

UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: September 27, 2022

From: Charles Francis Leinberger, Department of Music

Through: Steve Wilson, Chair, Department of Music

Through: Anadeli Bencomo, Dean, College of Liberal Arts

To: Selfa A. Chew-Melendez, Chair, Liberal Arts Curriculum Committee

Proposal Title: Minor in Arts Entrepreneurship

UTEP's Minor in Arts Entrepreneurship is a multidisciplinary program offered through the Departments of Music, Theatre and Dance, and Management and Marketing, which seeks to empower students with a strong background in Entrepreneurship and Creative Enterprise while allowing the flexibility to tailor courses to fit the students' long-term goals.

Through the Arts Entrepreneurship Minor, students will be able to develop entrepreneurial and managerial skills necessary to succeed in the 21st Century Arts Business Community. Students attain business skills and expertise necessary to operate in the world of arts and cultural institutions in administrative and administrative support roles or to become self-motivated business owners. Students will demonstrate a firm understanding of the modern arts economy as well as the role of the arts in society.

The Arts Entrepreneurship minor requires a minimum of 18 credit hours of course work. Students are required to take courses in Arts Entrepreneurship and Business. The courses are comprised of four required courses plus six hours of electives selected from a list of options. The minor is open to students in any degree plan who want to better understand how to work in the intersection between the arts and business.

CURRICULUM PROPOSAL

APPROVAL PAGE

Proposal Title: Minor in Arts Entrepreneurship

College: Liberal Arts Department: Music

DEPARTMENT CHAIR- Steve Wilson

I have read the enclosed proposal and approve this proposal on behalf of the department.



9/27/2022

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR – Selfa A. Chew-Melendez

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.

Signature

Date

COLLEGE DEAN – Anadeli Bencomo

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.

Signature

Date

The University of Texas at El Paso

College of Liberal Arts
Department of Music
Program

Minor in Arts Entrepreneurship

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Request Form for a New Minor

Administrative Information

1. Institution:

The University of Texas at El Paso

2. Program Name – (e.g., Minor in Women’s Studies):

Minor in Arts Entrepreneurship

3. Proposed CIP Code:

50.1001

4. Number of Required Semester Credit Hours (SCHs):

18

5. Brief Program Description – Describe the minor and the educational objectives:

UTEP’s Minor in Arts Entrepreneurship is a multidisciplinary program offered through the Departments of Music, Theatre and Dance, and Management and Marketing, which seeks to empower students with a strong background in Entrepreneurship and Creative Enterprise while allowing the flexibility to tailor courses to fit the students’ long-term goals.

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6. Administrative Unit – Identify where the minor would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The Department of Music in the College of Liberal Arts

7. Proposed Implementation Date – Report the date that students would enter the minor (MM/DD/YY):

08/01/2023

8. Contact Person – Provide contact information for the person who can answer specific questions about the minor:

Name: Stephen Wilson

Title: Chair, Department of Music

E-mail: SWILSON@UTEP.EDU

Phone: 915 747 6626

Minor Information

I. Need

A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.

Students with a minor in Arts Entrepreneurship will be well-qualified to work in a variety of jobs in and out of the arts economy in positions as diverse as Marketing, Communications, Project Managers, and work with non-profits and start-up companies. With a constantly changing job market, students with creative, entrepreneurial toolkits will always be in demand for employment opportunities. Attaining a minor in Arts Entrepreneurship offers no guarantees, but does increase the likelihood of student success in

[Type here]

their primary area of study. The minor bridges the gap between creating art and selling it to the public, either through individual performances/presentations, through community engagement, or through non-profits.

According to Texas Labor Analysis from the Texas Workforce Commission, jobs as Artists and related Workers will grow by 15.93% by 2030.

The Texas Labor Market shows the following increases by 2030 in occupations related to the proposed minor:

- Arts and related Workers, All other: Up 15.93%
- Arts, Design, Entertainment, Sports, and Media Occupations: Up 18.85%
- Entertainers and Performers, Sports and Related Workers: Up 26.94%
- Fine Artists, Including Painters, Sculptors, and Illustrators: Up 23.94%
- Musicians and Singers: Up 22.16%

B. Student Demand – Provide short- and long-term evidence of demand for the minor.

There is a growing trend nationally to provide entrepreneurial training in the 21st Century Arts curriculum. The 20th Century model of institutionally supported arts in the United States is a dying model as exemplified by the number of symphony orchestras and opera companies that either no longer exist, or operate at a scaled back level. However, the arts are still thriving, largely due to smaller, more easily adaptable groups and individuals who are able to better connect with audiences, perform in new, innovative space, collaborate across artistic disciplines, and communicate in new, more efficient and effective ways utilizing technology including social media, apps, and new digital media like NFTs. Students majoring in the arts at UTEP will be drawn to this minor to help augment the more traditional training currently offered in major programs. Additionally, high school students seeking a career that combines the arts with a business background will be drawn to this program which stands out among our peers. Texas Tech offers a certificate in Arts Entrepreneurship, West Texas A and M offers a Music Degree in Music Industry that combines music with business classes but this is limited to only music students and doesn't offer any actual arts entrepreneurship courses.

C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the minor. (Include majors only and consider attrition and graduation.) (This data counts FTSE as a full-time student taking one course in the minor per semester, or ¼ of their full-time load)

YEAR	1	2	3	4	5
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Headcount	10	18	26	34	42
FTSE	2.5	4.5	6.5	8.5	10.5

II. Quality

A. Degree Requirements – Use this table to show the degree requirements of the minor. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours	Clock Hours
Required Courses	12	
Prescribed Electives	6	
Free Electives	0	
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)	
TOTAL	18	

Note: A Bachelor degree should not exceed 120 Semester Credit Hours (SCH) per Board rule 5.44 (a) (3). Those that exceed 120 SCH must provide detailed documentation describing the compelling academic reason for the number of required hours, such as programmatic accreditation requirements, statutory requirements, or licensure/certification requirements that cannot be met without exceeding the 120-hour limit.

