



**University of Wisconsin-Stevens Point**

College of Fine Arts and Communication  
Division of Communication

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## **Arts Management 395 Seminar in Arts Management**

FALL 2017

Tuesdays, 3:00-5:50pm

Final Exam Thursday, December 21, 2017, 8:00-10:00am

**Instructor: Jim O'Connell**

e-mail: [joconnel@uwsp.edu](mailto:joconnel@uwsp.edu)

Office: CAC 205

Phone: 715-212-2759 cell

OFFICE HOURS – FALL SEMESTER 2017

1. Any time the door to CAC 205 is open (please come in and talk to me)
2. Any time by appointment ([joconnel@uwsp.edu](mailto:joconnel@uwsp.edu) or leave a note in the door bin)
3. Open Hours: Tuesdays and Wednesdays 11:30am-1:00pm
4. I am serving as Interim Director of Carlsten Art Gallery in NFAC this semester; open hours in the Gallery Office will take place on Thursdays 10:00am-2:00pm.

***I communicate via e-mail. Please check your UWSP account regularly.***

Text: Arts Management: Uniting Arts and Audiences in the 21st Century

Ellen Rosewall, Oxford University Press, 2014

Required and available for purchase at the University Store or on [Amazon.com](http://Amazon.com).

(The same text is required for ARTM 195. It will be an excellent reference as you go through the Arts Management major and, indeed, your arts management career.)

### **Course Description**

This course is the final step before your great adventure really begins! It will provide you the opportunity to share skills and insights you have gained from internship experiences with arts organizations and coursework in Business, Communication, and the Creative Arts, applying them both to current and to lasting issues in the Arts Management field. We will review the structure and development of non-profit arts organizations, comparing and contrasting them with for-profit businesses in the creative industries. Drawing upon diverse sources including your internships and presentations by industry professionals, we will examine the ways in which mission and planning manifest themselves in a variety of settings and undertake individual and group projects in program development, funding, marketing, implementation, and evaluation.

There are two posters outside my office. The one on the door says

***I BELIEVE IN ALL THE ARTS FOR ALL THE PEOPLE.***

The framed one says

***THE ARTS MUST SURVIVE AS A BUSINESS TO THRIVE AS ART.***

Our work this semester will be part of a continuing conversation\* about a world in which the aspiration of the first statement is tempered by the reality of the second. I look forward to hearing your thoughts.

\* *If you choose to continue in Arts Management, this conversation will last your entire career.*

## Essential Questions

- What is art?
- What is arts management?
- What are the responsibilities of arts organizations to artists?
- Does government have a role in the arts?
- What is the difference between curatorship and censorship?
- What roles do arts organizations play in their communities?
- What are the responsibilities of artists and arts organizations to their audiences? ...to their communities? ...to society?

## Learning Outcomes for Arts Management 395

By the end of this course, students will be able to:

- Analyze current issues in arts management and assess their impact on community and society;
- Compare and contrast the function and internal structure of various types of arts organizations;
- Apply business skills and arts expertise to practical challenges in arts management;
- Design, evaluate and defend plans for the implementation of cultural programs; and
- Plan the next steps in developing their own arts management careers.

## Learning Outcomes for the Arts Management Major

By the time they complete all major requirements, students will have gained the following competencies:

- Communicate effectively using appropriate technologies for diverse audiences;\*
- *Articulate the role of the arts in community development and civic engagement*;\*
- *Differentiate for-profit and not-for-profit activities in the arts ecology*;\*
- Plan, evaluate and conduct basic research;\*
- Use appropriate theories to understand and solve problems;
- Apply historical perspectives to contemporary issues and practices;\*
- Apply principles of ethical decision making in communication contexts;\*
- *Apply business and communication skills in support of creative endeavor*;\*
- *Network effectively with artists and arts management professionals*.\*

*italics* = Arts Management-specific outcomes

\*outcomes supported by this course

## Course Requirements

The final grade will be based upon graded assignments (including a semester project), class participation, final examination, and attendance.

ATTENDANCE IS MANDATORY.

**You are entitled to two absences.** Illness and excused absences will count against this allowance. All other absences will reduce your final grade.

Please note: CERTIFICATION OF HEALTH-RELATED ABSENCES MUST BE COORDINATED THROUGH THE DISABILITY AND ASSISTIVE TECHNOLOGY CENTER. See #6 below for contact information.

- If you miss class, you should arrange to get the day's information from a classmate.

**1. Class Participation:** Active participation in classroom activities is a course requirement and counts for 15% of the final course grade. I may include occasional quizzes as part of class.

- Quality participation requires professional behavior: obvious preparation for class, asking pertinent questions, offering relevant comments, taking notes, engaging with guest speakers, participating in classroom discussions, and other activities.

- ***THIS CLASSROOM IS AN ELECTRONICS-FREE ZONE.*** Much of our work this semester will be done through discussion, so you need to participate fully and listen, not only to me but to your classmates, with respect and full attention. ALL PERSONAL ELECTRONICS MUST BE TURNED OFF BY THE TIME CLASS STARTS.

