

**CSU Channel Islands
 PROPOSAL TO
 INITIATE A NEW MINOR**

SIGNATURE PAGE

| | |
|--------------------------------|---|
| Name of Proposed Minor: | Arts Management |
| Date of Submission: | 9/30/2014; REV. 10.22.14; REV. 11/2/14; REV. 11/24/14 |
| Faculty Proposing New Program: | Tracylee Clarke, Irina D. Costache, J. Andrew Morris |

Review and Approval Signatures:

| | | | |
|---------------------------------------|--|-------|--|
| 1. Program Chair | | Date: | |
| 2. AVP of Program | | Date: | |
| 3. Curriculum Chair: | | Date: | |
| 4. Academic Senate Chair: | | Date: | |
| 5. AVP Academic Programs and Planning | | Date: | |
| 6. Provost: | | Date: | |
| 7. President or Designee: | | Date: | |

Internal Note: Please return this document to the Curriculum Committee. Due by October 1st for consideration for the following academic year.

CSU Channel Islands PROPOSAL TO INITIATE A NEW MINOR

This form is to be used when the proposed new minor is in a field where no major exists, or where a current major does not have a minor field. (If academic minors are developed as part of a new major proposal, this *Proposal for a New Minor* does not have to be completed.)

Senate Resolution 2-01 requires that minor must have a minimum of fifteen (15) units, nine (9) of which must be upper division.

1. Program Identification
 - a. Name of the Minor: **Arts Management**
 - b. Academic Program(s) Proposing the Minor
Art, Business and Economics, Communication
2. Program Description
 - a. Provide a description of the Minor and its Student Learning Outcomes.

The Minor in Arts Management aims to provide CI students with an understanding of the artistic significance and the main management and marketing strategies and tools of cultural /educational institutions such as museums, theaters, art and entertainment foundations, and archives. This interdisciplinary minor will give the students the knowledge needed to recognize the way in which art, art history, communication and business/econ are intertwined within institutional environments and will prepare them with the training necessary to work in such institutions or to pursue graduate work in this field. The courses required for this minor are offered on a regular basis.

Learning outcomes

- **Demonstrate creative, critical thinking and analytical skills by identifying, analyzing, and assessing the political, social, technological, communicative, and economic impact on and connection to the field of arts management.**
- **Demonstrate understanding of the contemporary culture and institutions through projects that address existing issues.**
- **Demonstrate understanding of the implications of management in art institutions through projects and presentations that benefit the general public and local community.**

- **Demonstrate effective collaboration skills by working successfully in groups (with CI and other students, CI staff and faculty, and outside professionals).**
- **Demonstrate a solid understanding of the complex ethical issues of arts management, communication, business, and art/ art history.**
- **Use and apply marketing theories and concepts to develop audiences, promote the nonprofit arts as a valuable social sector, and develop marketing plans and strategies for this sector.**

b. How does the Minor support the University's Mission and Strategic Goals?

The minor strongly supports interdisciplinary studies and not only prepares students for a growing job market in this field, but also provides them with a valuable foundation for a graduate program in arts management. This is a student initiated curriculum development: students interested in the relationships between art, business, and communication in the context of cultural institutions have suggested to Professor Irina D. Costache that CI create a minor in this field. The minor effectively seizes upon a key strategic opportunity within the greater Los Angeles metropolitan area. CSUCI's location in a region rich with cultural and artistic institutions (museums, galleries and alternative spaces, theaters, performance groups and venues, archives, not-for-profit arts and cultural organizations and foundations) provides an opportunity to use local resources and offers exciting possibilities for student internships, graduate studies and job placement.

c. Provide a catalog description of the Minor. Use the format in which it will appear in the catalog, including a program description, careers associated with the minor, and faculty names and titles.

Catalog description:

The Arts Management minor provides CI students from all majors the opportunity to learn about the practical and theoretical mechanisms of administration and marketing in cultural institutions. The curriculum is focused on interdisciplinary courses and includes many projects with real-life applications. Students are required to complete a minimum of 18 units, of which 12 must be upper division.

Program description:

Arts managers help connect art and artists to audiences and as such play an essential role in transforming minds, lives, and communities through creative expression.

