

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 4 – C (3)
DATE: March 27-29, 2018

SUBJECT

New Program: SDSU Minor in Performing Arts Administration

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – Program and Curriculum Approval

BACKGROUND / DISCUSSION

South Dakota State University (SDSU) requests authority to offer a minor in Performing Arts Administration. The minor will focus on the skills required for the administrative side of the performing arts industry, including but not limited to managing a theatre company, dance company, symphony, performing arts venue, or other performing arts organization. The minor will appeal to students majoring in Music, Theatre, Advertising, Business Economics, Entrepreneurial Studies, Public Relations, and Consumer Affairs. SDSU notes that events-related spending ranges near \$65,000,000 in South Dakota, providing ample opportunities for graduates. The curriculum requires an internship to provide students with real-life experiences in a performing arts business environment.

The proposed minor consists of 18 credit hours of existing courses.

SDSU requests authorization to offer the minor on campus.

IMPACT AND RECOMMENDATION

SDSU does not request new resources to offer the minor. SDSU currently offers an undergraduate certificate in Theatre Arts Administration; the certificate will terminate with approval of the new minor. SDSU projects 10 graduates per year after full implementation.

Board office staff recommend approval of the minor.

ATTACHMENTS

Attachment I – New Program Request Form: SDSU – Performing Arts Administration Minor

DRAFT MOTION 20180327_4-C(3):

I move to approve SDSU’s new program proposal for a minor in Performing Arts Administration as described in Attachment I.



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Baccalaureate Degree Minor

UNIVERSITY:	SDSU
TITLE OF PROPOSED MINOR:	Performing Arts Administration
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	Any
EXISTING RELATED MAJORS OR MINORS:	Music (B.A.) – Music Entrepreneurship & Music Studies Specializations, Music Education (B.M.E.), Music Minor, Theatre (B.S. & Minor), Dance Minor
INTENDED DATE OF IMPLEMENTATION:	2018-2019 Academic Year
PROPOSED CIP CODE:	50.1099
UNIVERSITY DEPARTMENT:	School of Performing Arts (SPART)
UNIVERSITY DIVISION:	Arts & Science (SA&S)

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Barry H. Dunn

President of the University

2/8/2018

Date

- 1. Do you have a major in this field?** Yes No
- 2. If you do not have a major in this field, explain how the proposed minor relates to your university mission.**

South Dakota State University (SDSU) requests authorization to offer a baccalaureate minor in Performing Arts Administration. Providing training in the performing arts is central to the mission of the School of Performing Arts, which currently offers majors in Music, Music Education, and Theatre. SDSU currently offers an undergraduate certificate in Theatre Arts Administration. This certificate will be terminated with approval of the new minor.

The Performing Arts Administration minor will provide focus on the skills and experiences required for students to become professionals capable of entering the workforce in the performing arts. The minor may have appeal to students majoring in Music, Theatre, Advertising, Business Economics, Entrepreneurial Studies, Public Relations, and Consumer Affairs. This training will expand the number of employment possibilities for students upon graduation.

The proposed minor supports the statutory mission of SDSU as provided in SDCL 13-58-1. *Designated as South Dakota's land grant university, South Dakota State University, formerly the*

state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing, and pharmacy, and other courses or programs as the Board of Regents may determine.

SDSU does not intend to request new state resources.

3. What is the nature/purpose of the proposed minor?

The proposed minor in Performing Arts Administration is distinguished from minors in music, theatre, and dance, in that the former has a stronger focus on the administrative side of the performing arts industry rather than honing skills as a musician, actor, or dancer.

The College of Arts and Sciences has recently instituted a requirement of a minor for all students enrolled in one of the majors offered in the College. The purpose of this requirement is to more fully prepare students for the workforce. One way to describe this approach is through what is known in the academic world as a T-shaped profile. For example, a liberal arts curriculum, which brings with it the benefit of a well-developed communication and analytical skills, may be paired with a minor that gives a student a functional knowledge of a specific work field.

4. How will the proposed minor benefit students?

The minor in Performing Arts Administration will, among other things, prepare undergraduate student to manage a theatre company, dance company, symphony, performing arts venue, or other performing arts organization. Graduates from SDSU's B.S. in Music - Music Entrepreneurship Specialization are experiencing 100% employment upon graduation. Therefore, an option to develop some of these skills at the level of the minor will allow even more students to seek employment in this rapidly expanding market.

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

There is ample evidence that arts and culture spending is an important cog in the economic engine of South Dakota. The South Dakota Arts Council reports that in 2015 the 23 largest arts organizations in South Dakota were responsible for an economic impact of \$41,000,000. Americans for the Arts, in their fifth study of the impact of the arts on South Dakota, estimates that there are 2,989 full-time equivalent jobs in the arts,¹ and that there is an average of \$65,000,000 in events-related spending in South Dakota. The report also estimates that the economic impact of arts and culture spending in Sioux Falls alone is the equivalent of \$100,000,000.

