

KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **1-Apr-18** Curriculum Bulletin _____

Effective Date **Fall 2019** Approved by EPC _____

Department **Arts College**
 College **CA - The Arts**
 Degree **Minor (non degree)**
 Program Name **Arts Entrepreneurship** Program Banner Code _____
 Concentration(s) _____ Concentration(s) Banner Code(s) _____
 Proposal **Establish program**

Description of proposal:

This proposal is to establish an interdisciplinary minor in Arts Entrepreneurship.

Does proposed revision change program's total credit hours? Yes No

Current total credit hours: _____ Proposed total credit hours **15**

Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

The faculty in all schools in the College of the Arts have collaborated with faculty in the College of Business this past year to develop the curriculum. The content will address the unique situations of an entrepreneur in the visual, performing and design arts.

Units consulted (other departments, programs or campuses affected by this proposal):

The College of Business Administration, Entrepreneurship faculty, have contributed to and reviewed the curriculum. All schools in the College of the Arts have reviewed and endorsed the curriculum.

REQUIRED ENDORSEMENTS

 Minor approved by all schools in the college 9 / 20 / 18
 Department Chair / School Director

 Campus Dean (for Regional Campuses proposals) _ / _ / _

Cynthia R. Stillings
Digitally signed by Cynthia R. Stillings
 DN: cn=Cynthia R. Stillings, o=Kent State University,
 ou=College of the Arts, email=cstillings@kent.edu, c=US
 Date: 2018.09.24 12:40:19 -0400

 College Dean (or designee) _ / _ / _

 Dean of Graduate Studies (for graduate proposals) _ / _ / _

 Senior Vice President for Academic Affairs and Provost (or designee) _ / _ / _

Proposal Summary Arts Entrepreneurship Minor

Description of Action, Including Intended Effect

This proposal is to establish an Arts Entrepreneurship interdisciplinary minor in the College of the Arts in collaboration with the College of Business Administration. A student who elects this minor will develop the enhanced entrepreneurial and professional practice skills needed to enter their chosen profession as a self-employed individual artist or establish a new venture. The minor is designed to serve students with one or both of these career aspirations.

This interdisciplinary minor will be administered by the College of the Arts in close collaboration with the College of Business. Advisors in the College of the Arts will be best able to support arts students in career related coursework.

Impact on Other Programs, Course Offerings, Students, Faculty, Staff (e.g., duplication issues)

The College of the Arts has worked closely with the faculty in the College of Business to develop the curriculum, ascertain seat availability in course sections in Entrepreneurship, and facilitate the addition of arts-related case studies into the course content in some existing courses.

The proposed minor has wide student and faculty support. Faculty have been in both interdisciplinary and discipline-specific discussions for over a year. The proposal has the endorsement of the Dean's Student Advisory Committee.

Fiscal, Enrollment, Facilities and Staffing Considerations

The College of the Arts has Bachelor of Arts programs in each of the disciplines in the college: studio art, art history, dance, fashion, music and theatre. The B.A. degree program in fashion design allows for 20 hours of electives. The B.A. in Art History allows for 36 hours of minor coursework or a block of approved courses. The B.A. in theatre requires 19 general elective hours expected to be taken outside the discipline. The B.A. in dance requires 28 general electives. The B.A. in music requires 35 non-music electives. The B.A. in Studio Art allows for 31 hours of general electives. This represents approximately 1000 students in the College of the Arts who could select the minor to fill general elective requirements in their programs.

All of the required courses in Entrepreneurship currently exist or will exist by the Fall 2019 semester. One additional required course will be created and administered by the College of the Arts. Most of the elective courses already exist and are taught on a regular basis. Three new courses will be created, one each in music, entrepreneurship and arts entrepreneurship special topics.

All existing and new courses can be taught by existing staff.

Evidence of Need and Sustainability if Establishing

Arts Entrepreneurship is a growing discipline in higher education as more practicing artists, designers and merchandisers enter their fields with a need for additional skills to be competitive and flexible in today's economy. Many colleges and universities have successful minors or certificates in this field including our aspirant institution, Virginia Commonwealth University.

The College of the Arts participates in the Strategic National Arts Alumni Project (SNAAP), surveying our alumni every three years. The 2016 survey included a module on career development. Of alumni surveyed, 33% said that Kent State helped them "not at all" with financial and business management-related skills. 80% of those same alums said that financial and business management skills were important in their profession or work life.

Of alumni survey, only 8% said Kent State helped them with entrepreneurial skills and 34% said that Kent State helped them "not at all." 66% of those alums said that entrepreneurial skills were important in their profession or work life.

