Promoting Arts Degrees in an Era of Engagement

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Key Questions

• How do we increase the relevance, quality and value of a BA in the 21st Century?
• What educational, academic, and human goals should inform our Graduate Profile?
• What types of student experience should the BA deliver?
• How do we manage the depth-breadth continuum?
• How do we ensure the sustainability of the comprehensive BA?
Changing our academic culture

- need for engagement with and preparation for the workplace
- need to clarify BA’s place and value
- concerns about delivery of key academic skills
- a flexible vs. a structured degree
- importance of experiential learning
The latest research released by Universities New Zealand – Te Pokai has found that:

- Arts graduates earn around $1m to $1.3m more over their working lives than non-graduates.
- Arts graduates earn above the national median for salary and wage earners.
- 90% of arts graduates are in degree-relevant roles such as teachers, managers and policy and planning roles.
BA Renewal Project 2016-2017

- Increase domestic and international demand
- Increase domestic market share
- Generate higher levels of student satisfaction
- Increase employability of graduates
4 Key Curriculum Initiatives

• Comprehensive Review of the BA structure and content
• Introduction of small Themes (3-course sequences) that deliver training in specific skills or content and that add value to the BA
• Reduction of overall Stage 1 offerings
• Revision of pre-requisites to allow smaller number of Stage 1s to lead to multiple majors
• Embedding employability in our degrees
• Programme for High Achieving Students
• Develop curricular collaborations with other Faculties
Thank you

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