**2. Guidelines for Class Discussions:** As individuals with diverse experiences and backgrounds, we will not always agree on issues, and our interpretation of the subject matter being discussed will sometimes differ. I expect you to respect the opinions of others while asserting your own.

**3. Submission of Assignments:** Assignments will be submitted by the beginning of each class period: (1) via the appropriate Dropbox folder on D2L, or (2) by hard copy.

**4. Late Assignments:** Assignments are due as noted below. The assignment is considered LATE any time after the deadline. NO EXCEPTIONS! Late assignments will automatically lose ***at least*** one point (from a maximum of 10). Late assignments must be submitted to me via email, and hard copy may be handed in at my office, CAC 205.

**5. Plagiarism and Academic Integrity:** From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

6. Students with Special Needs/Disabilities: Any student who anticipates needing an accommodation based on the impact of a disability (including mental health, chronic or temporary medical conditions) should contact me privately to discuss specific needs.

**Students are strongly encouraged to contact the Disability and Assistive Technology Center (DATC) at 715-346-3365 or at [datctr@uwsp.edu](mailto:datctr@uwsp.edu) to seek further assistance.**

Students currently registered with DATC may provide their Notice of Accommodation Letters (yellow forms) to me in my office, after class, or via e-mail.

## **Course Assignments**

1. **Readings:** *Please complete assigned readings prior to each class meeting* and come prepared to participate in active discussions. Regular readings are posted on D2L and listed on the syllabus. Additional readings for upcoming class meetings may be added from time to time; you will be notified via e-mail.

2. **Current Arts News:** You will read daily and/or weekly articles, journals, and blogs related to arts/arts management. You should submit one article/post report each week; you may skip up to TWO reports without penalty. Report format: (a) headline, source, link to article/post; (b) 50-word summary of article; (c) three questions posed by the article and a 50-100-word response to each. Questions may relate to fact (the accuracy of the article, additional information which would be helpful, etc.), interpretation (the impact of the news reported, potential causes or effects, etc.), or larger issues (trends in arts management, the larger economy, or society). (See examples posted on D2L.) Reports will be graded on content, quality of writing, spelling, punctuation, and grammar. Each class will begin with a discussion of the week's news; you should expect to present at least one news item orally in class and lead the resulting discussion. From time to time, I may post submitted articles on D2L for e-discussion. When notified of such postings, you are expected to participate in the on-line discussions.

3. **Event Attendance and Report:** You will choose three events, *each in a different art form*, from among those offered by the Department of Theatre and Dance, the Department of Music, Centertainment, the Performing Arts Series, Carlsten and Scarabocchio Galleries, and other organizations. You must attend the events and show evidence of attendance (ticket, program, etc.; *a scanned image or selfie is fine*). By the end of the course, you must prepare a report comparing and contrasting the three events, noting personal evaluation, the nature of the venues, audience response, and connecting them to issues of arts management and career goals. The report will be graded on content, quality of writing, spelling, punctuation, and grammar.

4. **Written Assignments:** There will be several written assignments, generally during the first three-quarters of the semester. Assignments will relate to the assigned readings and topics discussed in previous classes. You may drop the two lowest grades. Written assignments will be graded on content, quality of writing, spelling, punctuation, and grammar.

5. **Group Project? – The Arts Ecology:** You will form yourselves into groups, or (if there is not consensus on the cities you choose to study) you may pursue this individually. Each group will choose a city to explore from a variety of points of view:

What are its major cultural organizations, significant funding sources, arts districts? What are their history, their current condition, their aspirations? Does the community have a dominant art form or a reputation for being adventurous/conservative? What are the opportunities for young

arts management professionals? Are there existing internship programs? Etc. You may organize the work of your group in any way you choose. Your findings will be presented in an oral report to the class and supported by written submissions from each member of the group.

6. **Projects:** Our projects this semester will largely center around my interim responsibilities as director of the Carlsten Art Gallery. I treasure your insights and help.

7. **Final Exam:** Thursday, DECEMBER 21, 2017, 8:00-10:00am: The exam will consist of a small number of short answer questions and brief essays.

## **Grading**

### Grade Distribution

- 15% Class Participation (including quizzes)
- 15% Arts News Reports
- 10% Event Attendance Report
- 20% Written Assignments
- 20% Group Project
- 10% Semester Project
- 10% Final Exam

Extra Credit: From time to time, optional supplementary and voluntary opportunities for earning extra credit will be announced in class only.

## **Grading Scale**

- A  
93-100
- A -  
90-92
- B+  
87-89
- B  
84-86
- B -  
80-83
- C+  
77-79
- C  
74-76
- C -  
70-73
- D+  
67-69
- D  
60-66
- F  
Below 60

## **Class Timeline** (subject to change)

*Please note that classes and assignments may be reordered to take advantage of guest speaker availability and other opportunities for course enhancement.*

### **WEEK 1: WHERE ARE YOU ON THE ROAD TO A CAREER?**

**TUE, SEPTEMBER 5**

Introductions. Art and Arts Management.