The Bureau of Labor Statistics also sees both availability of jobs and growth in salary in administrative services and arts and entertainment sectors of the South Dakota economy.²

¹ Arts and Economic Prosperity 5, accessed through www.artssouthdakota.org

² Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Administrative Services Managers, on the Internet at <https://www.bls.gov/ooh/management/administrative-services-managers.htm> (visited December 27, 2017).

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates.

These estimates were developed in consultation with the Interim Dean of Arts and Sciences, department heads, and program coordinators in the School of Performing Arts and School of Design, and through listening sessions with music and theatre students who are interested in the program. The minor will benefit and appeal to students majoring in Music, Theatre, Advertising, Business Economics, Entrepreneurial Studies, Public Relations, and Consumer Affairs.

	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 19	FY 20	FY 21	FY 22
Students enrolled in the minor (fall)	15	20	25	30
Completions by graduates	0	0	0	10

*Do not include current fiscal year.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

Performing Arts Administration is a skill set that will introduce students to a fast-growing industry. The curriculum is in three parts. Students first learn the foundations of the performing arts industry and master critical accounting skills. Students are then given the opportunity to develop a more specific set of skills tailored to meet a student’s specific interests in the field. Finally, an internship is required, giving students real-life experiences in a performing arts business environment.

The curricula is consistent with national standards in that this program closely tracks curricula found in nationally-accredited programs in Michigan, Florida, Kentucky, New Jersey, Colorado, California, and Texas, among others. It involves outcomes that are used by performing arts programs across the country.

Music majors with a specialization in Music Entrepreneurship would not be eligible for this minor.

8. Complete the tables below. Explain any exceptions to Board policy requested.

A. Distribution of Credit Hours

Performing Arts Administration Minor	Credit Hours	Percent
Requirements in minor	12	66%
Electives in minor	6	34%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ACCT	210	Principles of Accounting I	3	No
MUS	304	Introduction to the Music Industry	3	No
MUS or THEA or	494 480	Internship (3) Summer Theatre (3)	3	No

THEA	494	Internship (3)		
THEA	375	Theatre Arts Management	3	No
Subtotal			12	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Students must complete at least 6 credits from the following:

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ADV	314	Sales, Promotion and Marketing	3	No
AM	282	Customer Service	3	No
HMG	355	Events and Facilities Administration	3	No
LMNO	201	Introduction to Leadership and Management of Nonprofit Organizations	3	No
MGMT	334	Small Business Management	3	No

10. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes?

Students who complete the requirements for the Performing Arts Administration minor will:

- recognize and learn to apply best practices in marketing, promotion, and patron management in the performing arts industry;
- understand and learn to apply accepted budgeting practices for performing arts industry;
- develop skills in leadership, organizational hierarchy, teamwork, and problem solving required in the performing arts industry; and
- develop specialized skills that will enhance the student's professional goals and aspirations in performing arts administration.

The attached curriculum map (Appendix A) shows where students achieve these outcomes in the curriculum.

11. What instructional approaches and technologies will instructors use to teach courses in the minor? This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.

Standard instructional approaches will be used. These will include a combination of lecture and project-based learning models. Some of the courses will be held in the new SDSU Performing Arts Center, which is scheduled to come online in the 2018 academic year. This includes new hardware platforms, sound and light technologies, and expanded environments for hands-on opportunities in event planning and presentation.

12. Delivery Location³

- A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

³ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

	Yes/No	Intended Start Date
On campus	Yes	2018-2019 Academic Year

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods ⁴	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an online program)?⁵

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

33% of the Performing Arts Administration minor is available online.

13. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."

None.

14. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.

SDSU does not require any additional resources to offer this minor.

15. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).

- YES,
the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.
- NO,

⁴ Delivery methods are defined in [AAC Guideline 5.5](#).

⁵ This question responds to HLC definitions for distance delivery.

the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

Appendix A
Performing Arts Administration Minor – Student Learning Outcomes

Individual Student Outcome	Program Courses that Address the Outcomes										
	Required Courses						Elective Courses				
	ACCT 210	MUS 304	MUS 494	THEA 375	THEA 480	THEA 494	ADV 314	AM 282	HMGT 355	LMNO 201	MGMT 334
Students will recognize and learn to apply best practices in marketing, promotion, and patron management in the performing arts industry		X		X							
Students will understand and learn to apply accepted budgeting practices for performing arts industry	X	X		X							
Students will develop skills in leadership, organizational hierarchy, teamwork, and problem solving required in the performing arts industry			X		X	X					
Students will develop specialized skills that will enhance the student's professional goals and aspirations in performing arts administration.							X	X	X	X	X