

# ARTS ADMINISTRATION

## Department Overview

Students studying arts administration will learn the importance of leadership roles that arts executives play in the nonprofit arts fields of music, dance, theater, and visual arts. Combining artistic sensibility with business acumen, students will examine the foundations of nonprofit arts organizations including mission development, board governance, marketing and new media, fundraising and philanthropy, nonprofit organizational structure, and other areas essential to the operation of a nonprofit arts organization. Other types of arts organizations may also be studied including commercial enterprises and Broadway.

*Arthur Zankel Executive Director of Arts Administration:* David Howson

*Associate Director of Arts Administration:* Elizabeth Dubben

Senior Teaching Professors: David Howson, Scott Mulligan

Lecturers: Elizabeth Dubben; Entrepreneurial Artist Coordinator, <sup>1</sup>Hillarie Logan-Dechene, <sup>1</sup>David Snider

<sup>1</sup> part-time

## Arts Administration Minor

The minor in arts administration combines artistic sensibilities with business acumen and requires the successful completion of the following three components:

- Core Courses
- Knowledge of the Artistic Process
- Structured Field Experience

At least one course must be completed at the 300 level.

Code	Title	Hours
<b>Core Courses</b>		
AA 201	Foundations of Arts Administration	3
AA 205 or MB 234	Introduction to Financial Management for the Arts Foundations of Financial Accounting	3-4
AA 221	Philanthropy and the Arts: Relationships and Revenue	3
AA 312 or MB 214	Engaging and Developing Audiences for the Arts Foundations of Marketing	3
<b>Elective <sup>1</sup></b>		
Complete a minimum of three focused elective credits at the 200 or 300 level approved by the Director of Arts Administration from the following select disciplines: Art, Art History, Arts Administration, Dance, Management and Business, Media & Film Studies, Music, or Theatre. <sup>2</sup>		3
<b>Knowledge of the Artistic Process <sup>3</sup></b>		
Select one of the following to fulfill this requirement:		0-9
1) declaring a companion major or minor in art, art history, dance, media & film studies, music or theater		
2) completing three additional courses beyond the requirements above that will provide depth of knowledge of the artistic process <sup>4</sup>		
<b>Structured Field Experience <sup>5</sup></b>		
Select one of the following:		3

AA 299	Professional Internship in Arts Administration
AA 340	Mentoring, Collaboration and Leadership Experience
AA 341	Structured Field Experience
AA 371	Independent Study in Arts Administration
AA 399	Professional Internship in Arts Administration

**Total Hours** **18-28**

- <sup>1</sup> The elective should be taken following the successful completion of AA 201 Foundations of Arts Administration and AA 221 Philanthropy and the Arts: Relationships and Revenue (minimum 3 credits).
- <sup>2</sup> The elective should be considered as the opportunity to tailor the student's interest within the field. Students are encouraged to explore other courses within Arts Administration or related disciplines outside of their major that advance those interests. In rare instances and with the explicit approval of the Director of Arts Administration, a student may select a course from a discipline not listed above.
- <sup>3</sup> Inherent in the name of the field itself, arts administration requires an explicit and supplemental knowledge of the artistic process.
- <sup>4</sup> In order to satisfy the requirement, supplemental courses must be approved in advance of registration by the Director of Arts Administration and, if necessary, the arts administration advisory group. Courses which fulfill the "Artistic Inquiry through Practice" (AAIP) of the General Education requirements will automatically be applied to fulfill this requirement and need no pre-approval. In some cases, cocurricular experience may substitute for one of these three courses.
- <sup>5</sup> Determined in concert with the director of arts administration, the structured field experience will afford the student the opportunity to apply classroom knowledge to practice in a professional setting or explore a particular topic of great interest to the student through an in-depth independent study.

## Multiple Counting of Courses

Standard college rules apply for the multiple counting of courses as stated in the effective Catalog. Specifically, there can be no more than a two-course overlap in total for a major/minor program or for two minor fields. The student is responsible for being familiar with and following the appropriate guidelines.

## entrepreneurship minor

The Minor in Entrepreneurship is administered by the Management and Business Department and the Arts Administration Program for students interested in business entrepreneurship and/or arts entrepreneurship. Please visit the Entrepreneurship Minor (<https://catalog.skidmore.edu/departments-programs/entrepreneurship/#minortext>) to learn more.

## Course Listing

### 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.

**AAMB 321 - Entertainment Law and Business**

Credits: 4

An interdisciplinary study of the connections and conflicts between the business, artistic, and legal or ethical issues that arise in the arts and entertainment arena (theatre, music, film, television, literary, and visual arts). Students will explore, from both financial and creative perspectives, the complex and often fractious relationships among stakeholders in these industries while developing a practical understanding of the particular considerations that emerge with each kind of collaboration. Topics may include: the impact of new technologies and distribution methods, social media and marketing, copyright and piracy, privacy, free speech, defamation, and celebrity publicity rights and endorsements. This course covers the following dimensions for studying management and business in context: I, II, III, IV, VI.

**AAMF 323 - Law and Ethics for Storytelling in Media**

Credits: 4

The study of how filmmakers and documentarians, authors and artists, musicians, makers, marketers and storytellers protect their ideas, expressive works, and creative endeavors from being copied or stolen by others, especially in the digital age. Students will consider the legal and ethical issues these individuals confront as they produce their creative projects, particularly creations which incorporate other media content. Employing interdisciplinary methods and approaches, students will explore the legal, ethical, and practical issues involved in varying media production forms (video/film, photography, music/audio, documentary, web and exhibit-based narratives, etc.) for fiction and non-fiction storytelling. Students will develop approaches which synthesize underlying policies and best practices in order to challenge assumptions at the intersection of storytelling, business, art, law and creative expression.