Course structure. Assignments and expectations. Overview of news sources.

Complete In-class Questionnaire

Assignment (due SEP 12): Arts News Report #1.

Assignment (due SEP 12): Describe Your Internships (1 page each, total 2 pages). What do the organizations do (art form/function)? What was your role in each? What was the most important thing you learned from each? What do you wish you had had a chance to do? Prepare a 5-7 minute presentation to impart this information to the class; you may use technology, handouts, visual aids, etc.

Assignment (due OCT 17): Arts Ecology Report.

Assignment (due DEC 12): Event Attendance and Report.

### **WEEK 2: MANAGEMENT, STRUCTURE, & MISSION**

**TUE, SEPTEMBER 12**

*GUEST SPEAKER: Katy Lang, Education & Outreach Director, The Grand, Wausau*

Student Presentations: Describe Your Internships

Readings: Rosewall, Chapters 1, 2, 3, 4 (especially pages 50-53)

Assignment (due SEP 19): Arts News Report #2.

Assignment (due SEP 19): **YOUR IDEAL ARTS ORGANIZATION:**

Mission, Vision and Value Statements (max 3 pages). Why does your organization exist? What difference does it make in the community/the world? Are there taglines/ slogans that summarize its impact? What are the key values that shape its work?

**\*\*\*JOIN ME FOR ARTM 100, Monday, September 18, 1:00-2:00pm, NFAC 221\*\*\***

### **WEEK 3: HUMAN RESOURCES IN THE ARTS ORGANIZATION**

**TUE, SEPTEMBER 19**

Assignment (due SEP 26): Arts News Report #3.

Readings: Rosewall, Chapter 6

Assignment (due OCT 10): Your Job(s). (a) Based on the reading and your experience, prepare job descriptions (1) your dream position in arts management, and (2) your ideal first job (1 page each). (b) Prepare a resume and a letter of application applying for position #2 (1 page each; total 2 pages).

### **WEEK 4: MEET AT CARLSTEN ART GALLERY**

**– ARTWORK INTAKE, EXHIBITION PLANNING**

**TUE, SEPTEMBER 26**

Assignment (due OCT 3): Arts News Report #4.

### **WEEK 5: ARTS ENTREPRENEURSHIP**

**TUE, OCTOBER 3**

*GUEST SPEAKER: Toni Sikes, founder Guild.com and CODAworx*

Assignment (due OCT 10): Arts News Report #5.

WEEK 6: RESUME REVIEW, EXTERNSHIPS AND FIRST JOBS

TUE, OCTOBER 10

*GUEST SPEAKERS: Michelle Gress, Assistant to the Director, The Grand, Oshkosh  
Jordan Gibbon, Education Coordinator, Wisconsin Quilt & Fiber Art Museum, Cedarburg*  
Assignment (due OCT 17): Arts News Report #6.

***REMINDER: Arts Ecology Presentations due OCTOBER 17***

WEEK 7: ARTS ECOLOGY PRESENTATIONS

TUE, OCTOBER 17

Assignment (due OCT 24): Arts News Report #7.

WEEK 8: NETWORKING, ADVOCACY

TUE, OCTOBER 24

*GUEST SPEAKER: Emily Goretski, Programming & Community Engagement Coordinator,  
Overture Center, Madison*

Assignment (due OCT 31): Arts News Report #8.

Assignment (due NOV 7): Advocacy Letters (1 page each; total 2 pages). Research your legislative candidates and their positions on the arts. Write Advocacy Letters to two candidates at the federal, state, or local level citing their positions (or lack thereof) and the work of an Arts Organization of your choice as an example of the public good that can be achieved through funding.

Readings: Rosewall, Chapter 16

WEEK 9: TBD

TUE, OCTOBER 31

Assignment (due NOV 7): Arts News Report #9.

***REMINDER: Advocacy Letters due NOVEMBER 7***

WEEK 10: ADVOCACY LETTERS

TUE, NOVEMBER 7

Assignment (due NOV 14): Arts News Report #10.

WEEK 11: PUBLIC FUNDING FOR THE ARTS

TUE, NOVEMBER 14

Assignment (due NOV 21): Arts News Report #11.

WEEK 12: GRANT PANEL

TUE, NOVEMBER 21

Assignment (due NOV 28): Arts News Report #12.

WEEK 13: TBD

TUE, NOVEMBER 28

Assignment (due DEC 5): Arts News Report #13.

WEEK 14: TBD

TUE, DECEMBER 5

Assignment (due DEC 12): Arts News Report #14.



WEEK 15: TBD  
TUE, DECEMBER 12

WEEK 16: EXAMINATION WEEK  
Final Exam Thursday, December 21, 8:00-10:00am

*This syllabus is subject to change.*