## Arts and Cultural Management Certificate – Graduate School

<table>
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<tr>
<th>Outcome</th>
<th>Assessment Method</th>
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<td><strong>SLO1:</strong> Students will be able to demonstrate their knowledge of the</td>
<td>Students will complete a research paper on the topic of historic and contemporary roles of the arts in the public sector. They will analyze the complex environment of arts and cultural management, public and private nonprofit sectors, and the ways in which artists, arts administrators, and various support constituencies including educational and other institutions, patrons and audiences, have impacted the field during the early 20th century through today. There is no minimum or maximum length for this assignment, but an approximate page length is 12-15 pages (APA format, double-spaced). The goal of this assignment is to familiarize students with a topic in arts management that intersects with the public sector.</td>
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| historic and contemporary role of the arts in the public sector.       | **Measure 1:** The course instructor will evaluate students' review of the literature and documented practices.  
**Performance Target:** 95% of students will be able to provide a strong review of the literature and documented practices of their research topic.  
**Measure 2:** The course instructor will evaluate students' analysis and interpretation.  
**Performance Target:** 95% of students will be able to provide a strong analysis and interpretation of their research topic.  
**Measure 3:** The course instructor will evaluate students' overall creativity and extension of knowledge.  
**Performance Target:** 95% of students will be able to provide a strong analysis and interpretation of their research topic.  |
| **SLO2:** Students will examine current issues facing administrators of  | Students will complete a semester-long project in order to observe and analyze a current situation, issue or practice affecting an arts, cultural, or nonprofit institution. They are expected to use information they have learned from interviews, observation of events, volunteer experience with the organization, bibliographic sources from the course syllabus, and material from class lectures and discussions in the written organizational study. Students will undertake in-person experience with an arts organization in order to complete the study. This will include interviews with staff, volunteers and/or board members, attendance at, and observation of different events/programs/activities, volunteer assistance with a project, event or program of the organization, and sharing final products with the organization of study.  |
| arts and cultural institutions, and analyze the impact of, and responses | **Measure 1:** The course instructor will evaluate students' analysis of a current issue or practice in an arts or cultural institution.  
**Performance Target:** 95% of students will be able to provide a strong analysis of the arts or cultural institution.  
**Measure 2:** The course instructor will evaluate students' ability to analyze the internal and external environment affecting the institution of study.  
**Performance Target:** 95% of students will be able to analyze the internal and external environment affecting the institution of study.  
Measure 3: The course instructor will evaluate students' recommendations for the arts or cultural institution based on the issue of study.  
**Performance Target:** 95% of students will be able to provide strong recommendations for the arts or cultural institution based on the issue of study.  |
| to these issues.                                                         |                                                                                                                                                                                                                                                                                                                                                     |
**Outcome** | **Assessment Method**
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SLO3: Students will be able to demonstrate an understanding of effective grant writing skills for a financial need of an existing arts or cultural organization. | Students will complete a grant proposal for a nonprofit arts or cultural organization in the Charleston tri-county area. Proposals will include a narrative, measurable objectives, activities, documented need, evaluation plan, an accurate and reasonable budget, and a justification of appropriate expenses and revenue.  
**Measure 1:** The course instructor will evaluate students' proposal narrative.  
**Performance Target:** 90% of students will be able to write a strong proposal narrative.  
**Measure 2:** The course instructor will evaluate students' budget and budget narrative.  
**Performance Target:** 90% of students will be able to construct a reasonable and appropriate budget and budget narrative.