

MEMORANDUM

To: Board of Regents
From: Board Office
Subject: Establishment of a Major in Performing Arts Entrepreneurship, SUI
Date: January 6, 2003

Recommended Action:

Refer the University of Iowa's request to establish a new interdisciplinary major in Performing Arts Entrepreneurship to the Board Office and the Interinstitutional Committee on Educational Coordination (ICEC) for review and recommendation.

Executive Summary:

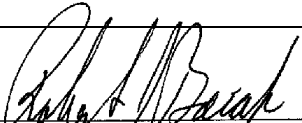
New Major	The University of Iowa is requesting approval of a new interdisciplinary major in Performing Arts Entrepreneurship. This program will offer students the opportunity to pursue professional studies in two areas of the performing arts (dance, music or theatre arts), within the framework of a liberal arts education, as well as develop the skills necessary for creating market-based opportunities in the arts. It is a degree in arts leadership and innovation.
Focus on Two Performing Arts	Among the Regents institutions, only Iowa State University offers a B.A. in Performing Arts. That degree gives students basic skills in each of the three performing arts areas. The SUI degree in Performing Arts Entrepreneurship will offer rigorous studies in two areas of the performing arts, combined with business and technical skills. Students will designate a primary and secondary area of study and will add a business component of courses from the John Pappajohn Entrepreneurial Center, part of the Tippie College of Business. Students also will complete a Cooperative Education Internship. While numerous institutions offer graduate programs in arts management, the proposed major in arts entrepreneurship would be unique in the country.
Existing Resources	Faculty from all three departments within the Division of Performing Arts (Dance, Music, and Theatre Arts), as well as faculty from the Division of Interdisciplinary Studies within the College of Liberal Arts and Sciences, and faculty from the Tippie College of Business will teach in this program. Existing resources will be sufficient to handle demand.

Consistent with
Mission

This new major is part of a long tradition of excellence in the arts and is directly in line with the mission of the College of Liberal Arts and Sciences and strategic goals of the University.

Program Review
Questions

Attached to this memorandum are the University's responses to the Board of Regents Program Review Questions.



Robert J. Barak

Approved: 

Gregory S. Nichols

6.05 Academic Review and Program Approval

- A. New Program Approval All new or expanded programs, majors, certificates and minors shall be reported to the Board Office for approval by the Board of Regents, State of Iowa.

New or expanded program proposals are routinely referred to the Interinstitutional Committee on Educational Coordination and the Board Office for review and recommendation. (See § Chapter 1 of this Manual for Committee on Educational Coordination.)

All new programs referred to the Interinstitutional Committee on Educational Coordination and the Board Office shall be submitted to the Iowa Coordinating Council for Post High School Education for appropriate action in accordance with ICCPHSE policy. The Regent institutions are encouraged to submit their new programs to the ICCPHSE well in advance of the Board meeting where it will be considered.

All new or expanded programs submitted to the Board Office for approval by the Board of Regents, State of Iowa, shall include, along with the complete original institution internal approval documents, a complete response to the following program review questions. For proposed minors and certificates, questions 3 - 6 may be omitted, but additional resource needs should be reported.

List contact person for new or expanded programs.

The contact person for this new major is David J. Nelson, Ph.D.; Director, Division of Performing Arts, The University of Iowa, 1006 VMB, Iowa City, IA 52242, telephone 319-335-1606; fax 319-335-2637.

1. Need

- a. How will this proposed program further the educational and curriculum needs of the students in this discipline?

The proposed undergraduate major in Performing Arts Entrepreneurship, leading to a BA degree, will offer students the opportunity to pursue professional studies in two areas of the performing arts. Students will designate a primary area and a secondary area of study within dance, music, or theatre arts, all programs within the Division of Performing Arts in the College of Liberal Arts and Sciences, and will add a business component comprised of courses from the John Pappajohn Entrepreneurial Center, part of the Tippie College of Business. Additionally, students will complete a Cooperative Education Internship as part of the program.

The program is designed for the multi-talented student artist who seeks ultimately to develop and promote his or her own work in an interdisciplinary context. It should not be mistaken for a program in arts management. It is a program in performing arts leadership and innovation. The goal is to nurture artists who will take leadership roles in arts innovation.

- b. How does it further the educational and curriculum needs of other units in the college or university?

The program furthers the educational and curriculum needs in performing arts by offering business and marketing skills to artists. The program furthers the education and curriculum needs in entrepreneurial studies by providing an influx of very creative and motivated artists into the program. The combination of artistic creativity and entrepreneurship will result in a totally unique educational experience.

