

ARTS ADMINISTRATION PROGRAM  
GRADUATE STUDENT HANDBOOK  
2014-2015

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**Arts Administration**

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## WELCOME

Welcome to the Arts Administration graduate program at the Southern Utah University. Pursuit of a graduate degree in the field of Arts Administration is challenging, but we hope that you will find your experience at SUU to be enjoyable, intellectually stimulating, and rewarding.

### **SOUTHERN UTAH UNIVERSITY MISSION STATEMENT**

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Southern Utah University, as our founders envisioned, is a dynamic teaching and learning community inspired by its unique surroundings. As Utah's designated public liberal arts and sciences university, SUU engages in a personalized and rigorous experiential education, empowering them to be productive citizens, socially responsible leaders, high achievers and lifelong learners. [[www.suu.edu](http://www.suu.edu)]

### **COLLEGE OF PERFORMING AND VISUAL ARTS MISSION STATEMENT**

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The SUU College of Performing and Visual Arts serves as a catalyst for students to realize their creative potential by providing a personalized and rigorous learning environment, fostering experiential education and contributing to the cultural enrichment of a global society. [[www.suu.edu/pva](http://www.suu.edu/pva)]

### **ARTS ADMINISTRATION MISSION STATEMENT**

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The Arts Administration Program develops graduates who balance administrative systems with the creative process in an effort to ensure the artistic integrity and economic sustainability of arts organizations. [[www.suu.edu/pva/aa](http://www.suu.edu/pva/aa)]

### **ARTS ADMINISTRATION GOALS**

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The Arts Administration Program will:

- Provide a personalized, interdisciplinary education
- Develop well-rounded professionals employable in any arts discipline
- Offer a nonprofit management curriculum and experiential learning opportunities
- Advocate for the arts

### **ARTS ADMINISTRATION LEARNING OUTCOMES**

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The Arts Administration Program has five learning outcomes that build upon those of The College of Performing and Visual Arts and Southern Utah University. Students will:

- Become empowered advocates for the arts
- Apply scholarly theory directly into professional practice
- Develop adaptability and critical thinking skills necessary to work in the arts
- Cultivate both practical and creative approaches to problem solving.
- Communicate in an effective and persuasive way

## AAAE GRADUATE STANDARDS

The Association of Arts Administration Educators [AAAE] represents college and university graduate and undergraduate programs in arts administration. AAAE, the accreditation-equivalent body for the Arts Administration Program at SUU, and has set forth national standards by which the SUU AA Program abides, informing all curricular

decisions within the Program. From the 2014 *Standards for Arts Administration Graduate Program Curricula* [<http://www.artsadministration.org/standards-graduate/>]:

Graduate curricula should provide an understanding of the context for managing arts and cultural organizations. Prospective students should look for the following core areas to be covered within the curriculum of any arts administration program:

- The nature of the creative process; how art and the artist function in society
- The economic, political and social environment for the arts
- The local arenas in which arts organizations exist
- The arts' impact within an international environment
- The importance and potential of technology
- The impact of demographic diversity and multiculturalism
- The ethical issues confronting arts managers

When completing a graduate degree, students should possess specific core competencies in certain areas including:

- Financial and audience development, strategic analysis and planning;
- The dynamics and logistics of institutional development as it relates to the ability to present, produce and facilitate arts events and experiences;
- The legal, ethical, and policy environments for the arts;
- Leadership in complex organizational environments including the dynamics of working with boards, organizational structure and staffing, and working with artists and other constituencies;
- The international environment for the arts and the impact of the global economy;
- The application of research methodologies to the field, including the ability to conceptualize, analyze, synthesize, and evaluate data.

For more information on these standards or AAAE, visit [www.artsadministration.org](http://www.artsadministration.org)

## OVERVIEW OF PROGRAMS

### **MASTER OF FINE ARTS [MFA] DEGREE**

The MFA degree track is a two-year academic and experiential learning course of study that begins each fall. The program includes 60 credit hours in related coursework, combined with work opportunities through our professional affiliates: the Braithwaite Fine Arts Gallery, Frehner Museum of Natural History, the Southern Utah Museum of Arts, Southern Utah University's College of Performing and Visual Arts, and the Utah Shakespeare Festival.

