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OFFICE OF THE  
SENATE COUNCIL

## 1. General Information

1a. Submitted by the College of: FINE ARTS

Date Submitted: 10/2/2013

1b. Department/Division: Arts Administration

1c. Contact Person

Name: Rachel Shane

Email: rachel.shane@uky.edu

Phone: 859-257-7717

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

## 2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: AAD 450

2c. Full Title: Arts Administration Senior Seminar

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: As an advanced seminar course, this course prepares students to enter the job market or pursue graduate studies. It builds upon the other courses in the curriculum as well as practicum and internship experiences. During the course, students will work to revise and prepare electronic portfolios based on written and graphic materials prepared throughout their degree program. Additionally, students will write and critique cover letters and resumes and prepare for job interviews and negotiations.

2k. Prerequisites, if any: Completion of all pre-major requirements, as well as all required 100 and 200 level AAD courses, plus AAD 302, AAD 310, AAD 320 and either AAD 340 or AAD 350.

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 25

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: No

If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: Yes

If YES, list affected programs: Arts Administration

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

## Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|GMASC1|Geraldine Maschio|AAD 450 NEW College Review|20131011

SIGNATURE|JMETT2|Joanie Ett-Mims|AAD 450 NEW Undergrad Council Review|20140205

**Courses** | **Request Tracking**

### New Course Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

[Open in full window to print or save](#)

Generate R

**Attachments:**

Upload File

ID	Attachment
2983	AAD 450 Senior Seminar.docx

1

Select saved project to retrieve...

(\*denotes required fields)

**1. General Information**

a. \* Submitted by the College of:  Submission Date:

b. \* Department/Division:

c.

\* Contact Person Name:  Email:  Phone:

\* Responsible Faculty ID (if different from Contact):  Email:  Phone:

d. \* Requested Effective Date:  Semester following approval OR  Specific Term/Year

e.

Should this course be a UK Core Course?  Yes  No

If YES, check the areas that apply:

Inquiry - Arts & Creativity       Composition & Communications - II  
 Inquiry - Humanities       Quantitative Foundations  
 Inquiry - Nat/Math/Phys Sci       Statistical Inferential Reasoning  
 Inquiry - Social Sciences       U.S. Citizenship, Community, Diversity  
 Composition & Communications - I       Global Dynamics

**2. Designation and Description of Proposed Course.**

a. \* Will this course also be offered through Distance Learning?  Yes  No

b. \* Prefix and Number:

c. \* Full Title:

d. Transcript Title (if full title is more than 40 characters):

e. To be Cross-Listed <sup>2</sup> with (Prefix and Number):

f. \* Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>3</sup> for each meeting pattern type.

<input type="text" value="3"/> Lecture	<input type="text"/> Laboratory <sup>1</sup>	<input type="text"/> Recitation	<input type="text"/> Discussion
<input type="text"/> Indep. Study	<input type="text"/> Clinical	<input type="text"/> Colloquium	<input type="text"/> Practicum
<input type="text"/> Research	<input type="text"/> Residency	<input type="text"/> Seminar	<input type="text"/> Studio
<input type="text"/> Other	If Other, Please explain: <input type="text"/>		

g. \* Identify a grading system:  Letter (A, B, C, etc.)  Pass/Fail  Graduate School Grade Scale

h. \* Number of credits:

i. \* Is this course repeatable for additional credit?  Yes  No

If YES: Maximum number of credit hours:

If YES: Will this course allow multiple registrations during the same semester?  Yes  No

j. \* Course Description for Bulletin:

As an advanced seminar course, this course prepares students to enter the job market or pursue graduate studies. It builds upon the other courses in the curriculum as well as practicum and internship experiences. During the course, students will work to revise and prepare electronic portfolios based on written and graphic materials prepared throughout their degree program. Additionally, students will write and critique cover letters and resumes and prepare for job interviews and negotiations.

k. Prerequisites, if any:

Completion of all pre-major requirements, as well as all required 100 and 200 level AAD courses, plus AAD 302, AAD 310, AAD 320 and either AAD 340 or AAD 350.

l. Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both

3. \* Will this course be taught off campus?  Yes  No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. \* Course will be offered (check all that apply):  Fall  Spring  Summer  Winter

b. \* Will the course be offered every year?  Yes  No

If No, explain:

5. \* Are facilities and personnel necessary for the proposed new course available?  Yes  No

If No, explain:

6. \* What enrollment (per section per semester) may reasonably be expected? 25

7. Anticipated Student Demand.

a. \* Will this course serve students primarily within the degree program?  Yes  No

b. \* Will it be of interest to a significant number of students outside the degree pgm?  Yes  No

If YES, explain:

8. \* Check the category most applicable to this course:

- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. \* Is this course part of a proposed new program?  Yes  No

If YES, name the proposed new program:

b. \* Will this course be a new requirement for ANY program?  Yes  No

If YES, list affected programs:

Arts Administration.

