

**BOARD OF HIGHER EDUCATION**  
**REQUEST FOR COMMITTEE AND BOARD ACTION**

**COMMITTEE:** Assessment and Accountability

**NO.:** AAC 07-17

**COMMITTEE DATE:** April 12, 2007

**BOARD DATE:** April 19, 2007

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**MOVED:** The Board of Higher Education hereby approves the Articles of Amendment of **Dean College** to award the **Bachelor of Arts in Arts Management**.

Authority: Massachusetts General Laws Chapter 69, Section 30 et seq.

Contact: Aundrea Kelley, Associate Vice Chancellor for Academic Policy

## **BOARD OF HIGHER EDUCATION**

April 2007

### **Dean College**

#### Bachelor of Arts in Arts Management

#### **INTENT**

Dean College has filed a petition with the Board of Higher Education for approval to offer the Bachelor of Arts in Arts Management. The proposed degree is intended to offer students the opportunity to further develop their skills in an environment that values and nurtures the arts while at the same time enable them to capitalize on the Commonwealth's efforts to establish itself as a center for arts and entertainment. Currently three Massachusetts institutions offer a baccalaureate degree in arts management: Simmons College (BA in Arts Management), Massachusetts College of Liberal Arts (BA in Arts Management), and Suffolk University (BA in Theatre with a concentration in Arts Management).

The addition of a second bachelor's program at Dean is intended to allow for the continued development of upper division course offerings on the Dean campus. The College has found a natural synergy between programs currently offered in Dance, Theatre, Communications and Business. The combined enrollment in these programs last year represented 42 percent of Dean's current enrollment. Dean projects that the proposed Arts Management Degree will fit well with these existing program offerings. The proposed curriculum is also designed to serve as a launching pad for those students wishing to continue on to an MBA program.

#### **INSTITUTIONAL OVERVIEW**

Dean College is an independent, co-educational, two-year college located in Franklin, Massachusetts and accredited by the New England Association of Schools and Colleges (NEASC). The institution was founded in 1865 as Dean Academy with the financial assistance of Dr. Oliver Dean, a Franklin physician who was devoted to the education of young people. Dean Academy's primary goal was to offer a well-rounded program that included athletics, academics, and student activities and to establish a personal atmosphere that would identify and cultivate the strengths of its students, thus preparing them for admission to college. In 1941, the Academy was chartered as a two-year college and allowed to use the name Dean Academy and Junior College. In the Acts of 1943, the Academy was granted authority to issue the degrees of Associate in Arts and Associate in Science. The Higher Education Coordinating Council approved the name change to Dean College on September 21, 1993. In March 2000 Dean was granted approval to offer its first baccalaureate degree, the Bachelor of Arts in Dance.

Current tuition and fees for a Dean College residential student total \$32,614 with the breakdown as follows: Tuition - \$22,650; New Student Fee - \$200; Room -\$6,174; and Board - \$3,590.

#### **ACADEMIC AND RELATED MATTERS**

*Admissions.* Dean utilizes a rolling admissions policy. All first-year applicants to the Arts Management degree program must have a high school diploma or GED certificate. A minimum combined SAT score of 800 or above is required for admission and a minimum GPA between

2.4 and 2.7. Applicants whose primary language is other than English may submit a TOEFL score.

*Enrollment.* Dean is currently one of the largest independent two-year colleges in New England with approximately 925 full-time students and 325 part-time students. The enrollment projection for the proposed program in Arts Management is as follows:

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>
Transfer from Dance	5	10	9	9
Transfer from Theatre	3	6	6	6
Transfer from Communications	2	4	4	4
Transfer from Business	2	4	4	4
Enter as Arts Majors	5	12	21	28
<b>Totals</b>	<b>17</b>	<b>36</b>	<b>44</b>	<b>51</b>

*Curriculum (Attachment A)* The curriculum in Arts Management is intended to provide students with a strong liberal arts base, coupled with a solid grounding in business and management courses. Students must complete a total of 124 credits, 57 of which must be in the major. The remainder will comprise 55 general education and 12 free elective credits. The major comprises eleven core courses and eight courses in a concentration chosen from in dance, communication or theatre. Each student is required to complete a six-credit internship at such placement sites as theatres, museums, and television and radio stations. An integrative senior capstone project is intended to allow students to demonstrate integration of the knowledge and skills acquired during their coursework, including the role of the arts in society.

## **RESOURCES**

*Faculty.* Currently the College employs 30 full-time and 57 adjunct faculty. A full-time Coordinator for the Arts Management program will be recruited to administer the program, and oversee student internships as well as teach some of the specialized coursework within the discipline, including the Capstone Seminar. The program coordinator will report to the current chair of the Visual and Performing Arts department. Existing full time faculty will teach in the proposed program; additionally, Dean intends to recruit adjuncts with specific areas of expertise to teach some of the proposed new courses.

