

PROSPECTUS

A. The Department of Theater and Dance proposes a new undergraduate degree in **Dance Management**. This will be an interdisciplinary degree involving a sequence of coursework from the School of Business (primarily the Department of Management), and a sequence of coursework representing Dance and Theater studies. The degree awarded will be: **Bachelor of Arts (B.A.) in Dance Management**. The program would be administered by the Department of Theater and Dance.

B. Rationale:

a) The College of Fine and Performing Arts contains programs leading to an undergraduate degree in all the performing arts disciplines, with the exception of Dance, yet the Vision Statement for the College says: *“The College seeks to be a distinguished center, nationally recognized for education in the fine and performing arts. As an outgrowth of that vision, we will continue to offer a varied selection of high quality programming in the creative arts.”* The ability to offer an undergraduate degree with the dance discipline at its core would complement the mission and vision of this college.

b) We continue to receive inquiries from prospective students asking if we have a degree program in dance, and the most we can offer these students is our minor. Such students tend to go elsewhere for their undergraduate education.

c) Within our operational region (50 mile radius) there are high quality majors in dance performance offered by Kent State University, Slippery Rock University and the University of Akron, and we have no wish to duplicate those programs. What we are proposing is a different degree program, with dance at its core but including studies in management and theater production techniques. Its target consumer is the individual who wants to acquire academic credentials in dance while at the same time gaining skills that might be applied to running a small business. In all likelihood, these individuals will have intentions of owning or managing a small dance teaching studio or perhaps administering a non-profit dance company.

d) We don't have the resources to offer a dedicated major in dance performance, but the *interdisciplinary* nature of the degree that we propose would maximize the use of existing resources with little or no change. The dance sequence consists of the courses that we already offer for our minor, enhanced by one new 3 s. h. course in kinesiology and a 1 s. h. course in choosing music for dance choreography. Along with these courses, we would include a protocol of existing courses in business/management and theater production techniques. The full-service faculty coordinator of dance in our department, and the several adjunct dance instructors who currently teach the courses for our minor, would not notice any significant increase in their workloads. An estimate of the total cost over current yearly levels is approximately \$3200 to pay adjunct faculty to teach 4 additional semester hours of coursework during the academic year, and that cost could easily be offset by an expected increase in student credit hours resulting from new majors in this degree program.

- C. The Mission Statement of Youngstown State University reads: "*Youngstown State University—an urban research university—emphasizes a creative, integrated approach to education, scholarship, and service.*" It further states that the University is dedicated to fostering "*collaboration to enrich the region and the world.*" On both counts, the addition of an interdisciplinary degree program featuring dance as an emphasis is in keeping with the expressed mission of the Institution. By its nature, it is an integration of several disciplines representing both the creative arts and traditional pre-professional coursework, and it is a collaboration which has the potential to advance the cultural life of the region. Through its various programs in Fine and Performing Arts, the University supports an active community of student visual artists, theater artists and musicians. By the addition of this program, it would also support a community of student dancers who might otherwise choose to leave the region in search of a better educational match. Furthermore, it is hoped that the managerial aspect of this degree will encourage an entrepreneurial spirit that will foster the development of more small businesses, with commensurate economic benefits.
- D. The proposed implementation date for the **B.A. in Dance Management** is the fall of 2010.
- E. Coursework for the degree will be provided by the **Dance** and the **Theater** units of departments located within YSU's College of Fine and Performing Arts, and the **Business** and **Management** units of departments located within YSU's Williamson College of Business Administration. The appropriate department heads have been consulted, as have the deans of both colleges, and all have expressed support for the program. The Department of Management in particular has suggested the appropriate

coursework for the management portion of the courses required for the degree. Hence, three separate disciplines, **Dance**, **Theater** and **Business**, are represented in this interdisciplinary major.

