1. General Information

College: Fine Arts	Department: Arts Administration	
Current Major Name: Arts Administration	*Proposed Major Name:* *Arts Administration*	
Current Degree Title: Bachelors	*Proposed Degree Title:* *Bachelors*	
Formal Option(s):	Emphasis in Art History, Art Studio, Music History, Music Performance, Theatre	*Proposed Formal Option(s):*	*Students must take 30 credits within the College of Fine Arts, outside of their Arts Administration courses. Within these thirty credits, students must complete a minor in one of the arts disciplines of Art, Music or Theatre. Additionally, no more than 24 credits may be in one arts discipline.*

Specialty Field w/in Formal Option: NA	*Proposed Specialty Field w/in Formal Options:* *NA*	
Date of Contact with Associate Provost for Academic Administration[1]: January 6, 2011		
Bulletin (yr & pgs): 2010/11, 219 - 220	CIP Code[1]: 500704	Today's Date: January 7, 2011
Accrediting Agency (if applicable): NA		
Requested Effective Date: ☒ Semester following approval. OR ☐ Specific Date[2]: _____		
Dept. Contact Person: Michael Braun	Phone: 859 257 4142	Email: Michael.Braun@uky.edu

2. University Studies Requirements or Recommendations for this Program.

	Current	*Proposed*
I. Mathematics	Old University Studies Requirement	*New General Education Requirement*
II. Foreign Language	Old University Studies Requirement	*New General Education Requirement*
III. Inference-Logic	Old University Studies Requirement	*New General Education Requirement*
IV. Written Communication	ENG 104 or Honors	*New General Education Requirement*
V. Oral Communication	Suspended through Fall 2009	*Suspended through Fall 2009*
VI. Natural Sciences	Old University Studies Requirement	*New General Education Requirement*

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[1] Prior to filling out this form, you MUST contact the Associate Provost for Academic Administration (APAA). If you do not know the CIP code, the (APAA) can provide you with that during the contact.

[2] Program changes are typically made effective for the semester following approval. No program will be made effective until all approvals are received.

VII. Social Sciences	Old University Studies Requirement	*New General Education Requirement*
VIII. Humanities	Old University Studies Requirement	*New General Education Requirement*
IX. Cross-Cultural	Old University Studies Requirement	*New General Education Requirement*
X. USP Electives (3 must be outside the student's major)	Old University Studies Requirement	*New General Education Requirement*

3. Explain whether the proposed changes to the program (as described in sections 4 to 12) involve courses offered by another department/program. <u>Routing Signature Log must include approval by faculty of additional department(s).</u>

No

4. Explain how satisfaction of the University Graduation Writing Requirement will be changed.

Current	Proposed

☒ Standard University course offering.
   List: _____
	☒ *Standard University course offering.*
	   List: _____

☐ Specific course – list: _____	☐ *Specific course) – list:* _____

5. List any changes to college-level requirements that must be satisfied.

Current	Proposed

☒ Standard college requirement.
   List: _____
	☒ *Standard college requirement.*
	   List: _____

☐ Specific required course – list: _____	☐ *Specific course – list:* _____

6. List pre-major or pre-professional course requirements that will change, including credit hours.

Current	Proposed

AAD 200 Arts Administration Communications ... 3
AAD 202 Arts Administration Technologies ... 3
ACC 201 Financial Accounting ... 3
ECO 201 Principles of Economics I…3
One of the following:.. 3
  *COM 181 Basic Public Speaking
  *COM 287 Persuasive Speaking
  *TA 225 Vocal Production for the Stage
Total 15 credits
	AAD 150 Introduction to Arts Administration...1
	AAD 200 Arts Administration Communications...3
	AAD 202 Graphic Design for Print and the Web...3
	ACC 201 Financial Accounting ...3
	ECO 201 Principles of Economics I...3
	CIS 111 or WRD 111….3
	Total 16 credits