10. Information to be Placed on Syllabus.

a. \* Is the course 400G or 500?  Yes  No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) identify additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR

b.  \* The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable above) are attached.

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- ⚠ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
  - ⚠ The chair of the cross-listing department must sign off on the Signature Routing Log.
  - ⚠ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, is two hours per week for a semester for one credit hour. (from SR 5.2.1)
  - ⚠ You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
  - ⚠ In order to change a program, a program change form must also be submitted.

Rev 8/09

Submit as New Proposal    Save Current Changes

## AAD 450 Senior Seminar

<b>Class Time:</b>	T/TH 11:00-12:15
<b>Credit Hours:</b>	3-credit hours
<b>Instructor:</b>	Dr. Rachel Shane
<b>Office Address:</b>	Room 111, Fine Arts Building
<b>Email:</b>	<a href="mailto:Rachel.Shane@uky.edu">Rachel.Shane@uky.edu</a>
<b>Office Telephone:</b>	859 257 7717
<b>Office Hours:</b>	Monday, Wednesday and Friday 2pm – 4pm

### Course Description

As an advanced seminar course, this course prepares students to enter the job market or pursue graduate studies. It builds upon the other courses in the curriculum as well as practicum and internship experiences. During the course, students will work to revise and prepare electronic portfolios based on written and graphic materials prepared throughout their degree program. Additionally, students will write and critique cover letters and resumes and prepare for job interviews and negotiations.

### Prerequisites

Completion of all pre-major requirements, as well as all required 100 and 200 level AAD courses, plus AAD 302, AAD 310, AAD 320 and either AAD 340 or AAD 350.

### Student Learning Outcomes

After completing this course, students will be able to:

1. Revise and rewrite assignments from other Arts Administration courses;
2. Build an electronic portfolio of arts administration related work samples;
3. Create an effective resume and cover letter that can be used when applying for jobs or admission to graduate schools;
4. Undertake a successful job search, or search for a suitable graduate program;
5. Prepare for a job or graduate school admission interview; and
6. Practice negotiating a salary and benefits package.

### Required Materials

Final projects completed in AAD 200 Arts Administration Communications, AAD 202 Graphic Design for Print and the Web, AAD 302 Website Design and Maintenance, AAD 310 Marketing the Arts, AAD 320 Fundraising for the Arts, AAD 340 Arts Management Issues and AAD 350 Financial Management of Arts Organizations. Materials supplied by the UK Career Center in support of job and graduate school searches, posted in Blackboard.

## Description of Course Activities and Assignments

### Course Assignments:

Assignment	% of Grade
Attendance	5%
Participation	5%
Cover Letters, Resume, References	10%
Mock Interview	15%
Job/Graduate School Search Plan	15%
Work Samples Portfolio	
Writing Samples	10%
Graphic Design Samples	10%
Marketing Plan	10%
Fundraising Plan	10%
Issue or Financial Analysis	10%
Total	100%

### Summary Description of Course Assignments:

**Cover Letter:** Tailored for a specific arts administration positions, and for entrance into specific arts administration graduation programs.

**Resume and References:** Tailored for a specific arts administration positions, and for entrance into specific arts administration graduation programs.

**Mock Interview:** Practice answering interview questions in a formal interview setting with an unknown interviewee while being recorded; review videos

**Job/Graduate School Search Plan:** Search plans that describe what jobs or graduate schools are of interest to students once they graduate, the resources they will use to find those jobs and graduate schools, plus search timetables.

**Writing Samples:** Short (press releases, advertisements, news letter articles) and long (issue analysis, research, reports) writing samples.

**Graphic Design Samples:** Sample graphic design projects such as advertisements, posters, mailings, web sites, and email blasts.

**Marketing Plan:** A written marketing plan for a specific arts event in a specific community.

**Fundraising Plan:** A written fundraising plan for a specific arts project in a specific community.

**Issue or Financial Analysis:** A substantial research paper analyzing either a specific arts administration issue or the financial standing of a specific arts organization.



