

AUDIT AND REVIEW EVALUATION FORM
Undergraduate Programs & Stand-Alone Minors
2006-2007

Program: Arts Management Major _____ Minor X

I. A. Program Purpose & Overview: Centrality

Strengths:

1. The program is aligned with the University, College, and Department missions (e.g., “lead[s] to a professional specialization, serves as “regional cultural and resource center”).
2. Is able to fit well with other majors so that it has a usefulness not just on its own.

Weaknesses:

- 1.

Comments/Questions:

1. The program has taken several steps in addressing the weaknesses identified in previous review.

I. B. Program Purpose & Overview: Program Mission, Goals, & Accomplishments

Strengths:

1. Program has a combination of theoretical and practical experiences.
2. The College has an active Advisory Board
3. The program has a well-defined mission which is consistent with the broad missions of the department, college, and the university.
4. Specific career type goals are listed in this section.
5. Overall, a well-managed program.
6. Students who have taken the program and responded to surveys or assessment seem happy with the program.

Weaknesses:

1. The self-study doesn’t address how the program supports diversity and global perspectives initiatives.

Comments/Questions:

1. Will a single member of the College Advisory Board be sufficient to articulate the program’s interests, needs, etc.?
2. Program doesn’t have a “vision” statement—a sense of how (or if) it wants to grow or develop.
3. Program seems to depend mostly on the mission statement of the Theatre and Dance Department.

II. A. Academic Assessment: Curriculum

Strengths:

1. Program includes courses from several departments (it’s interdisciplinary).
2. A new course, ACINDP 310 (Practicum-Development) has been developed.

3. Program has two options, a Non-Profit Option and a For-Profit Option.
4. The creation of the WAMEP (Wisconsin Arts Management Educators Partnership) among UW-W, UW-Green Bay, UW-Parkside, and UW-Stevens Point has been influential in connecting the Arts Management program across the state and in helping to insure some level of consistency in curriculum standards among the various UW System programs.
5. Program has offered courses online (ACINDP 362 and ACINDP 363).
6. Gives students a little business background so as to help them in the business world. Even the non-business classes seem to be set up to give students a special skill outside of the normal art class experience.

Weaknesses:

1. The problem of offering the capstone course, ACINDP 364, Issues in Arts Management, once every 4 semesters hadn't been solved.

Comments/Questions:

1. "The College of Business has *generally been helpful* over the years." Does this language indicate there is a problem of cooperation between the colleges?

II. B. Academic Assessment of Student Learning: Assessment of Student Learning

Strengths:

1. For the most part, the assessment of student learning is objective and measurable.
2. The performance objectives/content objectives are linked to specific courses. Forms of evidence for each course are also provided.
3. Efforts are made to share assessment information with a range of constituencies.

Weaknesses:

1. Write learning outcomes from the perspective of what students will know/be able to do.
2. Objectives #s 12 and 13 (p. 11) are programmatic objectives as opposed to learning outcomes.

Comments:

1. For assessment purposes, have the learning outcomes been matched to specific items on questionnaires, exit interviews, etc.?
2. When discussing changes in the program (pp. 13-14), cite the basis for decisions whenever possible. For example, under Internships (p.13), be more specific than "Based on student feedback . . ." Ideally, the program can point to something learned during the assessment process that prompted a change in the program.

III. A. Student Recruitment, Enrollment, Retention & Graduation: Trend Data

Strengths:

1. Enrollment has been somewhat stable with a one-time high during 2004 when a number of web based courses were offered. Program has grown since its inception.

Weaknesses:

1. The ratios of retention and graduation are low.

Comments/Questions:

1. The number of minors granted in recent years appears to be very consistent.
2. The current level of enrollment is appropriate although it trended downward after 2004.
3. Is growth because of a growth in the market for art managers or is it based on the minor recruiting or other factors?

