

MAJOR FIELD ASSESSMENT PLAN  
B. A. CULTURAL RESOURCE MANAGEMENT  
March 4, 2011

Mission Statement:

The mission of Southeastern Louisiana University is to be a leader in educational, economic and cultural development of Southeast Louisiana.

The purpose of the B.A. in Cultural Resource Management is to combine a traditional Arts and Sciences subject with the equivalent of a minor in Business. The program is designed to prepare students for managing historic preservations and commemorative areas, archeological sites, museums, art and public history programs, artistic troupes and companies, resorts, corporate collections and land holdings of historical and cultural significance, or designated historical districts.

Goal 1: To gain an understanding of a chosen field and the various influences on the cultural, social and artistic environment that comprise the historic and contemporary conditions of that area.

Objectives:

Majors will have adequate knowledge of their area of specialization which may include: Art History, Theater, Music, Visual Arts, Anthropology or Dance and will be able to integrate this knowledge into their understanding of contemporary issues involving the missions of cultural institutions.

Assessment:

- 1) Majors will complete a CRM exit exam in their area of specialization. Upon request, the student will be able to correctly identify significant core material and its cultural significance in the chosen area of specialization.
- 2) CRM faculty will evaluate students' knowledge level in their area of specialization and its relationship to cultural institutions through written reports, oral presentations and internship evaluations.

Goal 2: Graduates of the CRM program will have an understanding of the business procedures and practices of running a cultural agency.

Objectives:

Majors will have adequate knowledge of basic accounting procedures and the laws and legal institutions governing cultural organizations; will gain knowledge in marketing and finance principles; and will be able to integrate this information into their understanding of contemporary issues involving the missions of cultural organizations.

Assessment:

- 1) Upon request the student will be able to correctly identify the operating and legal differences between for-profit and nor-for-profit organizations and identify traditional funding sources for cultural institutions. Students will also be able to create and interpret projects and institutional budgets for grand funding or annual reports.
- 2) CRM faculty will evaluate students' knowledge level of management theory and its relationship to cultural institutions, through written reports, oral presentations and internship evaluations.

Goal 3: Majors will gain meaningful field experience working in a Cultural institution.

Objectives:

Majors will successfully complete an internship in a cultural agency or organization and will gain first hand experience in all or most of the following areas as relevant to the chosen field:

- Collection or site maintenance/preservation
- Organizational management/funding/development
- Event/exhibition preparation and promotion

Assessment:

- 1) Through oral and written reports supervisors of interns will assess student performance and provide information that is useful in identifying programmatic strengths and concerns.
- 2) Employers will rate CRM interns on their potential for employment on an exit survey on a scale of 1-5 (1 being below average and 5 being above average), and the average rating will be at least 4.
- 3) Graduates of the program will complete an exit survey and recent alumni will be surveyed. 85% of graduates will respond "Agree" to the statement "I believe that my

undergraduate training at Southeastern prepared me for a job in the Cultural Resource Management field”.

- 4) An Advisory Council made up of officers of regional cultural institutions and of student internship site supervisors will meet annually with departmental faculty to provide feedback on the program. CRMP faculty will use this information to guide program and course improvement.

Goal 4: Prepare students for graduate school in a cultural resource field.

Objectives:

Students completing a B.A. in Cultural Resource Management will be well prepared to continue their studies at the graduate level if they so choose.

Assessment:

- 1) 85% or graduates will respond “Agree” or “Strongly Agree” to the statement “I feel my undergraduate studies have prepared me well for possible study at the graduate level, if I so choose”.
- 2) 85% of those students who apply to a Masters Degree program in a Cultural Resource Management discipline such as fine arts, historic preservation, etc., with a GPA of 3.75 or above, will be accepted to Graduate School.

Notes:

Cultural/Global Perspectives

All students enrolled in the B.A. in Cultural Resource Management are exposed to cultural and global perspectives through completion of two required courses in art history, Art 106 and Art 106. Additionally, students in this curriculum complete a cognate of liberal arts courses traditionally associated with gaining core understandings and cultural perspectives such as foreign languages, history, anthropology, etc. Additionally, students completing the B.A. in CRM also have completed at least a six-hour internship in a cultural entity whereby they have been exposed to a worldly perspective of the cultural field they have studied.