

Program Assessment Plan  
 American University  
 Academic Program: CAS: Arts Management - MA

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**Contact Person for** Sherburne Laughlin

**Assessment:**

**Unit's Primary Department:** Performing Arts

**Learning Outcome: Context Overview and Understanding**

At the end of the program, students will have an overview of and understand organizational, cultural, political, social, technological, and economic contexts in the field of arts management.

**Outcome Year:** 2010-2011  
 2011-2012

**Start Date:** 11/10/2010

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Final Paper/ Final Project - 100% of students who complete the program will either write a thesis, create a portfolio or do directed research; 80% pass a comprehensive on the first try. Read by arts management faculty and external reviewers who are experts in their disciplines. <b>Measure Type:</b> Written Assignment	100% of students who complete the program will either write a thesis, create a portfolio or do directed research; 80% pass a comprehensive on the first try.	Spring and Fall of each academic year.	Yes

**Learning Outcome: Overview of Field**

At the end of the program, students will have an overview of the field of arts management.

**Outcome Year:** 2010-2011  
 2011-2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Successful completion of tests and class assignments in core courses.	100% of students shall be assessed via tests and other assignments in the core courses.	Each semester.	Yes

**Learning Outcome: Exposure to the Field**

At the end of the program, students will have an exposure to the field of arts management.

**Outcome Year:** 2010-2011  
 2011-2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Students shall participate in an internship. <b>Measure Type:</b> Field Work/ Internship	100% of students shall participate in an internship.	Prior to graduation.	Yes

**Learning Outcome: Theory and Practice**

At the end of the program, students will connect theory and practice in at least one discipline in the field.

**Outcome Year:** 2010-2011  
2011-2012

**Start Date:** 11/10/2010

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
100% of students shall participate in an internship. Reviewed by faculty prior to graduation. Site visits and evaluation from supervisors; self-evaluation by students. <b>Measure Type:</b> Field Work/ Internship	Successful completion of an internship by all students.	Reviewed by faculty prior to graduation. No schedule identified.	Yes
100% of students who complete the program will either write a thesis, create a portfolio or do directed research; 80% pass a comprehensive on the first try. Read by arts management faculty and external reviewers who are experts in their disciplines. <b>Measure Type:</b> Final Paper/ Final Project	For all students, successful completion of a thesis, portfolio or directed research and pass the comprehensive exam.	No schedule identified.	Yes

**Learning Outcome: Problem Solve Major Issues**

At the end of the program, students will be able to explore and problem solve major issues in at least one discipline in arts management.

**Outcome Year:** 2010-2011  
2011-2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Final Paper/Final Project--100% of students who complete the program will either write a thesis, create a portfolio or do directed research. 80% pass a comprehensive exam on the first try. Read by arts management faculty and external reviewers who are experts in their disciplines.	100% of students who complete the program will either write a thesis, create a portfolio or do directed research; 80% pass a comprehensive on the first try	Prior to graduation.	Yes