2. Duplication and Collaboration

- a. What programs in this field of study are available in other colleges and universities in Iowa?

(Identification of other programs available in this field at other institutions should be made within a broad definitional framework. For example, such identification should not be limited to programs bearing the same title, the same degree designation, having the same curriculum emphasis, or purporting to meet exactly the same needs as the proposed program.)

Numerous institutions offer graduate programs in arts management. These programs focus on developing arts administrators for non-academic public and private arts organizations. Similarly, many institutions offer undergraduate programs in music business, preparing students for careers in the public music industry. A few institutions offer interdisciplinary undergraduate programs that offer an opportunity to study several arts disciplines within the context of a single major. To our knowledge, there is no program in arts entrepreneurship offered in the United States. The proposed major would be unique in the country.

- b. With what representatives of these programs has there been consultation in developing this proposal? Provide a summary of the responses of each institution consulted.

(The complete text of responses should be included.)

On two separate occasions representatives from the University of Iowa Division of Performing Arts and the John Pappajohn Entrepreneurial center presented papers and led discussions at national meetings of the National Association of Schools of Music, the body for all studies in music. Each session was attended by over 100 administrators from around the country. It was the general consensus that performing artists need education in entrepreneurship. It was also the consensus that no institution had found a viable way of offering such an education. Clearly, those in attendance were looking toward the University of Iowa for leadership in the area.

- c. In what ways is this proposed program similar to those mentioned in 2a? In what ways is it different or does it have a different emphasis?

(In describing program similarities and differences, consider such factors as curriculum, prospective student groups to be served, and career or other types of goals to be emphasized.)

The University of Iowa major is similar to the program offered by Iowa State in that the performing arts areas represented in the major are the same: dance, music and theatre arts, and that both majors are part of Bachelor of Arts degrees offered by their respective Colleges of Arts and Sciences. The majors are very different, however, in content and outcome goals. Whereas the Iowa State program requires that a sampling of courses be taken from each of the three areas, the University of Iowa major requires students to select a primary and secondary area of emphasis and adds the Entrepreneurial Studies and Internship components.

- d. How does the proposed program supplement the current programs available?

(In some instances, this question should go beyond how the program will supplement others within the state. If the justification for the program involves special regional or national needs, a description of existing programs within the region or the nation and the relation of the proposed program to these should be provided.)

The proposed program supplements current programs available by integrating studies in the performing arts; encouraging collaboration among faculty in the performing arts; and adding an Entrepreneurial Studies component that is unique among undergraduate programs in the country.

- e. Has the possibility of some kind of interinstitutional program or other cooperative effort been explored? What are the results of this study?

(Consider not only the possibility of a formally established interinstitutional program, but also how special resources at other institutions might be used on a cooperative basis in implementing the proposed program solely at this institution.)

An inter-institutional program is not deemed feasible.

- f. Please list the Iowa institutions in which articulation agreements are being developed for the proposed program (NOTE: This applies only to community college degree programs which may transfer students to this program).

Not applicable.

- g. Please provide the Classification of Instructional Program (CIP) Code for the proposed program.

CIP# 50.9999

3. Please estimate the enrollment in this program for the next five years as follows:

a. Undergraduate					
Majors	<u> 6 </u>	<u> 10 </u>	<u> 15 </u>	<u> 20 </u>	<u> 25 </u>
Nonmajors	<u> N/A </u>	_____	_____	_____	_____
b. Graduate					
Majors	<u> N/A </u>	_____	_____	_____	_____
Nonmajors	<u> N/A </u>	_____	_____	_____	_____

c. On what basis were these estimates made?

These estimates are conservative, and are based on anecdotal evidence from current faculty and from feedback from prospective students and their parents, as well as general admission inquiries.

d. What are the anticipated sources of these students?

(For example, persons currently enrolled in other programs within the institution; persons currently attending other institutions, in state or out of state; persons not currently enrolled in institutions of higher education.)

Sources of students would be persons considering entering the University of Iowa as first-year students; students who are currently majoring in dance, music, or theatre arts; and returning or nontraditional students who may have left school some time ago and see this major as fitting their needs.

4. Please provide any available data or information on employment opportunities available to graduates of this program in Iowa and nationally.

(Such information is available from U.S. government labor sources as well as many professional associations.)

Discussions have been held with representatives from both the Tippie College of Business and the University of Iowa Career Center and both entities feel there is a strong job market for students who graduate with this new major. The Entrepreneurial component is attractive to employers and small businesses and is also designed to give students the skills and knowledge necessary to start their own business in the arts.