- B. Curriculum – Use these tables to identify the required courses and prescribed electives of the minor. Note with an asterisk (*) courses that would be added if the minor is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options.)*

Required Courses

Prefix and Number	Course Title	SCH
MUSM 1301	Intro to Arts Entrepreneurship	3
THEA 4305	Arts Entrepreneurship	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3
MGMT 3306	Entrepreneurship	3

Prescribed Elective Courses

Prefix and Number	Course Title	SCH
MGMT 3310	Creativity and Innovation	3
MGMT 3311	Intro to Human Resource Mgmt	3
MGMT 3320	Small Business Management	3
MGMT 4306	Franchising	3
MGMT 4320	Corporate Entrepreneurship	
ACCT 2301	Principles of Accounting I	3
FIN 3330	Finance for Entrepreneurs	3
MKT 3300	Principles of Marketing	3
MUS Upper Level	Internship (New Course, Syllabus Below)	3
MUST 4315	Intro to Music Business	3
MUST 3317	Applied Audio Production	3
MUST 3315	Music Tech 2	3
THEA 3312	Intro to Performing Arts Management	3
THEA 3387	Leadership in Performing Arts	3

Free Elective Course Menu

Prefix and Number	Course Title	SCH
NA		

Other

Prefix and Number	Course Title	SCH
NA		

[Type here]

- C. **Faculty** – Use these tables to provide information about **Core** and **Support** faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. (*Add and delete rows as needed.*)

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
*Felipa Solis, Lecturer	BA, English Literature, The University of Texas at El Paso	MUSM 1301, MUS Upper Level New Course	50%
Carolyn Cubit-Tsutsui	MFA in Theatre, University of Illinois	THEA 3312, THEA 3387	30%
Hideaki Tsutsui	MFA in Lighting Design, Florida State University	THEA 4305	30%
New Faculty in Year __			
New Faculty in Year __			

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Steve Haddad, Senior Lecturer	MM, Tuba Performance, New Mexico State University	MUST 1215, MUST 3315	0% as this course is offered as part of the Music Dept regular course offerings
Jim Logan, Visiting Professor	DMA, Clarinet Performance,	MUST 4315	0% as this course is offered as part of the Music Dept regular course offerings
Erik Unsworth, Associate Professor	MM, Applied Audio Production,	MUST 3317	0% as this course is offered as part of the Music Dept regular course offerings

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Andrew E. F. Fultz, Assistant Professor	Ph.D. Organizational Management, Rutgers Business School	MGMT 3306, MGMT 3310	0% as these courses are offered as part of the College of Business regular course offerings
Cynthia Saldanha Halliday, Assistant Professor	Ph.D., Business Administration, Florida International University	MGMT 3311	0% as this course is offered as part of the College of Business regular course offerings
MATTHEW D. GRIFFITH, Assistant Professor	Ph.D., Management, University of Central Florida	MGMT 3303	0% as this course is offered as part of the College of Business regular course offerings
WILLIAM CONWELL, Clinical Professor	MS, Manufacturing Management, Kettering University	MGMT 3320, MGMT 4306, MGMT 4320	0% as these courses are offered as part of the College of Business regular course offerings

- C. Students – Describe general recruitment efforts and admission requirements. In accordance with the institution’s Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the minor.

The program will recruit students through direct interactions with students in the college of liberal arts, through posters advertising the minor, through workshops related to the minor, and through word of mouth. All students in the College of Liberal Arts would be eligible to pursue the minor. There are no specific admission requirements. Underrepresented groups are often drawn to the arts. As part of regular programming, guest artists and speakers from a wide range of backgrounds and groups would be sought out and presented as role models for students.

- D. Library – Provide the library director’s assessment of library resources necessary for the minor. Describe plans to build the library holdings to support the minor.

Because all courses in the proposed minor are already offered at UTEP with exception of the Intro to Arts Entrepreneurship and the Internship course, no new library resources are needed. The Intro to Arts

Entrepreneurship and Internship course do not require new library resources.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the minor. Describe plans for facility and equipment improvements/additions.

Current facilities are adequate to offer the minor, as only two new courses would be introduced.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Though the University is accredited by the National Association of Schools of Music, this minor would not go through this accreditation process as the number of music credits required falls below the 25% threshold needed to require NASM approval.

- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new minor.

Learning Outcomes for the minor include:

1. Knowledge of the process of artistic creation and the role of the artist in society.
2. Knowledge of the arts economy and how to interact with it in an effective way.
3. The ability to imagine, recognize, and create opportunities for innovation and new venture creation in the arts
4. A full working knowledge of the elements of standard business plans in both business and nonprofit ventures.
5. Knowledge of how to generate capital for business and nonprofit projects.
6. Knowledge of organizational and management techniques in the arts, including leadership, organizational design, human resources, legal issues, and finance
7. Knowledge of marketing techniques including news media, social media and web media.

Assessment of these outcomes would come through individual course content, quizzes, tests, and final projects.

Learning Outcomes #1, 2, 3 and 7 above would be assessed through the Intro to Arts Entrepreneurship course and the upper level Arts Entrepreneurship course, THEA 4305. Outcomes 4, 5 and 6 would be assessed through MGMT 3303, Intro-Management/Organizational Behaviors and MGMT 3306, Entrepreneurship

III. Costs and Funding¹

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$0	Total Funding	\$0

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

¹ Please use the "Program Funding Estimation Tool" found on the CB website to correctly estimate state funding.

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