

RE: Latest, perhaps final Arts & Performance Entrepreneurship Minor

Alka Sapat <asapat@fau.edu>

Mon 2/12/2024 11:50 AM

To: Oliver Buckton <obuckton@fau.edu>; Kevin Wilt <wiltk@fau.edu>; Becka McKay <rmckay3@fau.edu>; Brian McConnell <mcconnel@fau.edu>; Carol Mills <millsc@fau.edu>; Thomas Shorrock <shorrock@fau.edu>; Jose Leon <leonj@fau.edu>; Michael Horswell <HORSWELL@fau.edu>; Barclay Barrios <bbarrios@fau.edu>

Dear Kevin,

I echo that.

The School of Public Administration voices its support for the Arts and Performance Entrepreneurship Minor/Certificate. Thanks for your leadership and work on this initiative.

Best,

Alka

Alka Sapat,

Director and Professor,

School of Public Administration,

Dorothy F. Schmidt College of Arts and Letters

Florida Atlantic University,

Social Sciences Building, Room SO 202

777 Glades Road

Boca Raton, FL 33431-0991

Phone: 561-297-2330

E-mail: asapat@fau.edu

From: Oliver Buckton

Sent: Monday, February 12, 2024 11:42 AM

To: Kevin Wilt <wiltk@fau.edu>; Becka McKay <rmckay3@fau.edu>; Brian McConnell <mcconnel@fau.edu>; Carol Mills <millsc@fau.edu>; Thomas Shorrock <shorrock@fau.edu>; Jose Leon <leonj@fau.edu>; Michael Horswell <HORSWELL@fau.edu>; Barclay Barrios <bbarrios@fau.edu>; Alka Sapat <asapat@fau.edu>

Subject: Re: Latest, perhaps final Arts & Performance Entrepreneurship Minor

Dear Kevin,

The department of English supports the Arts and Performance Entrepreneurship Minor/Certificate. Thanks for your work on this initiative.

Best wishes,

Oliver

Oliver Buckton

Professor and Chair

Department of English

Florida Atlantic University

Re: Latest, perhaps final Arts & Performance Entrepreneurship Minor

Carol Mills <millsc@fau.edu>

Mon 2/12/2024 11:33 AM

To: Kevin Wilt <wiltk@fau.edu>

Dear Kevin,

SCMS supports the minor in Arts & Performance Entrepreneurship. We look forward to being a part of it.

Sincerely,

Carol B. Mills

Director

School of Communication and Multimedia Studies

Re: Latest, perhaps final Arts & Performance Entrepreneurship Minor

Brian McConnell <mcconnel@fau.edu>

Mon 2/12/2024 11:50 AM

To:Kevin Wilt <wiltk@fau.edu>

Hi Kevin --

The Department of Visual Arts & Art History reviewed the proposal at its regular meeting on January 29, 2024, and expressed its support for the Arts and Performance Entrepreneurship Minor/Certificate. We intend to develop an undergraduate version of the following graduate level course, which is currently on the list of viable courses for the minor/certificate:

Course Title - Professional Practices in the Arts, Course Number - ART 6816, Credits - 3

This course will appear as a topics course (ART4930) should the minor/certificate be approved before the new course itself can be approved.

Sincerely,

Brian E. McConnell

Brian E. McConnell, Ph.D., RPA

Professor of Art History & Classical Archaeology
and Department Chair

Department of Visual Arts & Art History, School of the Arts
Chair, University Art Committee

Director of the Classical Studies Program

D. F. Schmidt College of Arts & Letters

Florida Atlantic University

777 Glades Road

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**DOROTHY F. SCHMIDT COLLEGE OF ARTS
AND LETTERS**
School of the Arts
University Galleries
777 Glades Road
Boca Raton, FL 33431
tel: 561.297.2966
fax: 561.297.2166

February 9, 2024

Dear Committee,

I express my enthusiastic support for the proposal of a new Arts & Performance Entrepreneurship interdisciplinary Minor. As the University Galleries Director and a Museum Studies Professor, I am keenly aware of entrepreneurship's vital role in the arts and cultural sector and the critical needs it fulfills within our academic landscape.

Florida's arts and cultural industry generated \$5.8 billion of economic activity last year. Nowadays, artists and performers are not only creators of culture but also entrepreneurs who must navigate the complexities of marketing, finance, and management to succeed in their endeavors.

