

## DOCUMENTS OF THE GENERAL FACULTY

**REQUEST TO ADD A TRANSCRIPT-RECOGNIZED ARTS MANAGEMENT AND  
ADMINISTRATION MINOR IN THE COLLEGE OF FINE ARTS CHAPTER IN THE  
*UNDERGRADUATE CATALOG, 2016-2018***

Dean Doug Dempster, in the College of Fine Arts has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. The secretary has classified this proposal as legislation of *exclusive* application and of primary interest only to a single college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the minor on January 20, 2016, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by February 8, 2016.



Hillary Hart, Secretary  
General Faculty and Faculty Council

**REQUEST TO ADD A TRANSCRIPT-RECOGNIZED ARTS MANAGEMENT AND  
ADMINISTRATION MINOR IN THE COLLEGE OF FINE ARTS CHAPTER IN THE  
UNDERGRADUATE CATALOG, 2016-2018**

1. **Type of Proposal**     New Transcript-Recognized Minor  
 Change an Existing Transcript-Recognized Minor  
 Delete a Transcript-Recognized Minor
  
2. **Official Name:** Minor in Arts Management and Administration
  
3. **Proposed Implementation Date:** Fall 2016
  
4. **Field of Study, CIP Code** (administrative unit awarding the certificate): 50.1001 Arts, Entertainment, and Media management, General (College of Fine Arts)
  
5. **Statement of Objective:** The Undergraduate Minor in Arts Management and Administration is designed as a complementary course of study to supplement the major course of study of students in the College of Fine Arts (though it is open to other interested students as well). Its basic purpose is to provide students with knowledge and skills regarding the business and managerial dimensions of the arts world that supplements the arts-focused content of their major. The goals in doing so are to broaden students' understanding of professional skills helpful in establishing and advancing a career in the arts, and to expand their horizons and options regarding the variety of available careers. Professionally and practically oriented knowledge and skills, however, are conveyed within a broader context that introduces students to the nature and functioning of the organizations (and wider policy context) within which artistic creation, distribution and presentation, and/or engagement occurs. COFA majors comprise a variety of arts disciplines and foci, and therefore the minor will focus on cross-cutting (versus discipline-specific) content. The minor is multi-sectoral in orientation, and assumes that students may pursue careers in for-profit, nonprofit, and public venues. The design of the minor reflects the belief that while the balance may vary in different settings, certain arts management knowledge and expertise are applicable in both business and nonprofit settings – and that the hybrid character of many arts organizations requires an ability to manage both commercial and aesthetic/social goals and activities. Toward that end, the minor combines coursework from the College of Fine Arts and the McCombs School of Business (Business Foundations Program).

Recent research on art school alumni (from the Strategic National Alumni Arts Project) confirms the importance of financial and business management and entrepreneurial skills in their subsequent careers.<sup>1</sup> The enthusiasm with which undergraduates have responded to the College of Fine Arts' new Career Services Integrated Advising reveals their desire for greater opportunities to broaden their professional skills and overarching knowledge of the arts world. Providing this minor both speaks to current UT students needs, and enhances the attractiveness of UT to prospective Fine Arts majors as a place where they can pursue both the aesthetic and business training and knowledge so important to future work in this field.
  
6. **Admissions requirement (if any):** GPA of 2.5 or above; completion of thirty undergraduate credit hours.
  
7. **Number of Students Expected to Receive the Transcript-Recognized Minor Each Semester:** Ten to twenty annually
  
8. **Anticipated Enrollment Capacity?** Forty to fifty
  
9. **Number of Hours Required for Completion:** Fifteen

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<sup>1</sup> <http://snaap.indiana.edu/snaapshot/#skillswhat> accessed 2/8/15