F. Specifically, the major would consist of the following protocol of coursework:

B.A. in Dance Management

Business/Management Sequence (25% of the major):

BUS 1500: Exploring Business (3)
BUS 3700: Entrepreneurship – New Venture Creation (3)
MGT 3725: Fundamentals of Management (3)
BUS 4800: Entrepreneurship – Business Plan Development (3)
MKTG 3740: Professional Selling (3) >

Plus one of the Following:

MGT 3734: Human Resource Management (3)
MRTG 3703: Marketing Concepts and Practice (3)
PREL 3710: Basic Public Relations (3)

(Business/Management Sequence = 18 semester hours)

Dance Sequence (50% of the major):

DNCE 1540: Modern Dance 1 (1)
DNCE 1541: Modern Dance 2 (2)
DNCE 1542: Dance Composition (1)
DNCE 1530: Wellness for Actors and Dancers (1)
DNCE 1570: Tap and Jazz 1 (1)
DNCE 1571: Tap and Jazz 2 (2)
DNCE 1572: Ballet 1 (1)
DNCE 1573: Ballet 2 (2)
DNCE 2698: Survey of Dance (3)
DNCE 4892: Pedagogy of Dance Technique (3)
DNCE 3767: Choreography for Musical Theater (2)
DNCE 2606: Creative Dance for Children (1)
DNCE 2680: Tap Dance 3 (1)
DNCE 3751: Modern Dance 3 (2)
DNCE 3770: Jazz Dance 3 (2)
DNCE 3781: Ballet 3 (2)
DNCE 4871: Jazz 4 (2)
DNCE 4881: Ballet 4 (2)
DNCE 1565: Topics in Dance (1-2) *(2 semester hours required)*

Plus

(NEW) DNCE 48XX: Dance Kinesiology (3) (to be written)
(NEW) DNCE 37XX: Dance Music Analysis (1) (to be written)
(Dance Sequence = 37 semester hours)

Theater Sequence (25% of the major):

THTR 1561: Stagecraft (3)
THTR 1563: Costume Construction and Craft (3)
THTR 3791: Rehearsal and Performance (3)
THTR 3765: Lighting Design (3)
THTR 3761: Stage Makeup (3)
THTR 4898: Senior Project (3)

(Theater Sequence = 18 semester hours)

GRAND TOTAL for the MAJOR = 73 semester hours

(NOTE: Of these 73 semester hours, 39 are in specific Dance Studies. That equates to 32% of the total number of semester hours needed for the B.A. degree. The National Association of Schools of Dance (NASD) recommends that dance studies in liberal arts centered undergraduate programs containing a dance core, represent between 30% and 45% of a typical 120 semester hour program. This degree is thus compliant with that NASD recommendation.)

PLUS *GENED* CREDITS = 48 s. h.

ELECTIVES = 6 s. h.

GRAND TOTAL FOR THE DEGREE = 127 s. h.

- G. All of the Business and Theater courses in this major are currently on the books, and regularly taught. No additional courses in these disciplines are envisioned. Aside from two new dance courses—a 3-hour course in Dance Kinesiology, and a 1-hour course in Music for Dance—the dance sequence consists of the currently listed and regularly scheduled protocol of coursework required for our minor in Dance. Hence there is a very minimal increase (4 hours, total) in the course roster envisioned by the establishment of this new major.

Based upon data collected and the number of minors that we already have, we estimate an enrollment in this major of between 15 and 20 students over the next four years. (At current resource levels, the program would be capped at these limits, but it should be noted that there is potential for growth if at some future date resources should increase.) Admission to the program would be by audition. These students would come from both current and new sources, and would be mainly full-time.

For any number of reasons, throughout the general population there exists a widespread and pervasive interest in the study of dance. Consider that within a 50-mile radius of Youngstown State University, there are approximately 455 dance studios, and then project that figure to a national level in order to fully appreciate the magnitude of this market. These are usually independently-owned small businesses, employing one or more dance instructors, marketing dance classes to local constituencies. The B.A. Degree in Dance Management identifies these establishments as the *primary source* of employment or business ownership opportunity for the graduates of this program.

A secondary source of employment might involve the day-to-day administration of a non-profit dance company, such as one aligned with a community arts organization, or an extra-curricular activity within an educational institution. A Google search using the words, “*U. S. non-profit dance organizations*,” returned over 1,600,000 hits. If only 5%

of these represent actual producing organizations, it suggests a very sizable source of employment opportunity for someone with skills acquired in this degree program.