A limited number of students are accepted into the MFA program each year, thereby providing the highest level of personal instruction and mentoring. Students also receive several opportunities outside of the classroom to participate in both scholarly and practical

activities and projects. This combination of personalized academics and experiential learning gives students the tools necessary to compete in today's job market.

Students admitted to the MFA degree track are automatically qualified for a professional affiliate assistantship. Work will include an assignment in one of our affiliate arts organizations for a set number of hours per week. During Fall and Spring semesters, students will work twenty [20] hours per week in his/her Assistantship. During the Summer semester, First Year students will work a total of thirty-five [35] hours per week.

Within the Assistantship, students are considered professional staff at the affiliate organization and are expected to act as such. Students are required to work out the weekly schedule with his/her Assistantship Mentor, making sure to accommodate for course and study schedules. Any time off must be approved by the Assistantship Mentor. Assistantship compensation varies each year depending on the University budget, and is sometimes accompanied by a one quarter to half tuition waiver. Student fees are the responsibility of the student.

## **MASTER OF ARTS [MA] DEGREE**

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The MA degree track includes specialized graduate coursework totaling 36 credit hours and begins at an intensive three-day Arts Administration Conference in Cedar City. The conference includes program orientation, master classes, and workshops. This event will introduce students not only to the field of arts administration, but AA faculty and fellow students in both degree programs.

Coursework in the online program includes financial management, development, fundraising, marketing, legal issues, leadership, arts advocacy, cultural policy, and board development. At the end of the program, students will complete a Final Project which focuses on the practical application of academic material studied.

Assistantships and tuition waivers are not available for students in the online program. Tuition and fees are the responsibility of the student.

## **ACADEMIC INFORMATION**

### **ACADEMIC REQUIREMENTS**

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AA graduate students are required to maintain a minimum of a 3.0 [B] cumulative grade point average on a 4.0 scale. Additionally, graduate students will not receive credit for a course where he/she achieved less than a 2.0 [C]. In such a case, the student may repeat the course once at his/her own expense, but the program cannot accommodate offering the course outside of the established sequencing [Many of the courses offered in the Arts Administration Department are offered every other year]. Tuition waivers and assistantship placements will not be offered outside of the traditional twenty-four month period for the program. If the student receives less than a 2.0 [C] a second time, the student will automatically be dismissed from the program.

### **APOLOGIA [MFA]**

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At the end of the sixth and final semester, students on the MFA degree track will present and defend their Apologia [a cumulative portfolio of his/her time in the AA program] to the

AA Graduation Committee at the Arts Administration Annual Conference in Cedar City. The Apologia allows the committee to assess the progress, experiences, and growth of the student during the course of the degree program. This cumulative portfolio with accompanying narrative will serve as the discussion platform of the Defense Interview. The Apologia should reflect and synthesize the Learning Outcomes of the course and program, and contain the following the student's *Resume*, *Course & Project Work*, *Degree Defense Narrative*, and *Leadership Philosophy*.

The **Resume** has no formatting restrictions but should be consistent throughout, logically organized, effective, and current. The **Course & Project Work** section is a cumulative portfolio of all course and project deliverables over the two years of the program, organized logically in the student's Apologia Google Drive folder.

The **Degree Defense Narrative** should guide the reader chronologically through the student's growth and understanding of both theoretical and practical information gained over the course of the two year program. It should also define special projects, detailing how each project was implemented and connected with theoretical material covered in class. This section is designed to illustrate work done in the context of theories studied.

The **Leadership Philosophy** is a narrative of the student's leadership style. Students should demonstrate how both course work and project work informed and fine-tuned said style. Future goals for reassessment and development as a leader in the arts should also be defined.

## **CAPSTONE INTERNSHIP & DEGREE DEFENSE - MFA**

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Students on the MFA degree track must complete all academic requirements before beginning the Capstone Internship and Degree Defense. Both the Capstone Internship and Degree Defense are Pass/Fail. If a student receives a 'Fail' on either, the student will not be granted the MFA degree and will be dismissed from the program. Capstone Internship and Degree Defense may not be repeated.

