2007*

RE: ⇨ I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)

SUBJ: **Advanced (Graduate) Certificate in Arts Administration** (SI 06-07 GC)

Signed: *Jeffrey T. Lashbrook* Date: *4/16/07*
(*Dr. Jeffrey T. Lashbrook, 2006-07 College Senate President*)

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate President

FROM: College President

RE: ⇨ I. Decision and Action Taken on Formal Resolution (circle choice)

a. Accepted
• *Implementation Effective Date: Fall 2007
*Date resolution will begin to be used by the College (i.e. spring, fall, when included in catalog, etc.)

b. Deferred for discussion with the Faculty Senate on ___/___/___

c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI

a. Received and acknowledged ___/___/___

b. Comment: _____

DISTRIBUTED BY PRESIDENT'S OFFICE TO: President's Cabinet

DISTRIBUTE ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed: *J. Halstead* Date: *4/26/07*
(*Dr. John R. Halstead, President, SUNY College at Brockport*)

DEADLINE FOR SUBMISSIONS: FEBRUARY 23

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS:

- Submit only complete proposals.
- Proposals must be prepared individually in Word format using committee guidelines (guidelines online).
- Fill out this cover page for each proposal (available online at www.brockport.edu/collegesenate) and insert it electronically as the front page of your document.
- Email whole proposal with cover page as one attachment to senate@brockport.edu and facprez@brockport.edu.
- All updates must be resubmitted to the Senate office with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE:

Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Advanced (Graduate) Certificate in Arts Administration
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2. BRIEF DESCRIPTION OF PROPOSAL:

The Visual Studies Workshop, which offers the MFA degree, and the Department of Public Administration, which offers the MPA degree, are proposing a four-course Advanced (Graduate) Certificate in Arts Administration, for matriculated MFA and MPA students.
--

3. ANTICIPATED DATE OF IMPLEMENTATION:

Fall 2007

Enter date this will be effective if passed by the Senate.

4. SUBMISSION & REVISION DATES: PLEASE PUT A DATE ON ALL UPDATED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
2/22/07			

5. SUBMITTED BY: (contact person)

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Chris Burnett	Visual Studies Workshop	442-8676	cburnett@vsw.org
Jim Fatula	Public Administration	x5080	jfatula@Brockport.edu

6. COMMITTEES TO COPY: (Senate office use only)

Standing Committee	Forwarded To	Date
<input type="checkbox"/> Enrollment Planning & Policies	Committee	2/22/07
<input type="checkbox"/> Faculty & Professional Staff Policies	Executive Committee	3/19/07
<input type="checkbox"/> General Education & Curriculum Policies *	Senate	3/26/07
<input type="checkbox"/> Graduate Curriculum & Policies	Senate President's Signature	
<input type="checkbox"/> Student Policies	College President's Signature	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	To Vice Provost	
	Other	

* follow special Gen Ed procedures for submission of General Education proposals at "How to Submit Proposals" on our Website.

*(ROUTING NUMBER IS A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY ACADEMIC YEAR AND COMMITTEE INITIALS – Please use routing number and title in all references to proposals.)

**Proposal for an Advanced (Graduate) Certificate
in Arts Administration
in the Visual Studies Workshop MFA program and
the Department of Public Administration MPA program**

The Visual Studies Workshop, which offers the MFA degree in the School of Arts and Performance, and the Department of Public Administration, which offers the MPA degree, are proposing an Advanced (Graduate) Certificate in Arts Administration.

Rationale for the certificate, which also identifies the registered graduate programs to which the courses apply
The Rochester area is rich in arts and cultural nonprofit organizations, and these organizations play a vital role in the local and regional economy. Arts organizations are increasingly realizing the need for the professionalization of administration and capacity building through better resource management. SUNY Brockport, through this proposal sponsored by the Visual Studies Workshop and the Department of Public Administration, can fulfill an important unmet need in the community and region by offering educational and training opportunities in the area of arts administration by combining existing resources and expertise of the Program in Visual Studies and the Department of Public Administration. Brockport has achieved eminence in the performing arts; now it has the opportunity to match that high-standing with programs directed toward arts and cultural organizations to improve capacity building, governance, fundraising, and resource management. Such an effort is consistent with one of President Halstead's priorities: to strengthen Brockport's visibility and collaboration in the Greater Rochester Area.