7. List the major's course requirements that will change, including credit hours.

Current	Proposed
AAD 101 Arts Administration Professions ... 2 (2 semesters completed satisfactorily required) ACC 202 Managerial Uses of Accounting Information …3 ECO 202 Principles of Economics II…3 †AAD 310 Marketing the Arts … 3	*AAD 101 Arts Administration Professions ... 2* *(2 semesters completed satisfactorily required)* *ACC 202 Managerial Uses of Accounting Information …3* *ECO 202 Principles of Economics II...3* *AAD 302 Web Site Design and Maintenance...3*

†AAD 320 Fund Raising for the Arts ... 3 †AAD 340 Arts Management Issues ... 3 †AAD 350 Financial Management of Arts Organizations .. 3 †AAD 399 Arts Administration Practicum ... 1 **AAD 402 Topics in Arts Administration (Subtitle required) ... 3 †AAD 499 Internship in Arts Administration ... 6 Total 30 credit hours †Prereq: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of instructor . **Additional AAD 402 courses may be taken under different subtitles as Directed Electives; may be repeated up to 12 credits.	*†AAD 310 Marketing the Arts ... 3* *†AAD 320 Fund Raising for the Arts ... 3* *†AAD 340 Arts Management Issues ... 3* *†AAD 350 Financial Management of Arts Organizations .. 3* *†AAD 399 Arts Administration Practicum ... 1* ***AAD 402 Topics in Arts Administration (Subtitle required) ... 3* *†AAD 499 Internship in Arts Administration ... 6* *Total 33 credit hours* *†Prereq: Completion of AAD 200, AAD 202, or consent of instructor .* ***Additional AAD 402 courses may be taken under different subtitles as Directed Electives; may be repeated up to 12 credits.* *Students may use a maximum of six General Education course credits to meet major requirements.*

8. Does the pgm <u>require</u> a minor AND does the proposed <u>change</u> affect the required minor? ☐ N/A ☒ Yes ☐ No
If "Yes," indicate current courses and proposed changes below.

Current	*Proposed*
Students must choose one of the following arts discipline core tracks: Art History, Art Studio, Music History, Music Performance, and Theatre and then take 32 - 35 credit hours in their chosen core track. See the attached sheet for the specific courses required in each of these core arts discipline tracks.	*Students must take 30 credits within the College of Fine Arts, outside of their Arts Administration courses. Within these thirty credits, students must complete a minor in one of the arts disciplines of Art, Music or Theatre. Additionally, no more than 24 credits may be in one arts discipline.*

9. Does the proposed change affect any option(s)? ☐ N/A ☒ Yes ☐ No
If "Yes," indicate current courses and proposed changes below, including credit hours, and also specialties and subspecialties, if any.

Current	*Proposed*
Students must choose one of the following arts discipline core tracks: Art History, Art Studio, Music History, Music Performance, and Theatre and then take 32 - 35 credit hours in their chosen core track. See the attached sheet for the specific courses required in each of these core arts discipline tracks.	*Students must take 30 credits within the College of Fine Arts, outside of their Arts Administration courses. Within these thirty credits, students must complete a minor in one of the arts disciplines of Art, Music or Theatre. Additionally, no more than 24 credits may be in one arts discipline.*

10. Does the change affect pgm requirements for number of credit hrs outside the major subject in a related field? ☐ Yes ☒ No
If so, indicate current courses and proposed changes below.

Current	*Proposed*

11. Does the change affect pgm requirements for technical or professional support electives? ☐ Yes ☒ No

If so, indicate current courses and proposed changes below.

Current	*Proposed*
_____	_____

12. Does the change affect a minimum number of free credit hours or support electives? ☒ Yes ☐ No

If "Yes," indicate current courses and proposed changes below.