**10. Composition of the Minor Faculty Committee (including the committee chair):**

<i>Name of Faculty Member</i>	<i>College/Department</i>	<i>Title at UT Austin</i>	<i>Highest Degree and Awarding Institution</i>
Paul Bonin-Rodriguez	COFA (Theatre and Dance)	Assistant Professor, Performance as Public Practice	PhD, The University of Texas at Austin
Andrew Dell'Antonio	COFA (Butler School of Music)	Assoc. Dean of Undergraduate Studies COFA, and University Distinguished Teaching Professor of Musicology	PhD, UC-Berkeley
Doug Dempster	COFA (Theatre and Dance)	Dean of COFA, and Marie and Joseph D. Jamail Senior Regents Professorship and the Effie Marie Cain Regents Chair in Theatre and Dance	PhD, UNC-Chapel Hill
Martha Hilley (committee chair)	COFA (Butler School of Music)	Professor of Group Piano and Pedagogy University Distinguished Teaching Professor	MA, Sam Houston State University
Regina Hughes	McCOMBS BUSINESS SCHOOL	Distinguished Senior Lecturer in Finance Director, Business Foundations Program	MS, University of North Texas
Francie Ostrower	LBJ and COFA (Theatre and Dance)	Professor, Director of Graduate Portfolio Program in Arts and Cultural Management and Entrepreneurship	PhD, Yale University
Kathy Panoff	COFA	Director and Associate Dean Texas Performing Arts, and Senior Lecturer	MA, U. of Cincinnati

**11. Academic Course Requirements:** Use this table to identify the courses that qualify for this minor program.

Course Abbreviation and Number	Course Title	SCH
<b>FA 362</b>	Foundations of Arts Management	3
<b>FA 363</b>	Arts Entrepreneurship and New Venture Creation	3
<b>FA 364</b>	Developing and Reaching Audiences	3
FA 340	Fine Arts Internship	3
<b>FA 365</b>	Fundraising in the Arts	3
<b>FA 366</b>	Managing Arts Organizations	3
<b>FA 367</b>	Philanthropy and Arts Organizations	3
<b>FA 368</b>	Cultural Policy and Participation	3
<b>FA 369 / AET 367</b>	The Entrepreneurial Artist	3
<b>FA 370</b>	Longhorn Startup (Spring Semester)	3
MAN 320F	Foundations of Management (or MAN 336)	3
MKT 320F	Foundations of Marketing (or MKT 337)	3
FIN 320F	Foundations of Finance (prereq. ACC 310F) (or FIN 357)	3
ACC 310F	Foundations of Accounting (or ACC 311)	3
LEB 320F	Foundations of Business Law (or LEB 323)	3
IB 320F	Foundations of International Business (or IB 350)	3

**12. Other Minor Requirements:** Completion of Minor requires two Fine Arts (FA) courses (of which one must be Foundations of Arts Management or equivalent), two courses from the McCombs Business Foundations Program offerings, one of which must be Foundations of Accounting (or equivalents in the case of McCombs School Business majors), and one three credit internship (FA 340) coordinated by the College of Fine Arts Career Services Office. The McCombs Business School is aware of, and supportive of, this proposal. Students are required to have an overall 2.5 or above in minor coursework; no coursework taken for credit/no credit may be counted toward the minor.

**13. College/School Approval Process:**

Approver: Doug Dempster

Date: October 20, 2015

Title: Dean of the College of Fine Arts

**PROPOSED NEW CATALOG TEXT** Catalog language; to go in section [Catalogs](#) > [Undergraduate](#) > [College of Fine Arts](#) > [Degrees and Programs](#) (new section for Minors)

**Minor in Arts Management and Administration**

The Minor in Arts Management and Administration requirements are:

1. Fifteen semester hours, consisting of:
  - a. F A 362: Foundations of Arts Management
  - b. ACC 310F or 312
  - c. F A 340: Fine Arts Internship
  - d. Three hours chosen from FA 363, 364, 365, 366, 367, 368, 369, or 370
  - e. Three hours chosen from MAN 320F or 336; MKT 320F or 337; FIN 320F or 357; LEB 320F or 323; I B 320F or 350
2. 2.50 overall grade point average in minor coursework. All courses must be taken on the letter-grade basis.