Students in both the MFA and MPA program have expressed interest in the availability of arts administration courses and coursework. The program would be of substantial value to MFA students seeking to diversify their career options. VSW has a history of students gaining professional experience and obtaining curatorial and museum related jobs. Some have attained prominent leadership positions, e.g., Willis Hartshorn, Director of the International Center of Photography; Adam Weinberg, Director of the Whitney Museum of American Art. The program effectively reforms and modernizes professional development opportunities that the program has offered from the beginning.

Potential Benefits of a Certificate in Arts Administration:

- Increase student success by strengthening career options for both MFA and MPA students
- Support President Halstead's strategic goal to expand connections to greater Rochester business and arts community
- Gain new students in both departments and bolster student recruitment
- Expand each program's/department's educational offerings and value
- Develop potential for better utilization of facilities at VSW
- Support VSW's own institutional transformation with managerial resources and capacity building
- Increase interaction between School of Arts and Performance and School of the Professions
- Increase interaction between VSW and MetroCenter (recommended by PPR of 2004)

Registered graduate programs to which the advanced certificate courses apply:

the MFA degree offered by the Visual Studies Workshop in the School of Arts and Performance, and the MPA degree offered by the Department of Public Administration

Curriculum

In order to obtain the advanced certificate, students must successfully complete (with a grade of “B” or better) **four graduate courses**. MFA students pursuing the certificate must complete at least two of the four courses from the MPA list of courses, and MPA students must complete at least two of the four courses from the MFA list of courses. This curricular structure offers flexibility to students who often have strong experience in one or more of these courses and allows faculty to accommodate special goals and needs through advisement.

Applicable courses for the Advanced Certificate through the Department of Public Administration:

- PAD 601 Leading Organizational Change
- PAD 637 Marketing for Nonprofit Organizations
- PAD 629 Fundraising and Development
- PAD 640 Financial Management
- PAD 678 Nonprofit Management
- PAD 679 Grantwriting/Grant Management
- PAD 664 Nonprofit Advocacy and Government Relations
- PAD 687 Statistics for Managers
- PAD 688 Research and Program Evaluation
- PAD 644 Supervision Skills
- PAD 661 Creating an Empowered Organization
- PAD 653 Ethics for Managers
- PAD 682 Organizational Behavior
- PAD 685 Human Resources Management

Applicable courses for the Advanced Certificate through the Visual Studies Workshop:

Art history and theory

- ARH 565 Alternative Views of Art
- ARH 563 Contemporary Media Survey
- ARH 664 Media Culture (Art Theory and Philosophy)

Museum Studies/Studio

- ART 535 Expanded Issues in Exhibition
- ART 568 Working with Visual Information
- (Other studio courses and workshops in Photography and Media)

Practica and Internships

- ART 735 Arts Organization Practicum
- ART 790 Internship

Here are the course descriptions from the Graduate Catalog for these courses:

MPA Courses

PAD 601 Leading Organizational Change. Teaches the prospective public administrator how to effectively lead an organization through a significant change effort from start to finish. Addresses important theories, concepts and tools for leading and managing change with a focus on practical application in the workplace. Uses a mixture of experimental activities, lecture and class assignments. 3 Cr.

PAD 637 Marketing for Public Service Organizations (A). Presents a comprehensive overview of the theory behind nonprofit marketing and analysis of key nonprofit sectors including fundraising, the arts, education, healthcare and social ideas. Explores how marketing can be used to enhance fundraising, get the word out about a new service and increase a nonprofit's visibility in the community. Includes a review of marketing concepts and demonstrates how to ethically apply them to situations facing all types of nonprofit organizations. 3 Cr.

PAD 629 Fundraising and Development (B). Designed for individuals who are currently preparing for leadership roles in this area. Explores the ethics and values in professional fund raising. Also explores various forms of exchange that take place in fund raising, from individuals through corporations. Develops skills, including prospect identification, cultivation and research. 3 Cr.

PAD 640 Financial Management (A). Geared to enable non-financial managers to understand financial management in government, health and not-for profit organizations. Examines financial management and how to make use of the financial information such as budgets, forecasts, strategic plans and financial statements. 3 Cr.