Current	*Proposed*
Directed Electives Nine credits chosen in consultation with the student's academic advisor from the following areas: 1. AAD 402 Topics in Arts Administration (Subtitle required) ... 3 May be repeated to a maximum of 12 credit hours when identified by different subtitles. Must be different subtitle than that used to meet Arts Administration Core Requirement. 2. Courses from the College of Business and Economics. 3. Courses from the College of Communications and Information Studies. 4. Courses from an arts disciplines, such as architecture, art history, art studio, dance, English, music history, music performance, and theatre, outside of the student's arts disciplinetrack. Directed electives may not be used to meet University Studies requirements.	*Directed Electives* *Nine credits chosen in consultation with the student's academic advisor from the following areas:* *1. AAD 402 Topics in Arts Administration (Subtitle required) ... 3* *May be repeated to a maximum of 12 credit hours when identified by different subtitles. Must be different subtitle than that used to meet Arts Administration Core Requirement.* *2. Courses from the College of Business and Economics.* *3. Courses from the College of Communications and Information Studies.* *4. Courses from an arts discipline, such as architecture, art, dance, English, music, and theatre, outside of the student's Fine Arts minor.* *Directed electives may not be used to meet General Education requirements.*

13. Summary of changes in required credit hours:

	Current	*Proposed*
a. Credit Hours of Premajor or Preprofessional Courses:	15	*16*
b. Credit Hours of Major's Requirements:	30	*33*
c. Credit Hours for Required Minor:	0	*18 - 21 Must earn a minor in Art, Music or Theatre*
d. Credit Hours Needed for a Specific Option:	32 - 35 in Art History or Art Studio or Music History or Music Studio or Theatre	*0*
e. Credit Hours Outside of Major Subject in Related Field:	0	*30 in CFA Art, Music or Theatre classes; no more than 24 in one discipline area; includes 18 - 21 credits in CFA minor.*

f. Credit Hours in Technical or Professional Support Electives:	0	0
g. Minimum Credit Hours of Free/Supportive Electives:	15	*free electives as needed to fulfill the minimum total hours required for the degree*
h. Total Credit Hours Required by Level:	100: _____	_____
	200: _____	_____
	300: College Requires 39 credits 300 level and above for BA degree.	*College Requires 39 credits 300 level and above for BA degree.*
	400-500: _____	_____
i. Total Credit Hours Required for Graduation:	121	*121*

14. Rationale for Change(s) – if rationale involves accreditation requirements, please include specific references to that.

The proposal eliminates the old University Studies classes in the curriculum and replaces them with the new General Education classes. This action is necessary, because the new General Education requirements will be going into effect in the fall of 2011.

The new curriculum will stop requiring students to choose a discipline emphasis track and taking 32 – 35 credits in one of five areas: art history, art studio, music history, music performance or theatre. Instead, the students will take 30 credits within the College of Fine Arts, outside of their Arts Administration courses. Within these thirty credits, students must complete a minor in one of the arts disciplines of Art, Music or Theatre. Additionally, no more than 24 credits may be in one arts discipline.

There are many reasons for this proposed change, starting with the fact that the old Arts Administration discipline requirements were very prescriptive about what students had to take. On the other hand, the ways that Art, Music and Theatre lay out their Minor Requirements are more flexible, offering students a wider selection of courses. At the same time, Art, Music and Theatre are constantly reviewing their curriculum to make sure that their minor requirements are comprehensive and that their core classes are being offered in sufficient quantities to meet student demand.

Under the old curriculum, every time Art, Music and Theatre went through the process of changing their curriculums, the Arts Administration Program had to do the same, which led to a great deal of administrative paper and committee work, and periods of time when the Arts Administration curriculum was out of sync with those of its sister units in the College. This new approach should eliminate most of these problems, since the Arts Administration curriculum will automatically update whenever Art or Music or Theatre adjusts their Minor requirements.

This new approach also has no impact on course availability in Art, Music and Theatre, since the Arts Administration majors were already taking the same courses. In fact, this change slightly lowers the number of Art, Music and Theatre courses the Arts Administration students are required to take in the arts disciplines.

The proposal calls for a new one-credit course, AAD 150 Introduction to Arts Administration, to be added as a required course within the curriculum. In the past, the program has advised entering freshmen to wait until their sophomore year to start taking Arts Administration classes. At that point they would then take AAD 200 Arts Administration Communications. The problem with this approach is that it doesn't offer an immediate

opportunity for incoming freshmen to develop a network of friends within their Arts Administration major, and according to current research, these sorts of networks are an important factor in determining whether new students adjust successfully to college life.

