

PROGRAM PROPOSAL FORM

Preliminary Approval – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

Final Approval – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Arts Management Certificate</u></p> <p><u>HSS</u> <u>Humanities, Languages and the Arts</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2021</u></p> <p><u>Michael Naylor</u></p>	<p>Program Code:</p> <p><u>CTARTM</u></p> <p>CIP Code:</p> <p><u>50.1002</u></p>
<p>Program Features Program's purpose and its goals.</p> <p>Criteria for entry into the program, along with projected enrollment figures.</p> <p>Connection to other WCC programs, as well as accrediting agencies or professional organizations.</p> <p>Special features of the program.</p>	<p>This certificate is a viable way to offer online entrepreneurial, management and social media certification to artists, musicians, dancers, visual artists, digital media artists and others, providing training they can use to get work in arts management, non-profit management, digital, social media event and product promotion and digital media production (creating YouTube and podcast promos and demos). Students will also be trained to use these skills for their own artistic careers or in combination with other ventures over their life-span.</p> <p>Admission to WCC, based on surveys taken in the music area alone Summer and Fall 2020: estimate: 20% (23) of students are <i>Very Interested</i> and 40% (47) of students are <i>Moderately Interested</i> in this certificate per year/semester (music only). Across all the arts, communications, outlook is bright.</p> <p>The capstone class in arts management project creation, will interlock with any and all departments as clients for students in this program to build and implement professional management, creative strategies for using media and social media campaigns. Specifically, the certificates students and faculty may work with WCC employees on specific management/and media projects as well as build and create management plans for their specific arts or interests.</p> <p>The courses in this certificate can accommodate any student creative art goals, will provide fundamental translation of management and promotional tools to their artistic skills, will give practice working with WCC departments and initiatives, and will offer students opportunities to work with agencies, businesses and build campaigns and promotional products and strategies, in the areas of their career interests—while in school.</p>	
<p>Need</p> <p>Need for the program with evidence to support the stated need.</p>	<ul style="list-style-type: none"> • Musicians, Dancers, actors, and visual artists, media, and creative individuals, have no career pathway to subsidize their craft or develop credentials that maximize their creativity in a real work context; • Of the top 100 careers with "Bright outlooks" on www.onetonline.org – 15 specify the requirements of creativity, arts or event management, marketing, social media marketing, training or development. <ul style="list-style-type: none"> ○ Social Media Consultant/Manager 🌟 ○ Meeting, Convention, and Event Planners 🌟 ○ Public Relations and Fundraising Managers 🌟 	

	<ul style="list-style-type: none"> ○ Agents and Business Managers of Artists, Performers, and Athletes 🌟 ○ Management Analysts 🌟 ○ Self-Enrichment Education Teachers 🌟 ○ Makeup Artists, Theatrical and Performance 🌟 ○ Marketing Managers 🌟🍃 ○ Video Game Managers/Marketers, Designers 🌟 ○ Amusement and Recreation Attendants 🌟 ○ Training and Development Specialists 🌟🍃 ○ Social and Community Service Managers 🌟 ○ Gaming Managers 🌟 ○ Market Research Analysts and Marketing Specialists 🌟 ○ Media and Communication Workers, All Other 🌟 <p>Others with stable outlook:</p> <ul style="list-style-type: none"> ○ Marketing Consultant/Manager ○ Artist Manager ○ Self-management artist consultant ○ Self-employed social media consultant ○ Podcast producer ○ Record industry employee/management ○ Venue employee/owner ○ Music Video producer ○ Studio employee/owner <ul style="list-style-type: none"> ● Benefits to Musicians, artists, comedians, podcasters, audio engineers, DJ's, photographers/videographers, people interested in managing/working with creatives, people who want to work in the entertainment business(who else?) <ul style="list-style-type: none"> ○ What are benefits? <ul style="list-style-type: none"> ● Learning how to manage and promote content using modern day digital marketing practices. These skills can help any business or artist increase revenue. ● Learn how to build a foundation and strong brand identity that will help sustainability and longevity in a career ● Up to date strategy that will continue to be relevant in the years to come ● Gain an edge in the post-COVID landscape when digital marketing is more important than ever ● Build a sustainable career where you can work for yourself ● Start a career where your income is based on your value not what someone says you are worth ● Learn how to set up residual income streams that will work for you even when you are no longer working for them ● Prepare yourself for future success by setting up an email and phone number database ● Make anywhere from \$20-\$150+/hr. in an arts marketing/social media career ● Many schools offer digital PR, social media, and arts management degrees, but this is one of the first to put the two together 	
<p>Program Outcomes/Assessment</p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <ol style="list-style-type: none"> 1. Create and execute a media marketing campaign for an external client in the arts discipline of their choice. 2. Present their campaign to the class. 	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> 1. Media marketing plan 2. Presentation