PAD 678 Nonprofit Management (B). Provides an understanding of nonprofit organizations: their characteristics, purpose, structure, role and the management challenges confronting them. Examines practical methods and strategies for strengthening governance and board issues; planning; fund raising; marketing; public relations; financial management; and working with volunteers. Emphasizes organizational and management issues specific to health and human services agencies. 3 Cr.

PAD 679 Grant Writing and Management (B). Provides students with a "hands-on" experience of developing and writing competitive grant proposals for nonprofit and governmental agencies in order to increase their effectiveness in planning for, submitting, obtaining and managing grants. Enables students to: create a competitive grant proposal, identify the strengths and shortcomings of grant funding for program and agency purposes, identify sources of grant funding, and analyze the strengths and shortcomings of agency support for grant writing. 3 Cr.

PAD 664 Non-Profit Advocacy and Government Relations (A). Addresses the origin, growth and future of the nonprofit sector's relationship to the government sector, both in the United States and internationally. Reviews the historical and current partnerships with and regulation by government entities. Examines the nonprofit organization's advocacy role on behalf of its mission and beneficiaries, as well as the scope of permitted lobbying and political activities. Covers in detail the devolution of government functions to the third and private sectors and its consequences for resource management, administration and service delivery in several nations (though primarily in the United States). Examines the state's role in regulating speech by nonprofits and government funding of service delivery through religious-based organizations. 3 Cr.

PAD 687 Statistics for Managers (B). Allows students to learn to use SPSS by reading chapters in a text specifically designed to help them gain proficiency in using the software and understanding statistical methods. Also allows students to learn to describe data, develop and test hypotheses, and examine the relationships that exist among variables. Evaluates students on short exercises from the text, a midterm and a final project. 3 Cr.

PAD 688 Research and Program Evaluation (A). Covers methods of measuring the efficiency, effectiveness and impact of programs and services. Teaches students to design research projects, interpret research results and evaluate programs. Places subject matter in a context that the practicing administrator can apply to programmatic needs. 3 Cr.

PAD 644 Supervision Skills (B). For those now in (or preparing for) informal or formal leadership positions. Teaches supervisory skills through discussion, exercises, role plays, and the design/presentation of a training module on topics such as coaching and counseling, leading staff meetings, handling employee complaints, delegating responsibility, performance problem solving, performance appraisal interviewing, disciplinary action and the job interview. 3 Cr.

PAD 661 Creating an Empowered Organization (A). Covers the many issues surrounding the development of empowered teams from both the leader's and team member's perspective. Includes a mix of current theories and experiential activities, with the latter to be used as the primary instruction method. Since there is no generic step-by-step plan for building an empowered organization, challenges students with applying the general theories and methodologies to their own workplace. Focuses throughout the course on the role of manager in developing empowered teams. 3 Cr.

PAD 653 Ethics in Administration (A). Enables students to gain a conceptual and practical understanding of ethics and of the principal ethical theories. Teaches students to appreciate how ethics are applied to decisions and behavior in professional life, whether in the public or nonprofit sectors. Examines the relationship between being ethical and leadership and excellence in management. 3 Cr.

PAD 682 Organizational Behavior (A). Focuses on the interpersonal and social characteristics of organizations and the skills required to manage them. Covers topics from a behavioral perspective, including motivation, communication, leadership, group and intergroup behavior, conflict management, problem solving, ethics, diversity and other special topics. Features role plays, field interviews, films and the application of measurement instruments to complement the lecture-discussion format. Draws examples from governmental, nonprofit and business organizations. 3 Cr.

PAD 685 Human Resource Management (A). Covers human resource management (HRM) principles and skills useful for both the supervisor and the personnel specialist in the public, nonprofit and private sectors. Includes the role of the human resource manager, job analysis and position descriptions, selection, EEO and affirmative action, civil service, employee rights, quality of work life, compensation and benefits, performance appraisal, training and career development, labor relations and occupational safety/health. Uses team projects, class exercises, role plays, student presentations, lecture-discussion and a Human Resource Information System demonstration to assure that both the knowledge and skills of human resource management are learned. 3 Cr.

