

# ARTS ADMINISTRATION (AA)

## AA 201 - Foundations of Arts Administration

Credits: 3

An introduction to the foundations of arts administration combining artistic sensibility with business acumen. By following current news and trends in the arts, students apply classroom learning to real-time experience. This course offers students insight into a variety of arts organizations as well as experimental, presenting, and non-traditional forms of organizations. Topics include organizational structure and board dynamics, marketing and audience development, philanthropy and fundraising, labor relations, and legal issues. The focus is primarily on nonprofit arts organizations, but Broadway will also be discussed.

## AA 205 - Introduction to Financial Management for the Arts

Credits: 3

Exploration of financial management as a key ingredient to fulfilling the mission of any arts manager and arts organization. Students will learn how to read the story of an organization, program, or campaign embedded in financial reports. Using case studies and real world challenges, students will examine how financial strategy, budgeting, and reporting can enhance an organization's capacity, clarity, and long-term health. By the end of the course, students will understand many of the intricacies of financial management as well as how financial management affects all other aspects of arts management.

## AA 221 - Philanthropy and the Arts: Relationships and Revenue

Credits: 3

An examination of the unique role of philanthropy in the history and development of nonprofit arts organizations in the United States. The course will offer perspectives on the complexities of fundraising campaigns, including annual, capital and endowment campaigns, as well as motivators for giving from individuals, corporations, foundations, and government agencies. Featuring guest speakers from the field, the course will engage students in discussions about developing and maintaining meaningful relationships with donors that support the artistic mission of the organization. The importance of board leadership, volunteer and in-kind giving will also be discussed.

## AA 223 - Museums Mean Business

Credits: 3

Discussion-driven exploration of the museum as a sustainable (and successful) business operation, including the importance of money to mission for museums. Students will gain insight into different types of museums and business models. Topics include trends in the field, membership, earned revenue and fundraising, basic museum finances and operations, and the dramatic effects on museums of changing recreational and engagement patterns by millennials. Designed for students interested in a career in museum work.

## AA 251 - Topics in Arts Administration

Credits: 1-4

Topically organized courses focused on selected special interest areas within arts administration at the intermediate level. Topics could include Arts Marketing, Philanthropy, Museum Administration, Governance, Law and the Arts, or Nonprofit Arts Organizations.

## AA 299 - Professional Internship in Arts Administration

Credits: 1-4

Internship at an intermediate level for students in the field of arts administration. With faculty sponsorship, students may extend their educational experience into such areas as marketing, fundraising, operations, exhibition support, education, legal and licensing, contracts and artist management.

**Note(s):** Not for liberal arts credit. Must be taken S/U.

## AA 312 - Engaging and Developing Audiences for the Arts

Credits: 3

An examination of how to engage communities through the arts while raising the profile of artistic work. Students will explore the history of marketing the arts as well as current methods and tools used to communicate and activate the arts for audiences. The course will teach students how to authentically entangle the artistic work of individual artists and organizations into the life of a community while also increasing funding and earned income for the arts.

**Note(s):** Not for liberal arts credit.

## AA 315 - Marketplace for Artists

Credits: 1

An introduction to the strategies and skills visual art students need to take their art and hand-made products from studio to the creative marketplace. Students will explore topics such as photographing product, pricing, promoting, and selling. This course is part of the Entrepreneurial Artist Initiative.

## AA 318 - The Entrepreneurial Artist

Credits: 3

An introduction of the basic principles needed for visual artists to combine their creative abilities with strong business practices. Through active participation and an interactive classroom format, students will merge practical business knowledge with insight from local experts in the field to fuel students' entrepreneurial spirit. Students will explore topics including business planning, legal requirements, budgeting, marketing, branding, and networking.

## AA 340 - Mentoring, Collaboration and Leadership Experience

Credits: 1

A leadership experience in which students serve as mentors to groups of students working on the AA 201 Foundations of Arts Administration final project. As team leaders, mentors will learn to build transferable skills, including: active listening, conflict resolution, program planning, team/meeting management, and creating effective and inclusive environments that nurture and promote collaboration.

**Prerequisites:** AA 201 and permission of instructor.

**Note(s):** Not for liberal arts credit.

## AA 341 - Structured Field Experience

Credits: 1-4

Professional experience working six to ten hours per week in an arts organization. Student(s) will receive professional supervision from organization leadership as well as attend a weekly, hourlong faculty-led seminar. Field placements are limited, and students will be selected through a competitive application process. Contact the instructor for term-specific information and application procedures.

**Prerequisites:** Permission of the instructor; AA 201 and AA 221 are recommended.

**Note(s):** May be repeated for credit.

**AA 351 - Advanced Topics in Arts Administration**

Credits: 1-4

Topically organized course focused on a selected special interest area within arts administration at the advanced level. Topics could include Arts Marketing, Philanthropy, Museum Administration, Governance, Law and the Arts, or Nonprofit Arts Organizations.

**AA 371 - Independent Study in Arts Administration**

Credits: 1-4

Independent study outside of the regular program offerings of Arts Administration.

**AA 397 - Arts Entrepreneurship Experience**

Credits: 1-4

Individual experience in arts entrepreneurship outside of the regular program offerings of Arts Administration.

**Note(s):** Students should use the Independent Study form to apply for this course. You can find the form here - <https://www.skidmore.edu/registrar/forms/index.php>.

**AA 398 - Professional Internship in Arts Entrepreneurship**

Credits: 1-4

Internship at an advanced level for students in the field of arts entrepreneurship. With faculty sponsorship, students may extend their educational experience into such areas as arts marketing, accounting, finance, operations, legal and licensing, contracts, artist management, and small business.

**Note(s):** Not for liberal arts credit. Must be taken S/U.

**AA 399 - Professional Internship in Arts Administration**

Credits: 1-9

Internship at an advanced level for students in the field of arts administration. With faculty sponsorship, students may extend their educational experience into such areas as marketing, fundraising, operations, exhibition support, education, legal and licensing, contracts and artist management.

**Note(s):** Not for liberal arts credit. Must be taken S/U.