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## DOC 2020-04 - Proposal to the Academic Senate - Certificate in Community Arts Engagement

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**PROPOSAL TO THE ACADEMIC SENATE****TITLE: Certificate in Community Arts Engagement****SUBMITTED BY: Sharon Gratto, Department of Music****DATE: April 16, 2020****ACTION: Legislative Authority****REFERENCES: Art. III. B. 1-7; DOC 2015-04****APPROVED: April 17, 2020****1. Rationale for the new certificate program**

With the suspension of the University's Arts Administration minor program, a curricular gap was created for students who continued to express an interest in pursuing professional work in arts management and related fields. The creation of a new undergraduate arts certificate program that better reflects the University's values by focusing on community engagement through the arts will be more accessible, practical and attractive as an undergraduate certificate than a more narrowly focused arts management minor program or a graduate certificate program with limited connection to the arts. This undergraduate certificate program will create a collaborative environment where students can work on community-based projects. A demonstrated interest in this type of program has been evident in informal conversations with and among undergraduate arts majors and non-arts majors. Several students have enrolled in the Non-Profit and Community Leadership Graduate Certificate Program as their only current option.

The program will be open to interested degree-seeking undergraduates in the Department of Music; the Department of Art and Design; the Theatre, Dance and Performance Technology Program; the Department of Communication; the Department of English; and the School of Business, as well as those whose academic focus is in other areas of study. Arts majors and students majoring in non-arts disciplines will have opportunities to collaborate to identify specific problems and needs in the community and to work toward finding creative solutions for those problems. Modes of student learning will include the development of case studies for information collection, problem identification and project-focused work toward solutions, and consultation with diverse experts. This certificate program will serve specific community members, such as those who work in social justice or social service settings and want to bring the arts to the people they serve. The program will also support arts organizations in their efforts to reach wider and more diverse audiences. The program will be sponsored by the College of Arts and Sciences and administered by the Department of Music with a faculty member assigned as Coordinator. The first Certificate Coordinator will be Professor Sharon Gratto, who is active in the arts community and will recruit and advise students for the program.

A Certificate in Community Arts Engagement will help prepare undergraduate students find innovative ways to advocate for the arts and to bring the arts to more diverse segments of the community. Today's arts organizations and other community organizations need creative thinkers who have the skills to help make connections across disciplines and to bridge the gaps that exist between and among various constituencies. This program supports the University's educational goals and objectives by encouraging

and supporting students to become change-makers as they engage in civic practice in the community with and through the arts.

## 2. Impact on other academic programs and/or departments

Coursework in this certificate program will enhance and connect to other academic programs and strengthen students' credentials when they graduate.

## 3. Prospective enrollment

The program may begin with small enrollment in the required gateway seminar course (MUS/VAR/THR 347) (under 10 students) and the final required Internship course (MUS/VAR/THR 488) (1 or 2 students) and increase from those numbers as the program is marketed and students become aware of it. Students will need to be recruited to the two courses and to the certificate program through in-person presentations in Arts, Communication, and English classes, with follow-up promotional communication. Enrollment will depend on continuous interaction with faculty in these programs and departments. Since both required courses for the Certificate program may also be taken independently, their enrollment should be expected to increase and be higher over time. Expected future enrollment would be approximately 15 in the introductory course and 6 students in the internship. There should be greater interest in the Internship among music majors because in the past Department of Music students have only been able to enroll in a music internship through a special topics course. As stated in the rationale, music students and students in other arts disciplines and in Communication have verbally expressed interest in a minor in Arts Administration, a program that was suspended approximately five years ago. In addition, as indicated in the Department of Communication's letter of support, CMM requires its majors to either complete 12 credits in another major, or an undergraduate certificate program, which means that this new program will provide more opportunities from which CMM majors can choose to complete their degree.

## 4. Proposed curriculum

### Required Courses

MUS/ VAR / THR 347	Introduction to Community Arts Engagement
MUS/ VAR / THR 488	Internship in Community Arts Engagement

### Arts Electives (choose one from the following):

Music Courses	
MUS 205	Music, Technology and Culture
MUS 223	Introduction to Music Technology
MUS 303	Introduction to Musics of the World
MUS 304	The Practice of American Music
MUS 315	Music, Gender and Sexuality
MUS 327	Music in Film
MUS 352	Understanding Sacred Music & Worship in the Local Church
MUS 365	Music in Society
Art and Design Courses	
VAR 250	Diversity in Creative & Performing Arts

VAR 350	Art and Social Practice
Theatre Courses	
THR 250	Diversity in Creative & Performing Arts
THR 352	Applied Theatre
THR 425	Theatre Theory & History

Non-Arts Electives (choose one from the following):

Communication Courses <sup>1</sup>	
CMM 330	Media Writing
CMM 443	Screenwriting for Film and Television
CMM 471	Communication and Digital Literacy
English Courses	
ENG 368	Introduction to Professional and Technical Writing
ENG 369	Writing in Organizations
ENG 370	Report & Proposal Writing
ENG 375	Writing for the Web
ENG 392	Writing for Grants and Non-Profits
Graduate Courses <sup>2</sup>	
MPA 561	Nonprofit & Community Leadership
MPA 564	Overview of Grant Funding

Total Hours 12-13

<sup>1</sup> Additional courses with permission

<sup>2</sup> Permission required

List prerequisites for all required courses of the program:

ENG 368 - Introduction to Professional and Technical Writing & ENG 369 - Writing in Organizations (pre-reqs for both courses include ENG 100 or ENG 100B or ENG 200H or ASI 110 or the equivalent)

ENG 375 - Writing for the Web (pre-reqs include ENG 200, ENG 200H, ASI 120 or the equivalent)

ENG 392 - Writing for Grants and Non-Profits (pre-reqs include ENG 200 or ENG 200H)

THR 425 - Theatre Theory & History (pre-reqs include THR 105 and HST 103)

There are no pre-requisites for any other course offerings listed for this Certificate program

## 5. Administrative arrangements

This program is sponsored by the Departments of Music and Art and Design and the Theatre, Dance, and Performance Technology Program in the Department of Music, with additional support from the Departments of Communication and English.

## 6. Resource implications

There are sufficient numbers of faculty in the Department of Music; the Department of Art and Design; and the Theatre, Dance and Performance Technology program to manage and teach in this certificate program. Additional personnel will not be needed. Dr. Sharon Gratto and Dr. Julia Randel have both participated in arts entrepreneurship seminars and workshops at DePauw University in Indiana, an institutional leader in this specialized area of arts education.

**7. Projected additional investment**

The University has sufficient faculty, staff, facilities, and library resources to support the proposed Community Arts Leadership undergraduate certificate program.