

Submitted by: Keith E. Whitfield, Provost

ESTABLISHMENT OF A MASTER OF ARTS IN ARTS ADMINISTRATION

Recommendation

It is recommended that the Board of Governors approve the establishment of a Masters of Arts in Arts Administration effective Fall 2017.

Background

The 21st Century artist demands entrepreneurial administrative expertise to succeed as the industry has undergone significant changes over the past decade. Government funding has been reduced, corporate funding has become strained, and many foundations have changed their grant making priorities away from arts and cultural institutions. Many organizations have responded to the economic stresses by cutting the number of productions, performances and exhibits, reducing the number of employment opportunities for the artists. As the next generation of artist administrators prepare to enter this challenging environment, Wayne State University must provide curriculum to meet the emerging entrepreneurship and leadership needs of students. The proposed program will support artists who have moved toward creating their own careers as many perceive that they may no longer depend on established arts and cultural organizations.

In order to meet these needs, the proposed MA program is designed to provide specialized training in practice and professional development in arts administration. The curriculum will equip students to lead arts and cultural organizations such as theaters, musical ensembles including symphonies, orchestras, jazz and choral groups, galleries, museums, arts and culture festivals, arts centers, arts councils, local and regional arts boards, dance companies, community arts and cultural organizations among others. Students also will be equipped to create and lead smaller entrepreneurial arts and cultural organizations.

A specific indicator of student demand for this program is present in the Department data. Last year twelve students enrolled in the undergraduate arts administration minor degree, the first year that the minor and associated courses have been offered.

No similar programs are currently being offered in the State of Michigan and no similar programs are currently being offered at Wayne State University. The program will utilize some courses in the M.F.A. in Theatre Management.

Program Description

The Master of Arts Administration program offers a broad arts administration education as well as focus within specific areas of practice. The program fosters leadership and management skills, explores processes of innovation and creativity, examines networks and sources of support, while drawing on sound business and administrative training. The program also makes use of local dynamic arts institutions and the smaller entrepreneurial arts and cultural organizations.

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The curriculum includes marketing, strategic communication, financial management, grant writing, venue and talent management, event planning, leadership and contemporary issues.

Admission Requirements

Applicants must meet requirements for admission to the Graduate School. Admission to this program is contingent upon admission to the Graduate School. A minimum of fifteen semester credits in the area of arts specialization is preferred. The Department also requires a personal statement regarding interest in the program and three letters of recommendation. Candidacy must be established by the time twelve credits have been earned.

Curriculum Requirements

The program requires a minimum total of thirty (30) credits. Curriculum may be fulfilled with a minimum of 28 credits of coursework and at least 2 credits of Master's Essay Direction or Directed Study.

Graduation Requirements

All coursework must be completed in accordance with Graduate School and academic regulations governing graduate scholarship and degrees. Students may enroll on a full-time or part-time basis but must complete requirements within six years of admission.

Program Administration

The program will be administered by the Head of the MFA in Theatre Management program in consultation with the Chair and the Graduate Director of The Maggie Allesee Department of Theatre and Dance.

Budget and Resource Requirements

The program will require no additional resources.

Accreditation

The Theatre and Dance Department is currently accredited by and full members of the National Association of Schools of Theatre and the National Association of Schools of Dance. This program will be submitted to the accrediting body upon approval.

Approvals

The proposal for the MA in Arts Administration was approved by the Faculty and Chair of the Department of Theatre and Dance (where it is housed), the faculty of the College of Fine, Performing and Communication Arts, the Dean, the Graduate Council, the Dean of the Graduate School and the Office of the Provost.