

Master of Fine Arts in Arts Administration				
Unit Assessment Plan				
2004-2005				
<u>Expanded Statement of Institutional Purpose</u>	<u>Program Intended Educational Outcomes:</u>	<u>Means of Program Assessment and Criteria for Success</u>	<u>Summary of Data Collected</u>	<u>Use of Results</u>
<p><u>Mission Statement:</u> The Master of Fine Arts (MFA) program in arts administration seeks to provide a practical interdisciplinary education that develops well-rounded generalists, employable in any of the arts disciplines as professional arts administrators. The MFA program provides a solid curriculum of national standard which focuses on practical applications and philosophies of nonprofit management.</p>	<p>1. Students learn from faculty members and professional guests who exemplify excellence in teaching, scholarship, and professional contributions in the arts administration field.</p>	<p>1a. The MFA program will hire, promote, and tenure faculty members who are qualified and have demonstrated teaching excellence.</p>	<p>A new director was hired in August 2004. He has a BA in Theate Arts/Acting (BYU), MFA Theatre Producing/Directing (Shakespeare), (University of Exeter, U.K.) and MBA Arts Management (Illinois State University). He established a touring company and was responsible for directing the actors and all aspects of funding, marketing.</p>	<p>Dean William Byrnes has joined the Arts Administration faculty. He has 20 years experience teaching arts administration.</p>
<p>Professional assistantships, individual tutorials, and direct access to master teachers are combined to create a practical learning methodology that is consistent with SUU's mission of providing scholarly activities, personal service, and a personalized learning environment. The MFA program aligns itself well with SUU by utilizing faculty and professional guests who exemplify excellence in teaching, scholarship, and professional contributions to the field of arts administration.</p>		<p>1b. The MFA program will insure sufficient faculty development resources to provide each faculty member with the ability to stay current and relevant within the field of arts administration.</p>	<p>Program provided funds for faculty to attend professional conferences and to actually serve in Association of Arts Administrator Educators (AAAE), Americans for the Arts and American College Theatre Festival (ACTF). Other Conferences attended were American Symphony Orchestra League (ASOL), Southeastern Theatre Conference (SETC), and the Utah Arts Council Conference.</p>	<p>Attendance at conferences and seminars is valuable. Continue to make participation possible through funding and time allotment.</p>

<p>This creates an exhilarating environment which enhances learning, stimulates and enriches faculty and students, and provides a pathway for the continuance of lifelong learning.</p>		<p>1c. Faculty assessments will be conducted based on student and peer evaluations.</p>	<p>All MFA faculty scored above 93% (except one) based on the student evaluations. One faculty member offering an internet course was found unacceptable.</p>	<p>Classroom interaction is highly preferred to internet instruction. Data indicated that internet courses will not be used.</p>
<p>As a regional university with a service-learning component, Southern Utah University's mission is aimed at creating partnerships with public and higher education, government, business and industry. The MFA program provides services to both the public and private sectors through professional assistantships with the College of Performing and Visual Arts as well as with affiliates such as the Utah Shakespearean Festival, the American Folk Ballet, and the Braithwaite Fine Arts Gallery.</p>	<p>2. Rotation assignments provide students with practicum experience in a variety of administrative capacities.</p>	<p>2a. Faculty and assistantship supervisors will be assigned to offer expertise and professional practicum experience to students.</p>	<p>Rotation assignments were 8 weeks long in each of the following areas: CPVA Dean's Office - Bill Byrnes; Braithwaite Art Gallery, Lydia Johnson; USF Production Management, Ray Inkel; USF Development, Jyl Shuler; USF Marketing, Donna Law; USF Company Management, Mitzi MacKay; USF Education, Michael Bahr; USF Business Office, Scott Phillips</p>	<p>Rotation assignments have been reevaluated and it was determined that 1 year Assistantships would give greater opportunities for students to have in-depth experiences in assigned areas.</p>
<p>These partnerships, in addition to other local and regional opportunities in the arts, enable students in the MFA program to apply their scholarship first hand in a professional working environment. Contributions made by students of the MFA program significantly benefit Southern Utah University and the region through service activities which link the campus with the community and open a door to the arts administration world at large.</p>		<p>2b. Graduating MFA students will successfully complete six semesters of practicum as assigned through professional assistantships.</p>	<p>No graduating MFA students. Current students have completed 3 semesters of combined classwork and professional assistantships.</p>	<p>Continue as outlined.</p>

<p>Goal Statement: The MFA seeks to develop graduates who can balance administrative structure with artistic process to effectively ensure the artistic integrity and fiscal responsibility of arts organizations</p>	<p>3. Students demonstrate their understanding of the principles and practices of arts administration and successfully apply critical and analytical thinking to practical problems.</p>	<p>3a. Students will have a minimum cumulative GPA of 3.0 and earn a grade of C or higher in each of the MFA graduate courses to graduate.</p>	<p>4-5 students have a GPA ranging from 3.61 to 4.0. One student, due to medical reasons, received an Incomplete in all courses for Fall 2005, but will complete make-up work by the end of the summer.</p>	<p>No change required. Continue program as outlined.</p>
		<p>3b. Students will average at least 80% on Student Assessments completed by rotation supervisors.</p>	<p>Supervisors submit a written evaluation at the end of each rotation assignment assessing the students performance and report an average score.</p>	<p>Restructuring Rotation assignments to Assistantships will make the experience more meaningful and give the opportunity for greater development of student skills.</p>
		<p>3c. A Mid-Program Review will be conducted with each student to chart progress from the point of admission and provide feedback and goals for future performance.</p>	<p>The mid-Program Review will be conducted at the beginning of Fall Semester 2006.</p>	<p>N/A</p>
	<p>4. Students intern with a professional arts organization to apply principles taught in coursework and observed in rotation assignments.</p>	<p>4a. Students will receive positive feedback from final internship supervisors, who are currently working as managers in professional arts organizations.</p>	<p>Final Internship takes place in 6th semester of MFA program. Due to hiatus in admitting during 2004, there are no 2nd year students this year.</p>	<p>N/A</p>

		4b. A final MFA Defense committee will critically review the educational and practical work (including the capstone internship) completed by each student and decide if a degree should be granted. 100% of students will be granted a degree based upon this review.	N/A	N/A
	5. Upon completion of the program, students will be employed in jobs relating to their degree and focus.	5a. All students will be surveyed upon graduation to determine job placement and degree of preparation	N/A	N/A