III. B. Student Recruitment, Enrollment, Retention & Graduation: Demand for Graduates

Strengths:

1. Placement appears to be quite high (10 out of 30), especially given the fact that this is a minor.
2. The program has stayed connected to a sufficient number of graduates so as to be somewhat assured that students are finding positions in their field.

Weaknesses:

1. Program doesn't have a systematic method for tracking graduates.

Comments/Questions:

1. I did not see anything showing if the program is useful in placing students into careers/jobs out of college.
2. Information about demand for graduates is not clear. Are there any statistics on the % getting a job or getting a job in their given field with this minor? Could information about demand be obtained through Bureau of Labor Statistics data?

III. C. Student Recruitment, Enrollment, Retention & Graduation: Comparative Advantage

Strengths:

1. The program benefits the Greenhill Center of the Arts and Young Auditorium, both for students (e.g., internship sites, field trips, etc.) and the community.

Weaknesses:

- 1.

Comments/Questions:

1. Where are Arts Management programs housed in other UW System campuses?

IV. A. Resource Availability & Development: Faculty Characteristics

Strengths:

1. The program is fortunate to have such dedicated academic staff in teaching the courses.

Weaknesses:

1. The academic staff member who teaches most of the core courses has only a 22% appointment for these efforts. This includes teaching all four courses in the core, and overseeing the program. A full-time faculty position is needed.

Comments/Questions:

1. Staffing of this program needs to be addressed. Is current staffing adequate to meet program needs?

IV. B. Resource Availability & Development: Teaching & Learning Enhancement

Strengths:

1. One instructor has been active in teaching and learning enhancement activities.

Weaknesses:

1. Others don't seem as active in teaching and learning enhancement.

Comments/Questions:

- 1.

IV.C. Resource Availability & Development: Research & Scholarly/Creative Activities

Strengths:

1. Although there is no requirement for research and creative activities, one instructor in the program has been active in this area.

Weaknesses:

- 1.

Comments/Questions:

- 1.

IV. D. Resource Availability & Development: External Funding

Strengths:

1. Program staff member was awarded a UW System curricular redesign grant.

Weaknesses:

- 1.

Comments/Questions:

- 1.

IV. E. Resource Availability & Development: Professional & Public Service

Strengths:

1. One instructor in the program has been active in professional service.

Weaknesses:

- 1.

Comments/Questions:

- 1.

IV. F. Resource Availability & Development: Resources for Students

Strengths:

1. Program provides guest speakers and internship opportunities for students, providing a strong connection to "real-world" experiences.
2. Students are required to see an advisor regularly.

Weaknesses:

- 1.

Comments/Questions:

1.

IV. G. Resource Availability & Development: Facilities, Equipment, Library Holdings

Strengths:

1. Adequate for the needs of the minor.

Weaknesses:

1.

Comments/Questions:

1.

Other:

Strengths:

1.

Weaknesses:

Comments/Questions:

1. It seems the program is around just for the small amount who use it. Is there a big cost to that or is it minimal?
2. Overall, it appears that they are doing a good job with the program given the resources available.
3. Information was redundant—repeated 2,3, sometimes 4 times.
4. Could the program be redesigned as a joint program with the College of Business& Economics?

Recommended Actions

1. Continue to develop the program’s assessment plan, and link programmatic changes to assessment data.
2. Continue to develop a systematic means for keeping track of graduates.
3. Continue to explore options for the future of the program with the Dean. Include a discussion of the “vision” for the future of the program within the College (i.e., Should the program grow? Continue at the same level? If the program is to expand, how can resources be generated to support to a full-time FTE?).

Recommended Result

- Continuation without qualification.
- Continuation subject to minor concerns.
- Continuation subject to annual reports from dean on progress remedying deficiencies until noted deficiencies are corrected.
- Withhold recommendation for continuation, place on probation, and require another complete audit and review within 1 - 3 years at committee's discretion.
- Withhold recommendation for continuation, place on probation, recommend placing in

receivership within college, and require another complete audit and review within 1 - 3 years at committee's discretion.

____ Non-continuation.

10-27-06