<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p>First Semester: 11-13 MUS 180 Music Appreciation: Our World or HUM 181 World Cultures Creativity Forum – 3 cr. (in development) HLA or Specialty Restricted Elective – 2 - 4 cr. MUS 285 Self-Management for Working Artists or ART 285 Self-Management for Working Artists – 3 cr. BMG 250 Principles of Marketing – 3 cr.</p> <p>Second Semester: 10-12 BMG 155 Business & the Internet or BMG 168 Facilities & Event Management – 3 cr. COM150 or VID105 or AUD170 – 3 cr. MUS 295 Arts Management Capstone or ART 295 Arts Management Capstone – 2 cr. (in development) HLA or Specialty Restricted Elective – 2 - 4 cr.</p> <p>Total Credits: 21 – 25</p> <p>Restricted electives may include: Art: ART 101, 108, 111, 112, 114, 122, 125, 127, 129 Ceramics: ART 121, 128 Music: MUS 105, 133, 140, 147, 154, 204, 205 Dance: DAN 107, 108, 111, 180 Drama: DRA 152, 180, 204, 208, 211 Film: FLM 120, 150, 160, 185 Humanities: ART 130, 131, 143, 150, HUM 101, 102, 103, 145, 146, or PHL 205 Languages: ARB, CHN, FRN, GRM, SPN Photography: PHO 103, 111, 117, 127</p>																					
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>	<p>No need is envisioned. Possibly travel accommodations or bringing in of industry professionals on an annual basis to upgrade instruction to changes in the industry, or send instructors to conferences: \$500-1000 per year.</p> <table border="1" data-bbox="570 1192 1464 1507"> <thead> <tr> <th></th> <th>START-UP COSTS</th> <th>ONGOING COSTS</th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td>\$.</td> <td>\$.</td> </tr> <tr> <td>Training/Travel</td> <td>.</td> <td>500-1000 .</td> </tr> <tr> <td>Materials/Resources</td> <td>.</td> <td>.</td> </tr> <tr> <td>Facilities/Equipment</td> <td>.</td> <td>.</td> </tr> <tr> <td>Other</td> <td>.</td> <td>.</td> </tr> <tr> <td>TOTALS:</td> <td>\$.</td> <td>\$ 500-1000 .</td> </tr> </tbody> </table>		START-UP COSTS	ONGOING COSTS	Faculty	\$.	\$.	Training/Travel	.	500-1000 .	Materials/Resources	.	.	Facilities/Equipment	.	.	Other	.	.	TOTALS:	\$.	\$ 500-1000 .
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<p>Program Description for Catalog and Web site</p>	<p>This program is designed to provide students desiring a creative lifestyle the entrepreneurial, management and social media skills needed to both create a sustainable plan for their own artistic skills, as well as access to become a management or creative social media asset to various businesses such as profit, non-profit and creative/artistic.</p>																					

Program Information	Accreditation/Licensure - None
	Advisors –, Michael Naylor, FT Faculty Advisory Committee - TBD
	Admission requirements - Admission to WCC Articulation agreements - TBD Continuing eligibility requirements - NA

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number of students to be assessed
Create and execute a media marketing campaign for an external client in the arts discipline of their choice.	Media marketing plan	Every 3 years	All students enrolled in MUS 295 Arts Management Capstone	All students
Present their campaign to the class.	Presentation	Every 3 years	All students enrolled in MUS 295 Arts Management Capstone	All students

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other).

Departmentally-developed rubric

2. Indicate the standard of success to be used for this assessment.

75% of students will achieve 75% or better on the scoring rubric.

3. Indicate who will score and analyze the data.

Departmental faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Jill Jepsen or Charlie Johnson or E.T		09/27/20
Dean	Scott Britten	Scott Britten	10-8-20
Curriculum Committee Chair	Lisa Veasey	Lisa Veasey	1/29/21
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.			
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Kimberly Hurns	Kimberly Hurns	2/1/2021
President	Rose Bellanca	Rose B. Bellanca	2/10/21
Board Approval			3/30/21