

Contact: Diana Gonzalez

**REQUEST TO TERMINATE THE BACHELOR OF ARTS PROGRAM IN
PERFORMING ARTS ENTREPRENEURSHIP AT THE UNIVERSITY OF IOWA**

Action Requested: Consider approval of the request by the University of Iowa to terminate the Bachelor of Arts Program in Performing Arts Entrepreneurship.

Executive Summary: The request to terminate the Program is based on the fact that student interest did not materialize as originally expected. During Spring 2008, there were only 13 student majors; for five of those students, the Program was a second major. If the proposed termination is approved, the department will establish a Certificate Program in Performing Arts Entrepreneurship. Current students will not be affected by the proposed program termination. This request was reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan strategy (4.1.1) to “pursue opportunities to realize greater efficiency in operations, consistent with best practices in the delivery of education and other services.”

Background:

- ◇ History of program. The Performing Arts Entrepreneurship Program was created in 2001 when the Departments of Dance, Theater, and Music became the Division of Performing Arts.
- ◇ Description of program. The Performing Arts Entrepreneurship Program is a collaborative effort between the College of Liberal Arts and Sciences and the Tippie College of Business. This program is designed for students who intend to start or operate their own business in the performing arts, as well as those interested in gaining a better understanding of the entrepreneurial process as it relates to this specialized field.
- ◇ Program composition. Students pursuing the major take courses in three groups – (1) the primary area in Dance, Theater, or Music (a somewhat reduced version of the BA curriculum); (2) a secondary area in one of the other performing arts (equivalent to a minor); and (3) the entrepreneurship curriculum, offered through the John Pappajohn Entrepreneurship Center.
- ◇ Program review recommendations. The proposed termination resulted from a program review conducted in 2006 which recommended that the program be terminated due to low student interest. Enrollments have ranged from 10-20 students.
- ◇ Program challenges. The existing program has experienced a number of challenges:
 - Program students have wanted either training in musical theater or significant experience in arts management but neither is offered by the program.

- Students are not well prepared to start in a performing company or pursue graduate work because the primary area includes less course work than what is required for a Bachelor of Arts in Dance, Theater, or Music.
 - With the exception of students who want preparation for musical theater, students place little value in the secondary area, preferring a combination of the primary area and entrepreneurship training. This combination is available by combining a major and the new certificate in performing arts entrepreneurship.
 - Because the requirements for the Program are similar to those for a Bachelor of Arts in Dance, Theater, or Music, it has been possible for students to earn a BA in Music, for example, and a BA in Performing Arts Entrepreneurship using many of the same courses. The faculty has determined that this is inappropriate.
- ◇ Program resources. All program resources will be re-allocated to the new Certificate in Performing Arts Entrepreneurship and the Division of Performing Arts.
- ◇ Suspension of admissions. If the proposed program termination is approved by the Board, suspension of admissions to the Program will become effective immediately. However, the proposed program termination will not become effective until the currently enrolled students complete the Program. All course offerings needed by the students will be offered for four years after the Program is terminated, or until the final student graduates. Future students interested in this area will be counseled into the Certificate in Performing Arts Entrepreneurship.