

June 18, 2009

THE UNIVERSITY OF MICHIGAN-FLINT  
REGENTS COMMUNICATION

ACTION REQUEST

SUBJECT: New Graduate Degree Program by the College of Arts and Sciences at the University of Michigan-Flint

ACTION REQUESTED: Approval to offer a new Master of Arts in Art Administration through the College of Arts and Sciences at the University of Michigan-Flint

EFFECTIVE DATE: June 19, 2009

The College of Arts and Sciences at the University of Michigan-Flint (UM-Flint) proposes to offer a Master of Arts in Art Administration degree. The proposed graduate program is designed to address the needs of candidates wishing to prepare for roles as leaders in designing, implementing, and managing arts activities. The program will also provide an opportunity for arts administrators or those who are embarking on these career areas to augment their skills and credentials for their profession.

The proposed program responds to relatively strong national, statewide, and regional demands. Nationally, graduate degrees conferred in Art Administration show a wide-spread need in the person trained in administration methods (personnel, fund raising, fiscal management, marketing, aesthetics, and ethics). This is an expanding field across the country because arts organizations continue to thrive even in the current economy. In fact, the current economy emphasizes the need for well trained administrators who know fiscal management and fundraising as well as artistic methods, values, and traditions. Locally, employment opportunities within the Greater Flint area are significant. With its large number of arts organizations, there is a need for a graduate degree that will educate students in the areas referenced above.

The primary audience will be only those students with a bachelor's degree in the arts (visual art, theatre, dance, music). It is designed to be offered on a part-time basis during evening hours, thereby providing access for our underserved constituents. The curriculum will allow students to focus on an area of special interest while having a solid foundation in basic methods and procedures in administration.

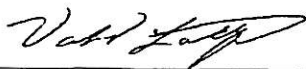
The proposed Master of Arts (MA) in Art Administration degree has been thoroughly reviewed and supported by the UM-Flint CAS faculty, Graduate Programs Committee, Academic Affairs Advisory Committee, Chancellor's Advisory Committee for Budget and Strategic Planning, as well as the provost and chancellor. It has also been approved by the Presidents Council of the State Universities of Michigan.

The degree program is the collaborative effort by four departments (Visual Arts, Music, Theatre and Dance, and Public Administration) which will allow for a wide range of courses without duplicating efforts. The proposed program consists of 36 semester credit-hours (12 courses at 3 credits each) including a core of 15 credits, two focus areas (i.e., Museum and Visual Arts; and Performance) each requiring 15 credits, and six credit-hours of electives.

Pending approval of the proposal, the program will begin to admit students for the fall 2009 semester. Existing faculty teaching load replacements in the short term will be funded by partial tuition return to the program. In the longer term, additional permanent instructional staff will be secured by an as-need basis, using partial tuition return to the program. At present, no additional space is required.

The program has a comprehensive student outcomes assessment plan which has been approved by the UM-Flint Academic Assessment Committee. The plan will be followed to determine if students completing the program meet the goals. We enthusiastically recommend and endorse establishing a new Master of Arts in Art Administration degree through the College of Arts and Sciences at the University of Michigan-Flint, effective June 19, 2009.

Recommended by:



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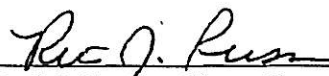
Vahid Lotfi, Associate Provost and  
Dean of Graduate Programs

Recommendation endorsed by:



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Jack Kay, Provost and  
Vice Chancellor for Academic Affairs



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Ruth J. Person, Chancellor  
University of Michigan-Flint

June 2009