



UNIVERSITY of WISCONSIN  
GREEN BAY

## Arts Management | 2017-2018 Assessment Report

1. Please give a brief overview of the assessment data you collected this year.

Our intent was to collect data assessing the ability of students in ARTS MGT 354: Managing Arts and Cultural Organizations to construct a persuasive opinion in support of the arts. Our original plan was to compare the arguments of students who attended Arts Day in Madison to the arguments of those who did not, to see if Arts Day attendance affected students' abilities to speak persuasively on the subject. As it turned out, the Arts Day field trip acted as a catalyst for additional advocacy activities throughout the semester that were available to all students, and advocacy was one of our overarching themes throughout the semester.

Advocacy activities available to all students in ARTS MGT 354 (starred activities were new this year):

1. Lectures on legalities of advocacy and lobbying and history of governmental support of the arts in America
2. Information on benefits of the arts to individuals and communities (embedded in several classes)
3. Assignment to write a letter in support of a specific statewide arts initiative to elected officials
4. Class activity to create artistic postcards to send to elected officials in support of funding the National Endowment for the Arts\*
5. Guest lecture from Anne Katz, Executive Director, Arts Wisconsin\*

Additional advocacy benefits received by students who attended Arts Day in Madison:

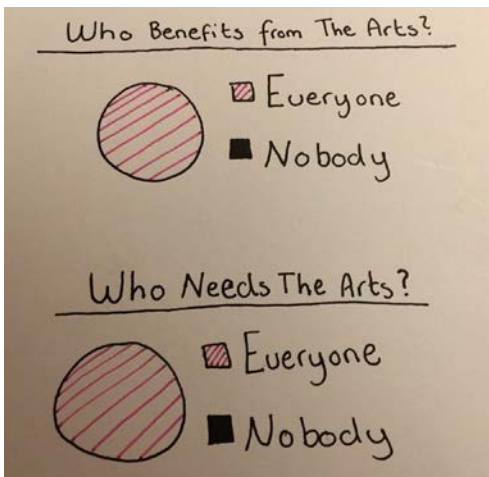
1. Opportunity to hear speakers discussing the latest statistics on arts and cultural participation in Wisconsin and the United States
2. Opportunity to hear from artists, poets, and arts managers who are doing exciting things in Wisconsin
3. Opportunity to visit with legislators and discuss support of the arts with them
4. Opportunity to meet with arts leaders from around Wisconsin, including some of our UWGB grads now working in the field, about their experiences.

Results:

1. 5 students from ARTS MGT 354 attended Arts Day (along with other arts management students). This was a lower number than expected.
2. The students who attended Arts Day reported back to the class following the trip
3. Anne Katz's visit to the class elevated the amount of information that the entire class received beyond what classes in previous years received
4. The students who attended Arts Day as a group did better on assignments relating to advocacy than the students who did not. Part of this may also relate to the fact that these students also were among the leaders of the class.
5. Students who attended Arts Day were able to incorporate more statistical data in their assignments on the benefits of the arts.
6. Students who attended Arts Day were able to better understand how legislators react to arts advocacy.
7. Students who did not attend Arts Day benefitted from the information received from their peers.
8. Overall, the effort to increase the attention paid to advocacy in this class raised the level of student knowledge and ability to advocate.

2. How will you use what you've learned from the data that was collected?

The success of this initiative was dramatic. Not only were students better able to articulate pro-arts arguments to elected officials, we found that they were able to also better articulate the reasons for seeking a career in the arts. One student reported that she was able to finally convince her parents that she had picked a valuable college major. Several students mentioned in test answers that the most important thing they learned this semester was that arts and culture was not only a field you can making a good living in, it is a field where you can make a difference in the world. This moved many students down the road from "I like the arts and want to be in the arts" to "I am passionate about the arts and can make a difference by working in the arts." We will definitely be duplicating this effort in future semesters.



Example of a postcard designed by ARTS MGT 354 student, which was used by Arts Wisconsin as a cover photo before being sent to the White House.