## **FINAL PROJECT - MA**

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Students on the MA degree track must complete all academic requirements before registering for the Final Project. The Final Project is Pass/Fail. If a student receives a 'Fail', the Student will not be granted the MA degree and will be dismissed from the program. The Final Project may not be repeated.

## **MASTER OF FINE ARTS [MFA] CURRICULUM**

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Total Course of Study: 60 Credit Hours

### **Fall - Even Years**

- AA6010 Principles of Arts Administration [1st Year Students only]
- AA6050 Managing the Finances of Arts Organizations
- AA6220 Fundraising Event Planning
- AA6990 Professional Projects
- Graduate Elective [2nd Year Students only]

### **Fall - Odd Years**

- AA6010 Principles of Arts Administration [1st Year Students only]
- AA6800 Board Relations & Planning
- AA6990 Professional Projects
- MKTG6200 Marketing Management
- Graduate Elective [2nd Year Students only]

### **Spring - Even Years**

- AA6060 Fund Development for Arts Administrators
- AA6210 Grant Writing
- AA6810 Marketing in the Arts
- AA6990 Professional Projects

### **Spring - Odd Years**

- AA6040 Art Advocacy & Cultural Policy
- AA6070 Leadership Development in the Arts
- AA6080 Introduction to Art Gallery and Museum Practices
- AA6990 Professional Projects

### **Summer**

- AA6110 Legal Issues in the Arts [1st Year Students only]
- AA6890 Professional Arts Internship [1st Year Students only]
- AA6900 Capstone Internship [2nd Year Students only]
- AA6980 Degree Defense [2nd Year Students only]
- AA6990 Professional Projects [1st Year Students only]
- ACCT6000 Foundations of Accounting [1st Year Students only]

## **MASTER OF ARTS [MA] CURRICULUM**

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Total Course of Study: 36 Credit Hours

### **Fall**

- AA6010 Principles of Arts Administration [Must be taken the First Semester]
- AA6040 Art Advocacy & Cultural Policy
- AA6220 Fundraising Event Planning
- AA6800 Board Relations & Planning

### **Spring**

- AA6060 Fund Development for Arts Administrators
- AA6070 Leadership Development in the Arts
- AA6210 Grant Writing
- AA6810 Marketing in the Arts

### **Summer**

- ACCT6000 Foundations of Accounting
- AA6110 Legal Issues in the Arts
- AA6940 Master of Arts Final Project [Must be taken the Last Semester]

## **AA PROGRAM GENERAL INFORMATION**

### **FACULTY**

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All graduate faculty of the Arts Administration Program exemplify excellence in teaching, scholarship, and professional contributions to the field of arts administration. This creates an environment that enhances the educational atmosphere of the program, instilling in

the students a desire for lifelong learning. Biographies of AA Faculty Members can be found on the AA home page [[www.suu.edu/pva/aa](http://www.suu.edu/pva/aa)]. All Arts Administration graduate students have the Program Director of Arts Administration as a faculty advisor and primary academic mentor throughout the program.

## **NETWORKING**

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Each degree track has a designated Group on Canvas which houses all program information [including policies, procedures, and protocols discussed at the annual Arts Administration Conference] and any program-wide announcements. [[MFA Group](#) / [MA Group](#)] Students are also encouraged to the Facebook Group [Arts Administration at Southern Utah University](#) and follow the program on Twitter at [@SUUArtsAdm](#).

## **PROGRAM WITHDRAWAL**

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Students on either degree track who, for valid reasons, choose to withdraw from the program [and were not dismissed] will be allowed to re-enter at the stage where they left with the approval of the Program Director and AA Faculty. However, students must complete the degree program within six years of their first semester enrollment.

## **STUDENT REVIEWS**

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All AA graduate students will be evaluated at the end of each semester based on academic work, assistantships, and special projects [as applicable]. Students will meet individually with the Program Director and Assistantship Mentor [as applicable] to review strengths and weaknesses from the ending semester, and to set goals for the coming semester. Students must excel in all areas to move forward in the program. If any area is deficient, the student will be given a warning and an opportunity to make course corrections. If improvements are not made within one month of the warning, the student will be dismissed from the program.