Finally, by electing to take a few additional undergraduate courses in the School of Business, the dance management major may possibly qualify to continue their studies as a graduate student in an MBA program. The acquisition of such a degree would obviously open up a much broader set of employment options.

In researching the potential consumer for the dance management degree, a post-card survey of 100 independently-owned dance studios within the surrounding three county area was conducted. We have thus far received 18 responses, and they have unanimously indicated support for the proposal, and a belief in its marketability. In addition, the members of the YSU Dance Ensemble, a registered student organization, were surveyed to see if there was interest in such a degree, and again there was unanimous belief in its viability; a majority indicating that they would consider such a degree option for themselves. Along the same line, there are currently about 20 YSU students who have identified dance as their academic minor, and several of these have stated that they would definitely switch their major to dance if that option were available to them. Finally, students in our certified general education class, *DNCE 2698: Survey of Dance*, were questioned. Even though these students are drawn from the general undergraduate population, and may or may not have any background in the dance discipline, the majority believed that such a degree should be offered in the College of Fine and Performing Arts and that it would be an attractive major.

- H. Within our operational area (50 mile radius) there are no programs that combine these three disciplines into one coherent major. Kent State University has a large program in dance, leading to a B.F.A. degree. It consists of a more intensive protocol of dance coursework, primarily focused upon the needs of performers. The same is true of the dance program at Slippery Rock University, in Pennsylvania. The University of Akron, with a B.A. major in Dance which allows a student to minor in Business Administration, comes closest to what we are proposing. But even here, our proposal for a B.A. degree in Dance Management is unique in that it is a true interdisciplinary major, whose core discipline is Dance, but whose sub-disciplines allow a student to acquire basic business management skills, plus theater production skills that would enhance their proficiency at staging dance concerts or recitals.
- I. Enrollments in the dance courses currently offered for the YSU Minor in Dance could easily accommodate the several additional students that this major might attract without the necessity of additional resources (especially considering that some of those students minorin g in dance may elect to switch into this major). The Department of Theater and

Dance currently shares workable dance studio space with the Department of Human Performance and Exercise Science, and it already produces a fully-staged dance concert every year as part of the University Theater season. These are sufficient, and would require no additional resources. As far as personnel are concerned, if we were proposing a pure **Major in Dance (i.e. a performance degree)**, the one full-service dance faculty member on our staff, and the several highly-qualified adjunct dance specialists who regularly teach the courses for our minor in dance, would probably not be sufficient. However, we are *not* proposing a *dance performance* major. As stated previously, it is an interdisciplinary major for a target population of students who want to administer a dance teaching/producing/performance entity, and acquire skills in multiple areas. With no significant increase in the number of dance classes envisioned, and with an intended program enrollment of approximately 20 students, the current faculty and adjunct faculty in Dance is experienced, well-credentialed and sufficient in number. The Management and Theater portions of this degree are supported by nationally accredited programs in those disciplines.

Affected constituencies of the Williamson College of Business Administration are **aware and supportive** of this interdisciplinary degree proposal and believe that a *possible* increase of 20 additional students, spread throughout the required sequence of courses offered by that college, would be manageable at current resource levels. The chairperson of the Department of Management has been helpful in selecting an efficacious sequence of Business/Management coursework for the degree, and we have on file a note from him stating that we have the support of his department. Finally, the Dean of the Williamson College of Business Administration has been kept informed and has personally facilitated communications with the appropriate personnel in her college.

- J. The administrative structure of the Department of Theater and Dance is in place and able to manage all curricular and clerical tasks associated with this degree program with little or no impact upon its resources. As previously stated, the present physical space, teaching personnel and vast majority of the coursework are deemed to be sufficient and likely to stay that way over the next four-year period. At this point, the only envisioned cost increase over current levels would be a slight bump in the adjunct teaching budget in order to accommodate the two new classes in dance—Kinesiology, and Dance Music (4 semester hours, total).

Respectfully Submitted,

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