*Facilities.* Nine of the College's standard classrooms are 'Smart Classrooms' with DVD/VCR, multimedia projector, instructor's workstation, high speed internet access, sound system and interactive pen display with advanced white board functionality. In addition, the College has two auditorium style classrooms, equipped with similar technology but enhanced with a public address system and automated lighting controlled. All classrooms have at minimum a multimedia projection unit with instructor's workstation and an overhead projector with additional equipment available from the Information Technology Help Desk, including video cameras, slide projectors, portable sound systems, digital camera, laptop computers, document cameras and a sound system. The entire Dean campus is wireless and more than 125 College-owned computer workstations are available for student use. The College is currently engaged in a Master Planning program that will ultimately result in the recapture and renovations of additional classroom space if required.

The E. Ross Anderson Library contains a comprehensive collection of print, audio-visual and online resources to support student and faculty research needs. The Library houses approximately 44,000 volumes and subscribes to 170 periodicals (indexed both in print and online) and eight research databases. Dean also participates in a variety of networked library consortia, providing access to other holdings (books, database and periodicals). Bibliographic instruction is provided by professional Library staff during the First Year Seminar, other scheduled times and at faculty request.

*Fiscal Impact.* As the majority of faculty required to launch the proposed program are currently teaching in existing programs, Dean projects minimal fiscal impact to implement the proposed program. The College intends to upgrade its print and online collections in order to support the proposed degree program, including new periodical subscriptions, new reference and circulating books and online directories. The total cost of this proposed upgrade is \$14,816.

## **EXTERNAL REVIEW**

*Visiting Team.* (Visiting Team Chair) J. Dennis Rich, Ph.D., Chair, Arts, Entertainment & Media Management, Columbia College Chicago; Jason Little, Ed.D., Associate Professor of Marketing, Franklin Pierce College; and Scott Shanklin-Peterson, Director, Arts Management Program, College of Charleston comprised the team that visited Dean College October 1-3, 2006.

Overall, the team found the proposal of Dean College for the Bachelor or Arts Degree in Arts Management to meet both the spirit and the letter of Board of Higher Education requirements governing the establishment of new degree programs. The team report indicated that the proposed program has the potential to be one of very high quality and given appropriate attention to recommendations detailed in their report concerning clarification on admission criteria, suggestions regarding areas for course emphasis and future development, faculty workload, and student concern regarding additional space for arts-related activities and dormitories, recommended the approval of the proposed program.

*Institutional Response.* In its response Dean provided specific criteria for admission that clearly differentiated admission requirements at the associate and baccalaureate levels. The College also described a number of curricular enhancements made and planned that addressed team suggestions for emphasis in such areas as non-profit management, E-commerce, and entrepreneurship. Dean also eliminated a requirement for a second internship and introduced an elective option. The College recognized the team's concern regarding faculty teaching load. In response, the Faculty Personnel Policy Committee (FPPC) and the Dean of the Faculty initiated an analysis of the composition of teaching load in terms of number of students being taught, types of courses and curriculum being delivered and the effect of multiple sections of the same courses. The Committee is developing a proposal relative to faculty loads for consideration by the Vice President for Academic Affairs, with desired implementation in the fall 2007.

With respect to space considerations, Dean submitted a comprehensive Master Plan produced by the College in 2005 that acknowledges a need for increased performance space and creates a timeline to address those needs. Current plans for renovation of the Campus Center, slated to begin summer 2007, include additional large performance and studio space that will also serve as a multi-purpose venue for a variety of arts-related programs. The Master Plan also addresses housing concerns with plans for additional residential spaces that will accommodate both increased student numbers and the need for upper-division housing.

## **PUBLIC HEARING**

The required public hearing was held Thursday, February 22, 2007, at 10:30 a.m. in the Board of Higher Education's office.

## **STAFF ANALYSIS AND RECOMMENDATION**

After a thorough evaluation of all documentation submitted, staff is satisfied that the proposed Bachelor of Arts in Arts Management meets the criteria set forth in 610 CMR 2.08(3) in the Degree-Granting Regulations for Independent Institutions of Higher Education, accredited by the New England Association of Schools and Colleges. Recommendation is for approval.

**ATTACHMENT A – Curriculum Outline**  
**Bachelor of Arts in Arts Management**

Students must complete a total of 124 credits, 57 of which must be in the major. The remainder will comprise 55 general education and 12 free elective credits. The major consists of 11 core courses plus 8 concentration courses. Students may choose a concentration of Dance, Theatre or Communication.

