

Ringling College 2025 QEP Fast Facts

Creative Entrepreneurship & Professional Practices

Ringling College's 2025 QEP is titled Creative Entrepreneurship and Professional Practices, and it aims to address a critical gap: while our students are exceptionally creative, many lack the entrepreneurial and professional skills to sustain successful careers in today's freelance- and project-based creative economy.

Entrepreneurship at Ringling College of Art and Design is defined as the strategic application of creative and business acumen to establish, manage, and sustain independent professional practices or small ventures within the creative industries.

Q: What is a QEP?

- *The Quality Enhancement Plan (QEP) is a SACSCOC-mandated five-year college-wide plan focused on improving student learning and success.*
- *It is a required component of the reaffirmation process every 10 years.*

Q: What's our topic?

- *Creative Entrepreneurship and Professional Practices is our QEP topic.*
- *Ringling's QEP focuses on helping students gain the entrepreneurial, business, and professional skills needed to succeed in creative careers, especially freelance, self-directed, or small studio work.*

Q: Why was this topic chosen?

- *Based on surveys, focus groups, and strategic planning data, the campus community identified a clear need: 81% of students plan to freelance or start their own business, yet only 29% feel prepared to handle the business side of their careers.*
- *The campus voted on it - Students, faculty, staff, and alumni were surveyed and involved in topic development workshops.*

Q: What's the plan?

- *The QEP focuses on three key student learning outcomes:*
 - Entrepreneurial Thinking & Opportunity Awareness*
 - Business & Management Foundations*
 - Financial Literacy for Creative Careers*
- *To achieve these, we'll implement three primary initiatives:*
 1. ***Creative Entrepreneurship Certificate:*** *A new, flexible 3-course credential open to all majors—culminating in a Launch Lab course where students build and pitch their own venture. (Starting Fall 2025)*

2. **Stackable Mini-Courses:** Self-paced, 1–1.5 credit mini-courses that cover skills like pricing, client management, contracts, and branding—customized by discipline. (Rolling out to students in Spring 2029)
3. **Center for the Creative Economy:** A new centralized hub for entrepreneurship, professional practices, and industry experience aimed at supporting students, faculty, and staff. (Piloting Fall 2025)

Q: How will the QEP affect you as a student?

- *There's a new 3-course certificate in Creative Entrepreneurship that anyone can add to their degree starting fall 2025.*
- *You'll also be able to get help from a new Center for the Creative Economy on campus dedicated to supporting industry experiences (INDEX) and helping students with entrepreneurial career readiness.*

Q: Why This Plan Works for Ringling

- *Mission-Aligned: Strengthens student preparation for self-directed, sustainable creative careers.*
- *Student-Driven: Built on real student needs, preferences, and lived experience.*
- *Scalable and Flexible: Designed to work across all majors, schedules, and career paths.*
- *Strategically Smart: Directly aligns with our strategic plan and builds on the success of INDEX by expanding entrepreneurial readiness across all majors.*

Q: Who do I contact if I have questions about the QEP?

- *Kathleen Sobr, Business of Art and Design Department Head, ksobr@c.ringling.edu*

01 Launch New Certificate Program

A 3-course Creative Entrepreneurship certificate with a new "Launch Lab" course, housed within the Business of Art and Design Department.

02 Build Suite of Stackable Mini-Courses

Develop a series of specialized 1 credit mini-courses that students can complete asynchronously and accumulate credits toward the certificate.

03 Establish a Centralized Support System

In support of the faculty and students who participate in QEP programming, Ringling College will establish **The Center for the Creative Economy**, a new center for entrepreneurship, industry experience, and professional practices.

This Center, working in concert with our QEP committee, will serve as the informational, advisory, and implementation hub for these QEP initiatives.