



# Syllabus

**Course Title:** Arts Administration in the United States and New Zealand

**Program and Date:** New Zealand Winter; December 26, 2026 – January 9, 2027

**Instructor Name:** Dr. Julie Olberding

**Instructor Home Institution:** Northern Kentucky University

**Instructor Email and Phone:** [olberdingj@nku.edu](mailto:olberdingj@nku.edu); 513.319.9496

**Academic Department:** Political Science, Criminal Justice, and Organizational Leadership

## Get to Know Your Professor

For 20+ years, I've served as a professor in NKU's Master of Public Administration (MPA) program, which now includes a Nonprofit Management certificate (12 credit hours) and Arts Administration micro-credential (9 credit hours). My research has focused on community events, community development, economic development, and nonprofit management. I have published two books – one on special events and another on experiential philanthropy – as well as various articles in academic journals. Through my community-based teaching and research, I have collaborated with nonprofit organizations involved in arts, cultural, and event programming such as: American Legacy Theatre, MUSE Women's Choir, Play in the Park, Artsville, Scrap It Up, Pones Inc., Exhale Dance Tribe, Kennedy Heights Arts Center, and the Frank Duveneck Arts and Cultural Center. I look forward to sharing some of these U.S.-based experiences with you and learning first-hand about arts administration in New Zealand with you!

## Course Description

Learn about managing arts and cultural organizations while exploring the creative landscapes in New Zealand shaped by Māori, Pacific, Asian, and European influences. Our class will experience the creative economy and creative placemaking first-hand through arts and cultural activities including: an Auckland art walk and live theater; a Parliament tour focusing on its significant art and heritage collections; and visits to the Museum of New Zealand and Hobbiton film set. We'll compare arts administration in the United States and New Zealand in terms of organizational structure and governance, program development and evaluation, community engagement and advocacy, and fund raising and management. There will be broader opportunities to immerse ourselves in this country's unique cultural and ecological spaces from Māori villages to geothermal wonderlands to vibrant snorkeling spots.

## Course Level and Credit Hours

Upper-Division Undergraduate, Honors, and Graduate Levels  
Three credit hours



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## Prerequisite(s)

None

## Student Learning Outcomes

Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:

- Explain the creative economy and creative placemaking including potential economic, social, and civic impacts of arts and cultural organizations in the United States and New Zealand.
- Describe key responsibilities and tasks of arts administrators including governance systems and structures, program development and management, fund raising and management, volunteer and community engagement, and marketing and communications.
- Explain leadership qualities and strategies related to successful management of arts and cultural organizations in the United States and in New Zealand.
- Apply critical thinking strategies to real-world situations in the field of arts administration in the United States and New Zealand.
- Engage in discussions with working professionals in the field of arts administration with the goal of starting and building a professional network.

## Required Readings and Materials

- *Arts Management: Uniting Arts and Audiences in the 21st Century*, 2nd Edition, by Ellen Rosewall. This book is published by Oxford University Press and available for about \$65 on Amazon.com, along with other booksellers.
- Additional readings, videos, podcasts, etc. made available to the students.

## Assignments and Grades

Assignment Title and Brief Description	Points
<b>Knowledge Check #1:</b> Online quiz based on the assigned chapters in the first part of the textbook and other course materials. (Pre-departure; due December 23)	20
<b>Presentation Materials:</b> Framework and draft language for a presentation on the arts-related organization, place, or event in New Zealand for which you've volunteered or been assigned. (Pre-departure; due December 23)	5
<b>Oral Presentation:</b> The oral/verbal presentation of your pre-departure research on the arts-related organization, place, or event for which you've volunteered or been assigned; about 15 minutes in length. (On-site)	5



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<p><b>Attendance and Engagement:</b> Your participation in site visits, tours, and other experiences in New Zealand. This will include class “debriefs” after certain experiences during which students will reflect on and discuss them in the context of arts administration theories, concepts, and practices. (On-site)</p>	20
<p><b>Knowledge Check #2:</b> Online quiz based on assigned chapters in the second part of the textbook and other course materials. (Due two weeks after return; exact date TBD. This assignment will be available in December for students who want to complete it pre-departure or on-site.)</p>	20
<p><b>“BRING IT HOME” ASSIGNMENT FOR <u>UNDERGRADUATE STUDENTS</u></b></p> <p><b>Two Essays on New Zealand Arts Experiences:</b> Each undergraduate student will research and write papers on two arts/cultural organizations, places, or events in New Zealand. Each paper will include theories and concepts from our textbook and other class materials, along with their own research on that particular organization, place, or event. (Due about a month after return; exact date TBD.)</p>	30
<p><b>“BRING IT HOME” ASSIGNMENT FOR <u>HONORS</u> and <u>GRADUATE STUDENTS</u></b></p> <p><b>Comparative Analysis of Arts Administration:</b> Each honors and graduate student will identify an arts/cultural organization, place, or event in New Zealand and then compare and contrast it to a related enterprise in the United States. The student will apply theories and concepts from our textbook and other class materials. In addition, they will include relevant research on that organization, place, or event including scholarly literature. (Due about a month after return; exact date TBD.)</p>	30
<p><b>Total Points</b></p>	100

## Grading Scale

The following scale will be used to compute your grade.

<p><b>Undergraduate Scale (including Honors):</b>            90 – 100% = A            80 – 89% = B            70 – 79% = C            60 – 69% = D            Below 60% = F</p> <p><b>Graduate Scale:</b>            90 – 100% = A            80 – 89% = B            70 – 79% = C            Below 70% = F</p>
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## Onsite Learning Experiences and Activities

Onsite learning experiences in this class will likely include the following site visits. This is a tentative list which will be replaced with a detailed daily itinerary of class meetings and field trips prior to the departure date.

- Take a walking tour of Auckland, centered on arts and culture.
- Tour the world-famous Hobbiton Movie Set.
- Visit the Museum of New Zealand (Te Papa Tongarewa) with collections involving nationally significant art, Māori and Pacific cultures, and New Zealand histories.
- Attend live theater, dance, and/or music performances.
- Tour the New Zealand Parliament with a focus on its diverse collection of artworks and heritage objects.
- Visit at least one community market to meet local artists and experience the creative economy at a grassroots level.
- Meet with arts administrators in government agencies and/or nongovernmental organizations.
- Hike near geothermal wonders that've been the focal points for spiritual, creative, social, and economic activities for hundreds of years.
- Walk, swim, and/or snorkel at iconic beaches, which are key aspects of the country's cultural landscapes and tourism experiences.

## Attendance Policy

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused.

## Academic Integrity Policy

Plagiarism or other forms of academic dishonesty (see your campus student handbook for definitions) will not be tolerated and will result in failing assignment grades or even a course grade of F. Violations of academic honesty will be reported back to student's home campus.

## Physical Expectations

Program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags and belongings.

## Disability Accommodation

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate



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them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

## **Title IX Policy**

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.

## **Statement about Final Syllabus**

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.