At the end of the first year, students on the MFA degree track will be evaluated to determine if they will be able to continue into their second year and complete a Capstone Internship and Degree Defense. During this review, MFA students will establish goals specific to acquiring a Capstone Internship the coming summer.

## **TECHNICAL REQUIREMENTS**

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Students on either degree track must become familiar with Canvas, SUU's learning management platform. Every courses in Arts Administration uses this platform. [SUU Online](#), part of the College of Continuing and Professional Studies, has many resources [including [Canvas Orientation](#)] available to students.

In the online MA degree track, students should test Internet speed, hardware, and software before enrolling in their first online course to ensure compatibility. MA courses run on an asynchronous weekly schedule [unless otherwise noted in the course syllabus]. There are no set times or locations for class, but students move through the course as a cohort week by week. Weeks run Monday at 12:00 am to Sunday at 11:59 pm.

Other technical requirements, as discussed at the Arts Administration Conference, can be found in both the [MFA Group](#) and [MA Group](#) on Canvas.

## **TRANSFERS WITHIN ARTS ADMINISTRATION**

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Students on the MA degree track cannot transfer credit into the existing MFA degree track. Although coursework between the two programs overlaps, the MFA degree involves twenty-four [24] months of intensive in-person, academic, and practical training that cannot be made up. The transfer from the MFA degree track into the existing MA degree track is allowed.

## **TUITION WAIVERS [MFA]**

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Tuition Waivers [available to MFA students only] are paid by the institution and represent a considerable investment in the student's education. SUU or the Utah State Board of Regents reserves the right to amend waiver amounts. A student's tuition waiver may be suspended or reduced due to unsatisfactory progress in coursework, assistantship and/or project duties, as determined by the AA Director. Students will be given ample warning and time to improve progress before any action is taken.

## **FACILITIES**

### **THE BURCH MANN HOUSE**

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The Burch Mann House [BMH], as part of the SUU campus, adheres to all rules and regulations of state buildings owned by the university. This includes restrictions on all alcoholic beverages and controlled substances. Please do not bring any banned substance into the BMH, whether or not it is for immediate use.

The Kitchen and appliances may be used by students with the expectation of cleanliness. All food and/or drinks left in the house are to be labeled and disposed of properly and in a timely manner by the owner. Wash all dishes and counters if used, and do not leave kitchen items out anywhere else in the BMH.

In the event that something breaks or malfunctions in the BMH, please notify a member of the faculty. If no one is available and it is a minor emergency, call plant operations. In the event of safety and/or security issues, please call campus security or 911.

The last person to leave the BMH must make sure all doors and windows have been secured and locked, and that lights are turned off.

### **KEYS**

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Keys to the BMH are available upon request, are the property of SUU, and are distributed through the Program Director. Keys should not be loaned to anyone at any time. Report lost or stolen keys immediately to the Program Director.

### **MAIL & MESSAGES**

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Mail sent to students through campus mail [351 W. University Blvd] or directly to The Burch Mann House [90 South 200 West] will be distributed daily to individual mailboxes located on the main floor of the BMH in the copy/supply room.

## **PARKING**

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Students are expected to park in designated parking spaces only and observe all parking signs. Parking in the driveway of the Burch Mann House is limited to faculty and approved staff. Parking on the street is public and open to students, visitors, guests, and residents. Parking permits are available in the Campus Public Safety Office for on-campus parking.

## **TELEPHONES**

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AA phones are for business use only. All long distance usage will be monitored by the Program Director. All employees and students are financially responsible for any long distance personal calls.

# **SUU POLICIES & PROCEDURES**

## **ALCOHOL & DRUG USE**

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The consumption of alcohol, except at authorized functions, in authorized areas, is not allowed at any facility being used by Southern Utah University. Display of the effects of alcohol or narcotics while on the job will be grounds for immediate termination. The unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited in any SUU work, classroom and/or housing space

## **CONTACT INFORMATION**

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The AA contact sheets are for personal use only. No person outside the program is to be given any employee's address, phone number, or other personal information without written permission from that member of the faculty, staff, or student body.

