

MAM Faculty Meeting – February 5, 2008

In attendance of: Meg Brindle (MB), Joe Berardelli (JB), Debra Kraft (DK), Stephen Richard (SR), Vicki Salmon (VS), Debra Smyers(DS), Richard Kamenitzer (RK) and –by conference call – Beth Bienvenu (BB), Beth Hauptle (BH), Claire Huschle (CH), Scott Martin (SM), Julie Thompson (JT) and Mathilde Speier.

Absent with notice: Rick Johnson, Michael Hill, Patrick Madden, Brian Marcus, William Reeder & Rick Davis

Host: Arena Stage, Crystal City

Start: 9:15AM Ended:10:50AM

A. Minutes of MAM Faculty Meeting of October 11, 2007 - approved

B. Announcements Program Director:

- New faculty introductions: Julie Thompson, Rick Johnson, Joe Berardelli
- Summer 2008 offerings:
 - MAM 599 – Grants Writing Workshop (Term B) Instructor: Sonja Carlborg
 - MAM 599 – Comparative Arts Policy in Berlin Instructor: Beth Bienvenu (dates: 3 meetings in Arlington, starting June 7; trip departure June 21 – return July 5)
 - MAM 602 – Festivals & Special Events (Term A) Instructor: Meg Brindle
 - MAM 603 – Arts in Society (Term B) Instructor: Abel Lopez
 - MAM 780 – Arts Consultancy (Term A) Instructor: Richard Kamenitzer
- Fall 2008 schedule Change: Joe Berardelli will teach MAM 705 in Spring 09 (R. Kamenitzer will teach MAM 705 in the Fall 09)
- We have commenced preparing the application to obtain a license to offer MAM courses in the District of Columbia. Although a complicated and cumbersome process to go through, this effort will be very advantageous to the Program, College and University as a whole. After the initial application is approved only an addendum to the license will be required for other programs – in addition to site inspection and review of faculty credentials. However, the University also advises that a SHEV (State Council of Higher Education (SCHEV). - Virginia's Higher Ed agency) and SACS (Southern Association of Colleges and Schools - the regional accrediting body) will also review the offering in other than a MASON (and Virginia) facility. It is our hope to resolve this in the next few months, so we can offer courses as early as this Fall. First location to offer one course: National Cathedral (permit has been already obtained) and then gradually advance to institutions like Smithsonian, Arena Stage, etc.

- Arts Management Lexicon: create Arts Management Dictionary of words which are common to the Arts Management field and not always consistent with “commonly understood” definitions. More details will be distributed and the faculty will be asked to add/edit as we move along in this process. The goal is to have the first edition available for all new students the Fall of 2008. This will also allow faculty to understand the language that is used in other courses (and by other faculty) within the program and the context for its use.
- C. New Graduate Certificate proposals (7)
- RK:** It is our get these approved ASAP so we can start in the Fall 2008
- Discussion:
- MB** Concerns: 1) Instead of flooding the market and diminish the brand MA, consider implementing the certificates gradually and introducing new ones after establishing a record of success 2) Survey: strengthen the statement of need.
- VS:** Questions that will come up in the Graduate Council will be 1) how you will avoid drawing away students from the MA if you put out all seven at same time 2) How long will it take applicant s to complete the certificate 3) What is your target audience; come up with specific organizations and names to demonstrate a need and point out why/how your certificate will surpass the competition. Suggested to perhaps start with three certificate programs.
- DS and RK:** The target audience is professionals who feel strongly about the need of a formal education for advancement in their careers, especially in the DC area. This ties in with the DC License application at the same time frame.
- DK:** specific mention about courses needed to enhance the quality/background of the candidates that are being considered for employment; consideration for the need for budgeting in the PR & Marketing certificate and the
- DS:** The (# V.) Public Relations and Marketing in the Arts, the (# VI.) Fundraising and Development in the Arts and the (# VII.) Specials Events Management in the Arts graduate Certificates are extremely relevant to the market.
- MB:** Three certificates is a good compromise.
- VS:** Look to standardize these – 15 credits minimum perhaps all should be at 18 credits.

Concluding: It was a consensus that we would proceed with three certificates and that the faculty of the Arts Management program would provide their comments to Debra Smyers at dsmyers@gmu.edu

We are looking for comments by February 12 and a final resolution to everyone by Feb. 14 for a vote.

D. Propose by-laws for MAM faculty (“core faculty”) – tabled pending further review by Professors Bindle & Kamenitzer.

- E. <http://www.gmu.edu/cte/resources/teachingresources.html> (website for Mason teaching guidelines) – an excellent resource

VS: Another general resource is with the Center for Teaching Excellence – specifically with Kim Eby (keby1@gmu.edu) – Note: there is a “1” after keby for her email address.

- F. Understanding our courses: (syllabus for each attached)

MAM 601 – Fund Raising & Development

MAM 602 – Seminar in Arts Management

MAM 603 – Arts in Society

Being shared to keep everyone informed about course offerings and content. Publishing of such information to be further advanced by WebCT

See: <http://www.irc.gmu.edu/coursetools/webct/>

We will get back to everyone on a plan or strategy to engage more people in this process/resource.

- G. New Business

SR mentioned low enrollments in classes. Challenges of scheduling at the Fairfax campus for our students and the recent change in the core course requirement is believed to account for some of this. This will be carefully monitored to see if there are other determinable factors so that they can be addressed.

It was agreed upon that Mathilde will forward all syllabi of the semester to all faculty by email.

Adjourn 10:50AM