GUIDELINES FOR A THESIS IN ARTS ADMINISTRATION.

[title of MPA-based Thesis proposal]

An Thesis Prospectus
by

[student’s name]

Project Sponsors:

[MPA program; M.A. in Theatre Program; other relevant on-or-off campus programs or organizations and individuals]

student email
student phone
Introduction:

Identify the nonprofit management, fundraising, financial management, or community outreach issue, challenge, or opportunity. Explain your interest in and commitment to this idea, the factors that complicate it, and your plan(s) for contributing to it. Answer that essential dramaturgical question “Why this project, why here, why now?” Include the ways your Villanova Theatre and MPA experience positions you both to identify and address the issue.

Background:

Explain how and why the idea for this project developed. Identify VU faculty and, if relevant, persons outside the university whose work and/or mentorship contributed to your thinking. Identify and explain the university programs and/or outside populations who would be served by your proposed project. Identify the personal and external obstacles and challenges to completing the project.

Objectives:

List as “bullet points,” and outline at least three, in order of importance.

Implementation:

• How do you plan to implement this project?
• What is your summary timeline [detailed timeline to follow]?
• Who will be involved? Does this project engage Villanova faculty/staff/students? Are outside professionals involved?
• How will you publicize the project or otherwise reach the population(s) it aims to impact?
• Summarize its costs [budget specifics and timeline to be detailed below], and (if relevant), how you plan to fund it.
• Articulate your targeted goals in terms of identity and number of participants (or other measurable outcomes).

**Preliminary Budget:**

Include specific costs, total cost, and whether/how total cost will be split among sponsoring organizations. If this thesis is a project to be launched or promoted after graduation, include a detailed budget of costs and (if relevant) income.

**Preliminary Timeline:**

List all relevant dates, from planning stages to inception to evaluation.

**Discussion:**

How does this project build upon scholarly literature in nonprofit management and/or theatre practice? How do you intend it to expand or enhance theatre practice and/or theatre administration?

How do you plan to measure the effectiveness of this project? Whose feedback will be solicited? Will you partly or wholly rely on scholarly literature, or practitioner expertise, or original research, or a combination? How will you create and disseminate your feedback instrument(s)? How will you keep a record of progress?

Why is this project an optimal culmination of your status as an emerging Master of Theatre and a Master of Public Administration? What do you expect this project to achieve? If the project has the potential to change theatre practice and/or administration at Villanova (or elsewhere), how will you measure this change, and how will you work to sustain it?