5. Are there accreditation standards for this program?

Extensive discussions with the Executive Director of the accrediting agencies indicate that the proposed major is unique in the country and not subject to any accreditation standards. However, the accrediting agencies will be able to list the major as a degree offering from the University of Iowa.

- a. What is the accreditation organization?

The School of Music is accredited by the National Association of Schools of Music. The Department of Theatre Arts is accredited by the National Association of Schools of Theatre. The Department of Dance will be reviewed for accreditation by the National Association of Schools of Dance during the 2003-04 academic year.

- b. What accreditation timetable is anticipated?

None

(Please provide a copy of the accreditation standards.)

6. Does the proposed program meet minimal national standards for the program, e.g., Council of Graduate Schools or other such bodies?

Not Applicable

7. Please report any reactions of the Iowa Coordinating Council for Post-High School Education. List date that the program information was submitted to the Council.

Not Applicable

Additional Resource Needs

Either question one or question two requires a "yes" answer. In addition to a "yes" response to one of the first two questions, question three and question four should be answered. If applicable, question five should be answered.

1. Will the program require new resources? Yes ___ No X
If "yes," what is the plan to obtain new resources?
2. Will the program require reallocated resources? Yes X No ___
If "yes," what is the university's reallocation plan to fund this program?
3. At what level of enrollment will additional resources be required for the program?

Additional resources are not anticipated, as the courses offered as part of this major are all existing courses. Students in the proposed new major will be taking courses with students who are Division majors. Therefore, while course enrollments may rise slightly, Division resources are adequate to cover these increases. If the total number of majors were to reach 50, new resources or selective admission might be required.

4. Estimate the total costs (or *incremental increases in expenditures*) that may be necessary as a result of the new program for the next three years.

Existing Division resources should be adequate to cover all program needs for the next three to five years, as students in the new major will partake of courses already in existence and staffed by existing FTE in faculty and/or graduate assistants.

5. For programs planning to use external grants, what would be the effect of the grant termination? Not applicable.

Additional Resource Needs

	First Year	Second Year	Third Year
a. Faculty	Existing	Existing	Existing
b. Graduate Assistants	Existing	Existing	Existing
c. General Expense	Existing	Existing	Existing
d. Equipment	Existing	Existing	Existing
e. Library Resources	Existing	Existing	Existing
f. New Space Needs [estimated amt. & cost of new and/or remodeled space)	None	None	None
g. Computer use	Existing	Existing	Existing
h. Other resources	None	None	None
TOTAL(S)	Existing	Existing	Existing

6. How does this program relate to the college's/university's strategic plan?

The College of Liberal Arts and Sciences Strategic Plan for 2002-2005 states that “our distinctiveness resides in our breadth and the interconnections we foster among diverse disciplines and modes of thinking and creating” and “our breadth and interconnections also make it possible to offer a rich variety of academic programs at the undergraduate and graduate levels, many of which cross disciplinary boundaries.”

Since the University made the ground breaking decision in the early part of the 20th century to accept creative works as the equivalent of academic scholarship the College of Liberal Arts and Sciences has been distinguished by its outstanding performing arts programs.

This new major is part of that long tradition of excellence in the arts – coupled with the breadth and diversity of an interdisciplinary program in arts and business entrepreneurship.

The BA in Performing Arts Entrepreneurship is directly in line with the mission of the College of Liberal Arts and Sciences and corresponds to Goals II and IV of the 2002-2005 Strategic Plan. Those goals are:

- II. to shape, strengthen, and develop our undergraduate and graduate curricula, making the best use of teaching resources and energy technologies.
- IV. to design initiatives that support international and interdisciplinary education.

The BA in Performing Arts Entrepreneurship aligns with the University of Iowa's mission as well as strategic goals number 1, 3 and 4 as articulated in New Century Iowa: Bridges to the Next Horizon.

Strategic Goal (1) To create an undergraduate experience that enables students to fulfill their intellectual, social, and career objectives.

Strategic Goal (3) To foster distinguished research, scholarship and artistic creation.

Strategic Goal (4) To facilitate interdisciplinary interaction in teaching, research, and service.

6.09 Principles and Standards for Program Duplication

New program proposals for programs that are currently offered at one or more Regent university must also complete the Board of Regents questions on potential program duplication contained in §6.09 of this Policy Manual.

There is no exactly or substantially similar program at ISU or UNI.