

ASSESSMENT PLAN

Department/Program: Arts and Entertainment Administration

Student Learning Objectives (SLO) for MAJORS

1. Students will apply the correct strategies and methods to solve problems within the Arts and Entertainment Administration field.
2. Students will apply best practices and methods from the Association of Arts Administration Educators graduate program standards to produce events.
3. Students will write and present orally at a level of competence based on Association of Arts Administration Educators graduate program standards.
4. Students will engage in professional development and networking opportunities in order to realize the scope of the field and their professional identity, responsibilities, and demands within the industry.
5. Students will synthesize knowledge of music, theatre, and museum studies with administrative applications in business.
6. Students will correctly use technology applicable to the Arts and Entertainment Administrative field.
7. Students will demonstrate leadership through teamwork and community engagement.
8. Students will demonstrate multicultural competency through their written work, personal interactions with faculty, fellow students, industry professionals, and arts patrons.

Outcome Measure	SLO's	Description of Departmental Use of Data
Direct OM: Assessment of individual case study presentations and mid-term and final exam essays in AE 501.	SLO 1	Faculty will review papers, essay and recorded presentations at its end of year faculty meeting.
Direct OM: Creation and successful implementation of an arts marketing audit and arts marketing plan in AE 615. Indirect OM: Students' involvement in extra-curricular marketing projects.	SLO 2	Faculty will review marketing audits, marketing plans, peer evaluations, and instructor evaluations at its end of year faculty meeting. Students will complete a program exit survey listing any extra-curricular arts projects, and their roles and responsibilities with projects during their graduate study.
Direct OM: Creation and successful implementation of an arts event plan in AE 680. Indirect OM: Students' involvement in extra-curricular arts event planning projects.	SLO 2	Faculty will review arts event plans, peer evaluations, and instructor evaluations at its end of year faculty meeting. Students will complete a program exit survey listing any extra-curricular arts projects and their role and

		responsibility with the project during their graduate study.
<p>Direct OM: Assess written academic paper and oral presentation in any one of the following AE courses AE 501, 610, 650, 692, 695, 699.</p> <p>Indirect OM: Student participation and outcomes at Graduate Academic Symposium and other conferences and events.</p>	<p>SLO 3 SLO 5</p>	<p>Faculty will review each incoming student's first academic paper and recorded presentation, and each graduating student's final academic paper and recorded oral presentation at its end of year faculty meeting.</p> <p>A record will be kept of students' participation and awards at the Graduate Academic Symposium and other presenting opportunities.</p>
<p>Direct OM: Assess professional development and volunteer journals in AE 501 or any other assigned conference with over ten hours of participation in a semester.</p> <p>Indirect OM: Student participation in professional development activities outside of AE 501.</p>	<p>SLO 4 GLS02</p>	<p>Faculty will review professional development and volunteer journals at its end of year faculty meeting.</p>
<p>Direct OM(s): - Assess use of research databases in AE 501.</p> <p>Indirect OM: - Assess knowledge and use of social media applications in AE 615.</p>	<p>SLO 6</p>	<p>- Information literacy worksheets will be reviewed by the faculty at its end of year faculty meeting.</p> <p>-Students will be graded on their knowledge and use of social media in AE 615 and findings will be reviewed by the faculty at its end of year faculty meeting.</p>
<p>Direct OM(s): - Peer group evaluation forms in AE 501, AE 615, and AE 680.</p> <p>- Site supervisor rating of leadership and teamwork qualities on AE 686 internship evaluations.</p>	<p>SLO 7</p>	<p>- Faculty will review each incoming student's first group project peer evaluations and each graduating student's final peer evaluations at its end of year faculty meeting.</p> <p>-Faculty will site supervisor ratings of leadership and teamwork at its end of year faculty meeting.</p>
<p>Direct OM(s): -Assess written work in AE 650: International Arts and Administration for multicultural competence.</p>	<p>SLO 8</p>	<p>-Faculty will review written work from AE 650 for evidence of multi-cultural competency at its end of</p>

- Site supervisor rating of multicultural competence on internship evaluations.		year faculty meeting. -Faculty will site supervisor ratings of multi-cultural competency at its end of year faculty meeting.

Assessment Plan:

A rubric for each standard will be developed based on standards set by the Association of Arts Administration Educators standards for graduate at the basic, developing, and best practice levels for each objective. Materials will be collected and combined every year, and one to three SLOs will be evaluated per year. The objectives of this assessment are to measure how each SLO is being served by the program.

Spring 2017: SLOs 1, 3, 5

Spring 2018: SLO 2

Spring 2019: SLOs 4, 6

Spring 2020: SLOs 7, 8

1. **Results**—Briefly discuss assessment activities and findings during this cycle and describe what recent programmatic changes, if any, were made in response to the findings? Discuss the rationale for any changes by referencing the SLO # and the findings from your assessment program.

Assessment Activities Table

<p>This year we assessed SLO(s)... (list each SLO in its own row)</p>	<p>...using Outcome Measure(s) (OMs). (See Report Instructions for description and example) Direct OM(s): Indirect OM(s):</p>	<p>Findings: program-performance for these SLOs, as indicated by these OMs, is: Excellent/Satisfactory/Needs Improvement (See Report Instructions for description and example)</p>	<p>Strategies for Improvement (in selected areas): (See Report Instructions for description and example)</p>
SLO1	Direct OM(s): Indirect OM(s):		
SLO2			
SLO3			
SLO4			
SLO5	Direct OM(s): Assessment of written work and oral presentations in AE 501, AE 610, AE 650 and/or AE 699. Indirect OM(s):		
SLO6			
SLO 7	Indirect OM(s):		
SLO 8	Indirect OM(s):		

Discussion (Optional):

2. What **revisions**, if any, to current SLOs and/or outcome measures did you make from previous plan? Provide the rationale for any change(s).

3. **Plans**- What learning objectives will you be assessing in the next cycle?