VSW MFA Courses

ARH 565 Alternative Views of Art

This course examines and explores art and culture from radically different points of view. It attempts to expand awareness of the multiplicity of world cultures by including subjects, voices and imagery that are often subordinated by traditional institutions of the West such museums and mainstream commercial media. The course uses strategies and disciplines including anthropology, women's studies, subculture, cyborg theory, political activism and liberation pedagogy to see western art in a different light. The course encourages the development of different means of practice in addition to expanded theoretical frameworks for looking at art.

ARH 563 Contemporary Media Survey

Surveys the visual and media arts since World War II, with primary emphasis on photography and secondary emphasis on the mass media, the book arts, the time-based arts, installation art, etc.

ARH 664 Media Culture

Explores the culture of media through image production and dissemination, sequence and montage, and the media environment. Through readings, archival research and direct observations of contemporary life, explores how individuals and groups respond to and manipulate images to make sense of their lives. Examines how images work as a language and how images and words function together. Considers how images construct our environment and social world. Analyzes the practices of mass and alternative media in relation to emerging systems of information.

ART 568 Working with Visual Information

Using the substantial visual resources of the Visual Studies Workshop, this course provides the fundamentals of working with visual information in a special collections context. It introduces basic database concepts, analysis and current archival/museum best practices (name authorities, exhibition and bib-citation). The practical emphasis is on the use of FileMaker database software for its ease of use, low cost and power, but other systems are surveyed including the potential of the internet for expanded access. The student will learn how to use visual information more effectively for research. Moreover, the student will learn how to craft effective structures of visual data.

ART 535 Expanded Issues in Exhibition

Explores various exhibition formats, including site-specific installation and alternative forms of public display such as billboards, signage, mail, networks, and performance. Students develop individual or collaborative projects culminating in a public display.

ART 735 Arts Organization Practicum

As an in-house internship, the practicum provides the opportunity to gain first-hand experience and working knowledge of one of VSW's program areas: Afterimage journal; Exhibitions and Gallery; Media Center; Printshop; VSW Press; and, Research Center. The student works under the direction of Director and/or program coordinator and makes active contributions to advancing the program's goals. The student gains inside experience of an art organization in learning particular, professional skills.

ART 790 Internship

The internship is designed to benefit students' work by providing experience in the field. It involves the commitment of one semester's time within an active, professional learning situation. Examples include an apprenticeship with an artist, assisting a curator, setting up and teaching evening courses in a remote area, helping design an innovative method of visual text distribution on the internet. The internship culminates in a report including documentation and evaluation letters.

ART 591 Summer Institute Workshops

The Summer Institute, which offers a wide selection of intensive one-week workshops (2 credits at graduate level), is designed to stimulate new ways of working and of thinking about work, as well as providing opportunities to expand technical skills and work with new processes. Additionally, there are media literacy workshops designed for teachers to engage with special topics in educational media and media education.

Faculty credentials and course responsibilities

All listed courses for the Advanced Certificate in Arts Administration are currently offered by the MFA and MPA programs. No new courses are being proposed.

Students: information on admission and advisement

Matriculated students in either the MFA program or the MPA program are eligible to complete the Advanced Certificate in Arts Administration. Application materials will be available through the Office of Graduate Studies.

Matriculated students in both program will receive advisement from their faculty advisors in their respective programs.

Resources and support programs

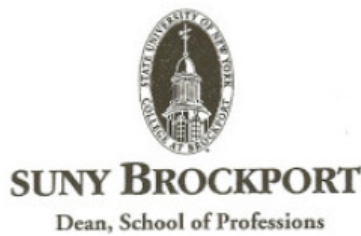
No additional resources are needed. All of the courses for the Advanced Certificate in Arts Administration are currently taught in the MFA and MPA programs.

To Whom It May Concern:

I have read the proposal for an Advanced Certificate in Arts Administration submitted by Public Administration and Visual Studies. The proposal provides an optional interdisciplinary academic experience for students in either program and seems to address a need in the arts community. This Advanced Certificate program does not require any additional resources; the necessary course work already is in place and there are no other new costs associated with the proposal. This proposal has my support. Thank you for the consideration.

Sincerely,

Francis X. Short, P.E.D.
Dean



February 22, 2007

TO: College Senate

FR: Christine E. Murray, Dean **A**
School of Professions

RE: Arts Administration

I am in full support of the Advanced (Graduate) Certificate in Arts Administration.