Of the College of the Arts freshmen surveyed in the fall of 2017, 40.44% indicated they were interested in entrepreneurship skills and over 80% indicated interested in acquiring marketing, branding, pricing, financial and management skills.

We anticipate that initial enrollment will be freshmen (fall 2019 cohort) and sophomores (fall 2018 cohort) and grow gradually with each new cohort. We plan to market to existing and potential students and incoming students at Destination Kent State.

This interdisciplinary collaboration will provide "value added" to already existing strong Bachelor of Arts degrees in the College of the Arts.

Provisions for Phase-Out if Inactivating

N/A

Timetable and Actions Required: *a chronology of actions required to approve the proposal with an anticipated implementation date for each action*

School Approvals in the College of the Arts: September, 2018

College CCC approvals (Arts and Endorsement from College of Business): September, 2018

EPC approval: October, 2018

Senate approval: November, 2018

Effective Date: Fall, 2019

Catalog Copy Arts Entrepreneurship Minor

College of the Arts

Advising Office
134 Cartwright Hall
Kent Campus
330-672-2760

<https://www.kent.edu/artscollege/students/advising/staff>
www.kent.edu/artscollege

Description

Arts Entrepreneurship is a mindset, a creative way of looking at opportunities, a passion, doing what one loves, a challenge, persistence and operating a business whether one owns it or not. The Arts Entrepreneurship interdisciplinary minor exposes students to that mindset and develops skills that can be applied to creating a new arts enterprise or developing opportunities for the individual artist.

Fully Offered At:

- Kent Campus

Admission Requirements

Admission to a minor is open to students enrolled in a bachelor's degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students enrolled only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

Minor Requirements

Minor Requirements		
Course #	Course Title	Credits
ENTR 27056	Introduction to Entrepreneurship	3
ENTR 37040	Entrepreneurial Tools	3
CA 20003 (new)	Speaker Series in Arts Entrepreneurship	1
		7
Choose from the following:		
FDM 35280	Fashion Entrepreneurship ^{1,2}	3
ENTR 37070	Social Entrepreneurship ^{1,2}	3
THEA 41305	Professional Aspects: Performance ¹	3
THEA 41306	Professional Aspects: Design and Technology ¹	3
THEA 41726	Theatre Management ²	3
ART 40007	Arts Engagement - Interpreting for a Community (BA) ²	3

ART 40008	Professional Practices in Visual Arts (BFA) ¹	3
ARTE 41525	Art Education: Inquiry Into Professional Practice ¹	3
CA 31300 (new)	Music Career Development and Entrepreneurship ¹	2
DAN 47060	Professional Aspects in Dance ¹	3
CA 40495	Special Topics in the College of the Arts: Arts Entrepreneurship ^{1,2}	1-3
ENTR 37065	Entrepreneurial Finance (requires pre-requisite of ECON 22060, KSS) ²	3
ENTR 47050 ¹⁰ (new)	New Enterprise Formation ²	3
ENTR 37075	Entrepreneurial Marketing ¹	3
ENTR 37045	Sales in the Entrepreneurial Venture ¹	3
		8
Minimum Total Credit Hours:		15

¹ Elective courses appropriate for students wishing to go into a career as an individual artist

² Elective courses appropriate for students wishing to start their own enterprise

Graduation Requirements

Minimum Minor GPA

2.250

Subject: RE: Arts Entrepreneurship Minor Final Steps
Date: Tuesday, September 18, 2018 at 2:40:39 PM Eastern Daylight Time
From: JEWELL, ROBERT
To: STILLINGS, CYNTHIA
CC: Spake, Deborah
Attachments: image004.png

Hi Cynthia,

Thank you for providing me the final version of the Arts Entrepreneurship Minor proposal. As you requested, the course number for the New Enterprise Formation course will be: ENTR 47050.

I would like to take this opportunity to indicate the full support of the department and the college for this new minor. I believe this is a great example of inter-school collaboration and cooperation aiming to meet the needs of our students. I believe that your students will benefit greatly from this minor as it makes logical sense that artists must learn how to market and sell their skills and output. We are happy that you are asking your students to take our entrepreneurship courses; we believe their perspectives will enhance the learning environment for all. Moreover, we believe that current staffing levels will be able to meet the anticipated demand for this minor. I also believe that the courses you have created for this minor will complement well our existing courses with little to no overlap in content.

Please let me know if you have any questions or would like me to provide additional information.

Regards,

--Robert Jewell

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