<b>Required (Core) Courses (Total courses required = 28)</b>		
<u>General Education</u>		
FYS 100	First-Year Seminar	3
ENG 111	Composition	3
ENG 112	Composition and Literature	3
ENG 3XX	Writing for the Arts and Entertainment World	3
ENG 2XX	General Education Literature Electives	6
HIS 1XX	General Education History Electives (2 from one of the following sequences: History Sequence A: HIS 111, 112, 113 <b>OR</b> History Sequence B: HIS 151, 152, 153)	6
SPC 111	Public Speaking	3
Lab Science	General Education Lab Science Elective	4
MTH 130	Statistics	3
ECO 112	Microeconomics	3
XXX	General Education Social Science Elective	3
ART, DAN, MUS THA XXX	General Education Arts Electives (9 credits from ART 101, DAN 201, MUS 103, THA 111)	9
PHL XXX	General Education Philosophy Elective	3
<u>Major courses</u>		
<i>Business, Arts Management core:</i>		
AMGT 2XX	Principles of Arts Management	3
AMGT 3XX	Fund Raising for the Arts	3
AMGT 4XX	Arts Management Internship I	3
AMGT 4XX	The Role of Arts in Society: Arts Management Senior Seminar/Capstone	3
ACCT 101	Financial Accounting I	3
BUS 133	Principles of Marketing	3
BUS XXX	Principles of Human Resource Management	3
BUS 3XX	Principles of Finance and Budgeting	3
COM/BUS 3XX	Introduction to Public and Media Relations	3
Bus 3XX	Legal Aspects of the Arts and Entertainment	3
AMGT or BUS or CIS	Elective, to be selected from: AMGT 3XX (E-Business for the Arts); AMGT 3XX (Grant Planning and Writing for the Arts); 4XX (Arts Management Internship II); BUS 121 (Entrepreneurship); CIS 150 (Information Technology); CIS 215 (Web Content Development),	3
<b>Required Courses in Related Subject (Cognate) Areas (Total courses required = 8)</b>		
<u>Arts Concentration</u> <i>(students complete one of the following three concentrations)</i>	<i>Students must complete one arts concentration, to be selected from Dance, Theatre, or Communications. These courses are designed to provide students with the history, theory, and broad context of their area, as well as the technical and practice skills of their area. Context courses are designated with a C; practice/technique courses are designated with a P. Those that address both are also indicated.</i>	
Dance DAN 204	Dance Composition I (C/P) Dance History II – 20 <sup>th</sup> Century Dance (C) Character Study (P)	3 3 3

DAN 301	Film Survey in Dance (C)	3
DAN 383	Selected from ballet, tap, jazz, or modern (P)	3
DAN 385	Select three courses (9 credits) from the following:	9
Dance technique	<input type="checkbox"/> DAN 100: Creative Movement [3 credits] (C/P)	
DAN Electives	<input type="checkbox"/> DAN 304: Dance Composition II [3 credits] (C/P)	
	<input type="checkbox"/> DAN 305: Dance Composition III [3 credits] (C/P)	
	<input type="checkbox"/> THA 324: Theatrical Staging and Direction [3 credits] (C/P)	
	<input type="checkbox"/> 3 credits dance technique from ballet, tap, jazz, or modern (P)	
 <i>Theatre</i>	 Movement/Improvisation (P)	3
THA 232	Acting I: Character (P)	4
THA 233	Theatrical Staging and Direction (C/P)	3
THA 324	History of Theatre I (C)	3
THA 324	History of Theatre II (C)	3
THA 3XX	Select 3 courses [9 credits minimum] from the following:	9
THA 3XX	<input type="checkbox"/> THA 131: Technical Production I [4 credits] (C/P)	
THA Electives	<input type="checkbox"/> THA 132: Technical Production II [4 credits] (C/P)	
	<input type="checkbox"/> THA 234: Acting II: Scene Study [4 credits] (P)	
	<input type="checkbox"/> 3 credits of THA 224: Rehearsal and Performance (P)	
 <i>Communications</i>	 Broadcast History and Analysis (C)	3
COM 111	Introduction to Mass Media (C)	3
COM 121	Audio Production I (P)	3
COM 122	Video Production I (P)	4
COM 222	Communication Practicum (1 credit each; complete 4) (P)	4
COM 112	Select 3 courses (9 credits) from the following:	9
COM electives	<input type="checkbox"/> COM 211: Media Writing (3 credits) (P)	
	<input type="checkbox"/> COM 223: Video Production II (4 credits) (P)	
	<input type="checkbox"/> COM 225: Audio Production II (3 credits) (P)	
	<input type="checkbox"/> COM XXX: Broadcast Sales and Advertising (3 credits) (C)	
	<input type="checkbox"/> COM XXX: Broadcast Management (3 credits) (C)	