## **GRIEVANCES**

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Any and all complaints about the program, staff, fellow students, and/or related campus issues should be submitted in writing to the Program Director in a timely fashion. Complaints will be treated with great confidence and discretion, and interviews will be conducted in person within a reasonable time. If the grievance is with the Program Director, a complaint may be submitted in writing to the Dean of the College of Performing and Visual Arts. Please use discretion in regard to hierarchy before skipping steps and going straight to the Dean, who is only to be used as an arbitrator when no other solution seems feasible.

## **HARASSMENT POLICY**

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Harassment in employment, including sexual, racial and ethnic harassment is forbidden by law and is strictly prohibited by Southern Utah University and the Arts Administration Program. We do not tolerate harassment of any kind. Any form of harassment, including, but not limited to that related to an individual's race, religion, color, sex, age, national origin, ancestry, citizenship status, handicap, disability, sexual orientation, or any other harassment which violates federal, state, or local law is a violation of this policy and will subject an employee to disciplinary action, up to and including immediate dismissal. Racial and ethnic harassment includes, but is not limited to, racial slurs, jokes, comments and any other offensive and/or derogatory remarks and/or conduct.

Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature, constitute sexual harassment when:

- Submission to such conduct is made explicitly or implicitly a term or condition of an individual's employment;
- Submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual; or
- Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive environment at Southern Utah University.

If you have any questions about what constitutes harassing behavior, ask a faculty member or other member of management with whom you feel comfortable. SUU will take all reasonable steps and actions to prevent harassment from occurring in our work place and will take immediate and appropriate action when SUU becomes aware that unlawful harassment has occurred.

All employees have the right to be free from unlawful harassment while in the employment of this program. If you feel that you have been, or are being harassed by a co-worker, manager, agent, vendor, or customer of the company, you should contact your immediate supervisor or the Human Resources Department, and arrange for a meeting to discuss your complaint. If you are not comfortable with or satisfied discussing the complaint with the previously mentioned contacts, then contact another member of management. You may be assured that you will not be retaliated against in any way for reporting a harassment problem in good faith. Employees who bring complaints to management in bad faith will be subject to disciplinary action up to and including termination.

All complaints of harassment will be investigated promptly and thoroughly, and appropriate action will be taken. All complaints of harassment will be treated with as much confidentiality as possible.

Harassment of our employees in connection with their work by non-employees may be a violation of this policy. Any employee who observes any harassment of an employee by another employee or non-employee should report such harassment to his or her supervisor.

SUU cannot resolve a harassment problem unless the appropriate authority knows about it. Therefore, it is your responsibility to bring those problems to our attention so that we can take the necessary steps to prevent and/or correct the problems. This policy does not supersede the general university policy on harassment and serves as a program amendment only.

## **LEAVE**

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You may be approved for personal days off during the academic meeting times for the following reasons only:

- **Sick Leave** – Excused absence may be granted for short-term illness. Any absence longer than two consecutive days will require explanation from a doctor or the campus Wellness Center.

- **Bereavement Leave** – If an immediate family member becomes critically ill or has passed away, you may be granted a period not to exceed five days for bereavement.
- **Jury Duty** – Full-time students often qualify for postponement of jury duty until an approved break. Please make an attempt to file for extension if you receive a notice to appear. If postponement is not granted, you will be excused for the duration of your civic duty. Also, if you are called to testify in a legal or court proceeding you will be excused for the appropriate time and asked for evidence of your service.

## **THEFT**

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Theft of personal possessions or property of SUU is grounds for immediate dismissal from the program.

## **WORKERS COMPENSATION**

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Southern Utah University employees and student assistants are covered by Workers Compensation Insurance. It is the employee's responsibility to report any injury to the Program Director and respective administrative offices within 24 hours of the accident. If you are injured on the job, report the incident to your immediate supervisor and/or Program Director, and proceed to the nearest health care provider according to the degree of injury you have sustained. Inform the health care provider that you are an employee of Southern Utah University and fill out the appropriate papers. The administrative staff of SUU will contact the insurance company and settle the claim. Workers' Compensation Insurance may only be used for injuries that occur during normal business hours and are a direct result of your job responsibilities.

For more information on the Policies & Procedures of Southern Utah University, visit  
[www.suu.edu/pub/policies](http://www.suu.edu/pub/policies)