Therefore, this class will provide these new students with weekly opportunities to form friendships by attending arts events together, as well as presenting them with some foundational information on their chosen field of study. These students will then be advised to take AAD 200 Arts Administration Communications in the spring semester of their freshman year, as opposed to the fall of their sophomore year, as in the old curriculum. These changes will, therefore, both immerse students into the program quicker, and provide them with a support network of friends throughout their first year at UK.

The name of AAD 202 Arts Administration Technologies I is being changed to AAD 202 Graphic Design for Print and the Web, and the name of AAD 302 Arts Administration Technologies II is being changed to AAD 302 Web Site Design and Maintenance. The new names are more descriptive of what is being taught in these courses. Additionally, these new names are meant to appeal to a broader range of students, since the program is submitting a proposal to offer sections of AAD 202 Graphic Design for Print and the Web that will meet the new General Education requirements in Arts and Creativity. Should this class offering prove successful, both logistically and in terms of student response, the program will then propose that sections of AAD 302 Web Site Design and Maintenance also be taught as a General Education Arts and Creativity course.

AAD 302 Web Site Design and Maintenance, which has been offered a number of years as an elective, will become a required course in the curriculum. In order to be competitive in today's job market, graduates of the program need to have the best technical skills possible. With ever more activities being driven to the web, the skills taught in this class are increasingly required to land and hold a job in the field.

15. List below the typical semester by semester program for the major. If multiple options are available, attach a separate sheet for each option.

YEAR 1 – FALL: (e.g. "BIO 103; 3 credits")	GE Communications #1; 3 cr. GE Quant. Reasoning #1; 3 cr. ECO 201; 3 cr. Arts Discipline Course; 3 cr. GE Intel. Inquiry #1; 3 cr. AAD 150; 1 cr. Subtotal 16 credits	YEAR 1 – SPRING:	*GE Communications #2; 3 cr. GE Quant. Reasoning #2; 3 cr. AAD 200; 3 cr. ECO 202; 3 cr. Arts Discipline Course; 3cr. Subtotal 15 credits*
YEAR 2 - FALL :	GE Intel. Inquiry #2; 3 cr. GE Citizenship; 3 cr. Arts Discipline Course; 3 cr. AAD 202; 3 cr. ACC 201; 3 cr. Subtotal 15 credits	YEAR 2 – SPRING:	*GE Intel. Inquiry #3; 3 cr. Arts Discipline Course; 3 cr. ACC 202; 3 cr. AAD 302; 3cr. AAD 101; 1 cr. AAD 399; 1 cr. Subtotal 14 credits*
YEAR 3 - FALL:	GE Intel. Inquiry #4; 3 cr. Arts Discipline Course; 3 cr. AAD 310; 3 cr. AAD 499; 3 cr. Directed Elective; 3 cr. Subtotal 15 credits	YEAR 3 - SPRING:	*GE Citzenship; 3 cr. Arts Discipline Course; 3 cr. Free Elective; 3 AAD 320; 3 cr. Arts Discipline Course; 3 cr. Subtotal 15 credits*
YEAR 4 - FALL:	Arts Discipline Course; 3 cr. AAD 340; 3 cr. AAD 499; 3 cr.	YEAR 4 - SPRING:	*AAD 350; 3cr. AAD 402; 3 cr. Directed Elective; 3 cr.*

	Arts Discipline Course; 3 cr. Directed Elective; 3 cr. Subtotal 15 credits		*Free Elective; 3 cr.* *AAD 101; 1 cr.* *Arts Discipline Course; 3 cr.* *Subtotal 16 credits*

Arts Administration Program Curriculum
Proposed January 2011

General Education Requirements: (30 credits)
Students may use a maximum of six General Education course credits to meet major requirements.