By offering a dedicated minor in Arts & Performance Entrepreneurship, FAU will equip students with the knowledge, skills, and mindset necessary to turn their creative passions into sustainable careers. One of the key strengths of this proposed minor is its interdisciplinary approach, drawing upon expertise from across various departments and disciplines. By integrating coursework in business, arts management, and creative industries (Music, Theater, and Fine Arts), students will gain a comprehensive understanding of the entrepreneurial ecosystem within the arts and performance sectors. Furthermore, hands-on experiential learning opportunities, such as internships, practicums, and collaboration with the University Galleries, will enable students to apply theoretical knowledge to real-world scenarios, fostering innovation and creativity.

Moreover, this new Minor aligns perfectly with FAU's commitment to fostering creativity, innovation, and community engagement. By empowering students to become entrepreneurial leaders in the arts, we support our student's professional development and contribute to our region's cultural and economic vitality.

The creation of this new minor will have a transformative impact on our students by aligning our programs with the current economic needs of the cultural sector. I wholeheartedly endorse this initiative and look forward to seeing the positive outcomes it will undoubtedly generate.

Thank you for considering my perspective.

Sincerely,

Véronique Côté
Galleries Director
University Galleries, Dorothy F. Schmidt College of Arts & Letters
Florida Atlantic University, 777 Glades Road, Boca Raton, FL 33431
Office: 561-297-2661

FAU

**ADAMS CENTER FOR
ENTREPRENEURSHIP**
College of Business
Florida Atlantic University

Dear Committee,

As Director of Florida Atlantic University's Adams Center for Entrepreneurship I wholeheartedly endorse the addition of Entrepreneurship (ENT 4024) as a required elective for the certificate/minor in Arts and Performance Entrepreneurship. This course is heavily focused on learning about, understanding, developing, and executing business models. It is essential for artists who pursue their art as a career (rather than administration in the arts) to have an in-depth understanding of business models as they will need an appropriate business model to ensure a successful career. This is similar to any other product or service. In the instance of artists, they typically provide a primary service e.g., entertainment, and may also have some additional product offerings e.g., merchandise. In the current landscape artists have many options in terms of constructing a profitable business model and developing an understanding of business models will better enable them to design, test, and execute an ideal and sustainable business model.

Please feel free to contact me with any questions you may have about the course.

Sincerely,



Kevin C. Cox, PhD, MSE
Director of FAU's Adams Center for Entrepreneurship
Senior Entrepreneurship Instructor, Bootcamp, Tech Runway Accelerator, NSF I-Corps
Department of Management, College of Business, FAU
Email: Kcox24@fau.edu

Wednesday, January 24, 2024 at 06:05:43 Eastern Standard Time

Subject: Re: Arts and Performance Entrepreneurship Minor
Date: Tuesday, January 23, 2024 at 7:15:07 PM Eastern Standard Time
From: Ethlyn Williams
To: Gary Castrogiovanni
CC: Kevin Wilt, Kevin Cox

Hi Kevin:

The department of Management Program supports the inclusion of ENT 4024 in your Arts and Performance Entrepreneurship Minor.

We are able to support additional students in our course offerings.

Best Regards,

Ethlyn Williams

Ethlyn Williams, PhD
Professor of Management
Chair, Department of Management Programs
Florida Atlantic University
College of Business
777 Glades Road
Boca Raton, FL 33431
Phone: 561-297-3654
Email: ewilliam@fau.edu

On Jan 23, 2024, at 6:58PM, Gary Castrogiovanni <castrogi@fau.edu> wrote:

Hi Kevin,

I enthusiastically support the inclusion of ENT 4024 as a required course within your Arts and Performance Entrepreneurship Minor. With no course prerequisites and only Junior Standing as a requirement, ENT 4024 is currently available as an elective to students university-wide. We welcome students from outside the College of Business and look forward to having students from your minor in that course.

Gary Castrogiovanni
DeSantis Distinguished Professor
Program Director
Management and Entrepreneurship



Dorothy F. Schmidt College of Arts and Letters
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777 Glades Road
Boca Raton, FL 33431-0991
phone: 561.297.3810
fax: 561.297.2180
www.fau.edu/theatre

MEMORANDUM

Date: February 13, 2024

To: Kevin Wilt, Chair of the Department of Music

From: Thomas Shorrock, Chair, Theatre and Dance

Subject: Arts & Performance Entrepreneurship Minor

The department of Theatre and Dance fully supports the new Minor and inclusion of our courses into the program.