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Master of Arts in Administration Program Creates Advisory Board

Winthrop University

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Master of Arts in Administration Program Creates Advisory Board

Quick Facts

- The MAAA board includes alums from the program as well as arts experts in the Carolinas.
- The board's inaugural meeting was Dec. 6.



MAAA board members

ROCK HILL, S.C. — The Winthrop University **College of Visual and Performing Arts' Master of Arts in Arts Administration (MAAA)** program has created an advisory board to enhance the quality of the degree program.

Non-profit arts and cultural organizations are “managing ever-increasing levels of complexity about every aspect of their operations—personnel, fundraising, advocacy, ethics and their relevance to their communities,” according to a department e-mail. With complications such as policy shifts, technology changes, new research and more, Winthrop’s MAAA program wants to prepare its students “to become future arts leaders who will be ready to work and flourish in such an environment.”

The MAAA board members bring years of experience to their roles. Members include:

- **James Wells**, family program manager at the York Cultural and Heritage Museum in Rock Hill
- **Kathryn Boucher '12**, director of the Milliken Art Gallery at Converse College in Spartanburg
- **Glen Hare '06**, marketing writer and strategic marketer at the University of South Carolina
- **Ann Tromsness '11**, director of education at the Warehouse Theatre in Greenville
- **John Boyer**, president and CEO of the Bechtler Museum in Charlotte
- **Katherine Mooring**, vice president of cultural and community investment of the Arts and Sciences Council in Charlotte
- **Stephen Turner**, executive director of the Rock Hill Economic Development Corporation
- **Tamara LaValla** of Social Design House in Rock Hill

The board will provide expert advice and guidance to the MAAA program director and faculty about trends in the non-profits arts and culture environment, among other duties.

The board’s inaugural meeting was Dec. 6.

Board member Katherine Mooring said the more work that is put into the program, the more “it raises the game.”

“The program has a really strong reputation in the region,” she noted. “Everyone has very good things to say, and we’re all interested in making it as strong as it can be.”

Anne Tromsness '11 was a student in the MAAA program and enjoyed the speaker aspect of it, calling it a “hallmark of the program.”

“Because arts administration is as diverse as the art form itself, it’s valuable for people to be able to assemble and speak to real world experiences,” she said.

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