Careers associated with the minor: Within the art management sector (includes but not limited to):

**Communication, Marketing and Public Relations
Membership Programs (Museum/Art organizations)**

**Outreach Programs (for art organizations)
Development and Fundraising
Visitor Services (for art organizations/museums)
Gallery Manager
Art Consultant
Arts Education Specialist
Publicity and Artist Development
Gifts Officer**

Associated Faculty:

Art:

**Irina D. Costache, PhD, Professor of Art History
Luke Matjas, MFA, Chair, Associate Professor of Art
Christophe Bourely, MA, MBA, MFA, Lecturer in Art
Anette Kubitza, PhD, Lecturer in Art History**

Business:

**J. Andrew Morris, PhD, Professor of Management
Dax Jacobson, PhD, Assistant Professor MIS
Susan Andrzejewski, PhD, Assistant Professor of Marketing**

Communication:

**Tracylee Clarke, PhD, Associate Professor of Communication
Jacob Jenkins, PhD, Assistant Professor of Communication**

3. Curriculum

- a. Lower and Upper Division Course Requirements (including pre- and co-requisites.) Identify required elective courses. Identify currently available course in the catalog, and separately identify newly developed courses.

All courses are currently offered on a regular basis.

LOWER DIVISION: 6 Units

Two courses from the list below.

Students must take lower division courses outside their major program of study.

**ART 101: What Is Art?
BUS 110: Business Law
ECON 110: Principles of Microeconomics
COMM 220: Group Communication**

UPPER DIVISION: 10 – 12 Units

One course from the following group (3 units):

**ART/COMM 331: Art, Society, and Mass Media
ART/BUS/EDU 434: The Museum: Culture, Business and Education**

ART/BUS 334: The Business of Art

Required courses (6 units):

MKT 310: Principles of Marketing

COMM/BUS/POLS 333: Nonprofit Leadership and Innovation

Elective (1 – 3 units):

One course from following group:

ENGL 480: Intro to Grant Writing (recommended)

ART/COMM 331: Art, Society and Mass Media

ART/BUS/EDUC 434: The Museum: Culture, Business and Education-

ART/BUS 334: The Business of Art

ART or COMM 492: Internships in the Arts/Communication

ART or COMM 494: Directed Independent Study

Enrollment in 492 and 494 courses requires approval of the Program and supervising faculty.

- b. Total number of units in the Minor (including pre- and co-requisites).
16 – 18

4. Academic Structure and Enrollment

- a. Identify the program area and persons responsible for program management and oversight.

ART/ Luke Matjas, MFA, Chair, Associate Professor of Art

- b. Estimate of number of students enrolling in the minor, in the initial year and after three (3) and five (5) years. Provide a brief justification for this projection.

| | Number of Students in the Minor |
|-------------------------|--|
| Initiation Year: | 4 |
| Third Year: | 7 |
| Fifth Year: | 20 |

5. Faculty and Staff Resources

- a. Existing faculty and staff qualified to teach in and support the minor, including the percent of their work assignment contributing to the minor.

No additional work is required from faculty beyond courses already offered.

Minimal administrative oversight from Art Program (2.5% or less)

Faculty

Art

Irina D. Costache, PhD, Professor of Art History

Luke Matjas, MFA, Chair, Associate Professor of Art

Christophe Bourely, MA, MBA, MFA, Lecturer in Art

Anette Kubitza, PhD, Lecturer in Art History

Business

J. Andrew Morris, PhD, Professor of Management

Dax Jacobson, PhD, Assistant Professor MIS

Susan Andrzejewski, PhD, Assistant Professor of Marketing

Communication

Tracylee Clarke, PhD, Associate Professor of Communication

Jacob Jenkins, PhD, Assistant Professor of Communication

Program Analyst, Art

Hilda Ocampo

- b. Additional faculty and staff needed for the minor and the areas of expertise needed. If no new faculty or staff are needed, please explain briefly.

No new faculty and staff are needed. The minor comprises courses already offered on a regular basis by all programs involved.

6. Facilities, Equipment, Financial, and Information Resources

- a. Existing facilities, equipment, and information resources available to support the minor.

The current facilities, equipment, and information resources are adequate to support this minor.

- b. External funding already in progress or anticipated.

No external funding is needed.

- c. Facilities, Equipment and Information Resources Needed to Support the Minor. If no new resources are needed, please explain briefly.

No additional/new resources are needed. The minor is an effective alignment of exiting courses, which provides a valuable road map for students to maximize their course work.