



**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** Lindenwood University

**Program Title:** Arts and Entertainment Management

**Degree/Certificate:** Master of Arts

**Options:** [Click here to enter text.](#)

**Delivery Site(s):** St. Charles Campus

**CIP Classification:** 50.1001

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** August 25, 2014

**Cooperative Partners:** [Click here to enter text.](#)

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Jann Weitzel/Provost

Name/Title of Institutional Officer

Signature

7/7/2014

Date

Joseph Alsobrook

Person to Contact for More Information

636-949-4164

Telephone

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205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      Lindenwood University  
Program Name          Master of Arts in Arts and Entertainment Management  
Date      June 30, 2014

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
(a) A bachelor's degree in the arts or an arts-related field from an accredited college or university, including a minimum GPA of 2.5 in all major courses. (b) A cover letter and comprehensive resume, including the name and contact information for at least three references and two letters of recommendation. (c) The physical capacity to lift at least 25 lbs. (d) The ability to accommodate a flexible production schedule that includes nights and weekends.
- Characteristics of a specific population to be served, if applicable.  
Students with a bachelor's degree in the arts or an arts-related field from an accredited college or university.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
MA in Arts Management, MA in Arts & Entertainment Management, MA in Arts, Entertainment & Media Management, MA/MFA in Production Management or the equivalent
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
At least 80% of the required major courses will be taught by full time faculty
- Expectations for professional activities, special student contact, teaching/learning innovation.

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Missouri Department of Higher Education

*Building Missouri's future...  
by degrees®*

Students will be engaged in hands-on, authentic learning experience throughout the program.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
10-15
- Percent of full time and part time enrollment by the end of five years.  
Less than 10% part-time enrollment due to nature of the degree requirements

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
3 Years: 2; 5 Years: 4
- Special skills specific to the program.  
The ability to (a) lead and manage the production of fine and performing arts events, (b) communicate ideas and information related to practice within the field, and (c) solve professional problems related to non-profit and for-profit arts and entertainment organizations.
- Proportion of students who will achieve licensing, certification, or registration.  
0
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
n/a
- Placement rates in related fields, in other fields, unemployed.  
<http://www.bls.gov/oes/current/oes131011.htm>
- Transfer rates, continuous study.

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

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This program is aligned with standards set forth by the National Association of Schools of Theatre: Undergraduate Programs with Content in Theatre or Arts Management or the Entertainment Industry; intention to apply for initial accreditation will be submitted within three years of implementation.

#### **6. Alumni and Employer Survey**

- Expected satisfaction rates for alumni, *including timing and method of surveys*. Expected satisfaction rates for alumni is >80% as measured by our Graduating Student Exit Survey; additional data will be attained through 1 year and 3 year alumni surveys administered by the University.
- Expected satisfaction rates for employers, including timing and method of surveys. Expected satisfaction rates for employers is >80% as measured by our Internship Supervisor Final Evaluation.

#### **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
In addition to offering undergraduate degrees in all the arts and graduate degrees in Studio Arts and Theatre, Lindenwood is home to the J. Scheidegger Center for the Arts, which annually hosts hundreds of live, public arts and entertainment events, including a professional series. Students enrolled in this program will have multiple opportunities for hands-on, practical learning experiences in the production and management of all the arts.




E. Free elective credits:

n/a

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

In addition to completing a minimum of 150 hours, AEM 55000 Internship requires a signed internship agreement by student, faculty of record, and supervisor representing host organization. This agreement details the expected feedback cycle that should occur between the student, supervisor, and teacher of record.

G. Any unique features such as interdepartmental cooperation:

Beginning in the second semester and continuing through the semester of internship, students will be enrolled in AEM 50001 and assigned a minimum number of production projects each semester with various faculty and staff within the School of Fine and Performing Arts.



**STUDENT ENROLLMENT PROJECTIONS**

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Year	1	2	3	4	5
Full Time	2	4	6	8	12
Part Time	0	0	0	0	0
Total	2	4	6	8	12

Please provide a rationale regarding how student enrollment projections were calculated:

Student enrollment projections were determined by student interest (indirect) and past enrollments in arts management degrees at Lindenwood that are no longer offered (direct).

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

<http://www.bls.gov/oes/current/oes131011.htm>

<http://www.onetonline.org/link/summary/13-1011.00>

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