## Course Grading

**Attendance:** See course attendance policies below.

**Participation:** See participation policies below.

**All assignments will be graded according to the following grade scale:**

- 90 – 100% = A. Displays exceptional research, originality, organization, design, writing and execution.
- 80 -89% = B. Displays strong research, originality, organization, design, writing and execution.
- 70 – 79% = C. Displays average research, originality, organization, design, writing and execution.
- 60 – 69% = D. Displays below average research, originality, organization, design, writing and execution.
- Below 59% = F. Unacceptable research, originality, organization, design, writing and execution.

## Final Exam Information

There will be no final examination for the class.

## Midterm Grades

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

## Course Policies

### Submission of Assignments

You must submit your assignments via Blackboard by the beginning of class on the date they are due. Late assignment submissions will not be accepted without a legitimate excuse. You must also make your presentations on your scheduled dates. Make-up presentations will be allowed only if you have a legitimate excuse.

### Attendance Policy

Attendance and promptness for the course is mandatory. Unexcused absences will impact a student's attendance grade according to the following criteria:

Number of Unexcused Absences	Grade
0-1	100
2	90
3	80
4	70
5	60
6	50
7	0

NOTE: Students having eight (8) or more unexcused absences will automatically fail the course.

Arriving to class on time and being prepared to begin on time is expected. Arriving to class late (after role has been taken) is equivalent to an absence.

### **Excused Absences**

Students need to notify the professor of absences prior to class when possible. S.R.5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

### **Verification of Absences**

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

### **Academic Integrity**

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

**Please note:** Any assignment you turn in may be submitted to an electronic database to check from plagiarism.

#### **Accommodations due to disability**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)) for coordination of campus disability services available to students with disabilities.

#### **Participation and Classroom Behavior Policies:**

While in class, electronic devices such as cell phones, computers and tablets may be used only for classroom activities. You will be required to interact frequently with other students, the teacher and guest speakers. During these interactions you need to display your interest and respect for your fellow class participants. Failure to show respect includes behaviors during class such as coming unprepared, not paying attention, not participating, sleeping, working on or reading non-class materials, and not being civil to

people during interactions. These behaviors will also dramatically lower your participation grade. 2.5% of your final grade will be based on participation points received in the first half of the semester and 2.5% will be based on participation points received in the second half of the semester.

Participation will be graded on the following scale:

- 90 – 100% Exceptional at contributing, without prompting, insightful questions, comments and observations.
- 80 – 89% Good at contributing, without promoting, with solid questions, comments and observations.
- 70 – 79% occasionally contributes, but rarely without prompting, with average questions, comments and observations.
- 60 – 69% Only contributes with prompting, with less than average questions, comments and observations.
- Below 59% Does not contribute, even with prompting.

### Getting Help

If you are experiencing problems understanding any class topic or assignment, or would like advice on other arts administration, school or career related issues, contact me during my office hours, or make an appointment to see me at another time. I am here to help you succeed in this class and in your other program related efforts.

### Tentative Course Schedule

Sticking rigidly to the schedule outlined below may not be possible. I reserve the right to change topics, assignments, projects, due dates and readings as long as adequate notice is given. If you miss a class, it is your responsibility to contact me to see if there have been any changes in the schedule.

Weeks	Classroom Activity	Assignments Due
Week 1	Over view of class. Discuss creating cover letters and resumes.	
Week 2	Discuss post-graduation opportunities.	First Draft of Cover Letters and Resumes
Week 3	Review first drafts of cover letters and resumes. Discus creating job/graduate school search plans.	
Week 4	Discuss refining writing samples.	Final Draft of Cover Letters and Resumes
Week 5	Discuss interviewing techniques/Mock interviews	First Draft of Job/Graduate School Search Plan
Week 6	Discuss first draft of job/graduate school search plans and refining graphic design samples.	First Draft of Writing Samples
Week 7	Discuss first draft of writing samples.	Final Draft of Job/Graduate School Search Plan
Week 8	Discuss refining marketing plans.	First Draft of Graphic Design Samples

Week 9	Discuss first draft of graphic design samples.	Final Draft of Writing Samples
Week 10	Discuss refining fundraising plans.	First Draft of Marketing Plan
Week 11	Discuss first draft of marketing plans.	Final Draft of Graphic Samples
Week 12	Discuss refining issues and financial analysis papers.	First Draft of Fundraising Plan
Week 13	Discuss first drafts of fundraising plans	Final Draft of Marketing Plan
Week 14	Discuss salaries and benefits negotiations.	First Draft of Issues or Financial Analysis Papers
Week 15	Discuss first draft of issues and financial analysis papers.	Final Draft of Fundraising Plan
Week 16	Wrap up.	Final Draft of Issues or Financial Analysis Papers