

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE
FACULTY SENATE

Senate Document Number SD0320F
Date of Senate Approval 11/05/2020

Statement of Faculty Senate Action:

APC Document 2: **Change course requirements in the Arts Management and Entrepreneurship (AME) major concentration within Interdisciplinary Studies**

Effective Date: Fall 2021

1. Delete: On page 188, item III, **Required courses for the major:**

- III. Internship or Community Engaged Undergraduate Research Project in an Arts discipline— 3-4 hours. In consultation with the major advisor and elected course instructor, students will complete one senior-level culminating project from either category:
- Engage in an internship with an approved on or off-campus professional arts organization, creative business or artist and register for one of the following internship courses: AME 480, ARTH 302, DRAM 490, IST 325, LANG 340, LIT 340, MCOM 352, MUSC 490, or NM 340.
 - Propose a community engaged undergraduate research project in an arts discipline and register for one of the following undergraduate research courses: AME 499, ART 499, ARTH 499, DRAM 499, IST 499, LANG 499, LIT 499, MCOM 499, MUSC 499 or NM 499.

Impact: By dropping the requirement of an internship or community engaged undergraduate research project the total number of credits for the major will decrease by 3.0 credits.

This also significantly decreases advising and management work associated with securing and overseeing these projects and internships, or ensuring that the students connect with appropriate faculty in charge of the internships in other departments. Currently, this is managed by the AME Program Director who is receiving no course release time, nor any compensation. When the curriculum was first designed, it was with the intention that once the program gained a solid base of majors or minors that the Program Director would be compensated for their administrative oversight of this particular requirement of the curriculum.

In February 2020 when this document was first drafted, there were 35 students declared in the program, with 17 majors and 18 minors. Currently, during the fall semester of 2020 as the document is being reviewed for APC there are 32 students in the program, with 17 majors and 15 minors. The program continues to draw a consistent flow of majors and minors.

Since it appears that administrative support for the program has not been provided, it has been discussed with area Dean, Melissa Himelein, and interim department Chair, Trey Adcock, that the best option for sustainability is to offer aspects of professional community connections and engaged scholarship within the AME 420 senior seminar course, and make the internship and the undergraduate research course an elective option under the emphasis area where departments provide options for courses in the 300-400 level within their programs. Upon his return to campus after a year away on a Fulbright Scholarship

program, current Interdisciplinary Studies department chair, Agya Boakye-Boaten, reviewed the document and concurred with the proposal as well.

Dr. Melodie Galloway, who has taught the AME 420 course three times now and was also one of the originating faculty members who researched and designed the Arts Management and Entrepreneurship Program, was also consulted on this proposal and agrees with the changes proposed. She stated that she already requires field study work and research papers, and that students conduct interviews with professionals in the community and then shadow them for a number of days within their area of expertise. We believe assignments already contained in this course would be excellent introductory experiences for a potential internship to follow, should a student then elect to take an internship after the seminar course.

Rationale:

Now that the program has been running for four years, we have come to realize that the capstone course, AME 420 provides enough of a professional and research experience for our students without the additional requirement of the internship or community engaged undergraduate research project.

Course Goals & Objectives for AME 420

After the successful completion of this course, you should be able to:

- Recognize issues in arts business and plot out solutions to problems
- Know more about yourself and your individual goals in arts management
- Gain in knowledge of arts fields by talking with area professionals
- Have successfully completed building an individual WordPress website, through classroom support and work in the media services division in Ramsey Library
- Successfully complete a business budget that reflects expenses and income of an arts organization or individual arts or arts-related business
- “Pitch” an idea for an arts business to potential investors in a mock arena with actual business professionals

Although it would be highly aspirational to keep these in the curriculum, in our current administrative support structure and budget, it is not sustainable. To make a required internship and undergraduate research component of the curriculum a truly effective capstone experience, we would need to add another AME course (potentially up to 6.0 credits to truly capture the amount of contact hours per week required to manage all the internships and projects) to the curriculum and assign a faculty member to teach the class as a professional internship and community engaged research-based course to make the learning experience more intentional and sustainable. Perhaps in the future, if the program receives more support, and grows even larger, this might become an option. However, for now, dropping the requirement seems like the most sustainable and wise option.