Pre-major Requirements (16 hours)
AAD 150 Introduction to Arts Administration.......... 1 credit
AAD 200 Arts Administration Communications .... 3 credits
AAD 202 Graphic Design for Print and the Web.......... 3 credits
ACC 201 Financial Accounting .... 3 credits
ECO 201 Principles of Economics I......... 3 credits
One of the following: .... 3 credits
CIS 111 or WRD 111

Arts Administration Core (33 credits)
AAD 101 Arts Administration Professions ... 2
(2 semesters completed satisfactorily required)
ACC 202 Managerial Uses of Accounting Information ...3
ECO 202 Principles of Economics II...3
AAD 302 Web Site Design and Maintenance...3
†AAD 310 Marketing the Arts ... 3
†AAD 320 Fund Raising for the Arts ... 3
†AAD 340 Arts Management Issues ... 3
††AAD 350 Financial Management of Arts Organizations .. 3
†AAD 399 Arts Administration Practicum ... 1
**AAD 402 Topics in Arts Administration
(Subtitle required) ... 3
†AAD 499 Internship in Arts Administration ... 6
Total 33 credit hours

†Prereq: Completion of AAD 200, AAD 202 and one of the following:
CIS 111 OR WRD 111
††Prereq: Completion of ACC 201, ACC 202, AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.
**Additional AAD 402 courses may be taken under different subtitles as Directed Electives; may be repeated up to 12 credits.

Arts Discipline Core (30 credits)
Students must take 30 credits within the College of Fine Arts, outside of their Arts Administration courses. Within these thirty credits, students must complete a minor

in one of the arts disciplines of Art, Music or Theatre. Additionally, no more than 24 credits may be in one arts discipline.

Directed Electives Requirements (9 Credits)
Nine credits chosen in consultation with the student's academic advisor from the following areas:
1. AAD 402 Topics in Arts Administration
(Subtitle required) 3
May be repeated to a maximum of 12 credit hours when identified by different subtitles.
Must be different subtitle than that used to meet Arts Administration Core Requirement.
2. Courses from the College of Business and Economics.
3. Courses from the College of Communications and Information Studies.
4. Courses from an arts disciplines, such as architecture, art, dance, English, music and theatre, outside of the student's Fine Arts minor.

Directed Electives may not be used to satisfy General Education requirements.

Free Elective Requirements (6 credits)
In addition to meeting their General Education and major requirements, students must earn 6 credits in any area(s) of their choosing.

College Requirements (6 credits)
Six credits of Art, Music or Theatre outside of the student's minor, plus 39 hours at 300-level or above. The college requirement of "Six credits of Art, Music or Theatre outside of the student's minor" will be met in conjunction with the Arts Discipline Core requirements.

*Total: 121 credits

*While the total credits would appear to add up to 130, three credits need to be subtracted from the total because students will meet their Arts and Creativity General Education requirement by taking AAD 202 Graphic Design for Print and the Web, or another College of Fine Arts General Education course, when completing their Arts Discipline Core requirements. Additionally, the College requirement of "six credits of Art, Music or Theatre outside of the student's minor" will also be met when students complete their Arts Discipline Core requirements, since they will only be able to take a total of 24 credits in their Minor's discipline and will have to take the other 6 credits in another discipline in the College. This will then lower the total credit hours to 121.

Signature Routing Log

General Information:

Current Degree Title and Major Name: B. A. in Arts Administration

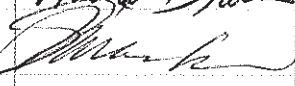Proposal Contact Person Name: Michael Braun   Phone: 859 257 4142   Email: Michael.Braun@uky.edu

INSTRUCTIONS:
Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
Arts Administration Faculty	2/15/2011	Michael Braun / 257 4142 / Michael.Braun@uky.edu	*[signature]*
College of Fine Arts	2/23/11	Michael Tick / 7-1707 / michael.tick@uky.edu	*[signature]*
		/	
		/	
		/	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision[3]
Undergraduate Council	3/29/2011	Sharon Gill *Digitally signed by Sharon Gill DN: cn=Sharon Gill, o=Undergraduate Education, ou=Undergraduate Council, email=sgill@uky.edu, c=US Date: 2011.03.31 15:41:02 -04'00'*	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

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[3] Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

Rev 8/09