

ARTS ADMINISTRATION (Advanced 2 credit Admin Course-undergraduate)

Vandy Scoates

COURSE DESCRIPTION:

An overview of theatrical producing and management with an emphasis on non-profit theatre companies in the United States. The course includes discussions and study of arts administration, accounting practices, box-office and front-of-house procedure, marketing, publicity and personnel. Theory and discussion will lead to real-world examples and proposed solutions.

STUDENT LEARNING OBJECTIVES:

By the end of the semester students should be able to:

- Demonstrate an increased sensitivity to performing and visual artistic representations of the Human experience
- Comprehensive and nuanced understanding of the meaning of the work and can discern principles
- Display analytical Skills in regards to the qualities and historical context of the work
- Demonstrate oral communication skills through presentation
- Use Multi-media recourses and skills to present work
- Express informed personal responses to Artistic creations
- Name and use relevant terminology and technology within the field
- Demonstrate competency in strategic planning, fundraising, budgeting and artistic production.

TEXTS & MATERIALS:

REQUIRED TEXTS:

- *Introduction to Arts Administration* by Jim Volz ISBN: 978-1-474-23978-3

REQUIRED MATERIALS:

You will be required to have access to a computer during class in order to complete in class work as well as a flashdrive with your last name written on it and with a minimum 32GB storage capacity.

A NOTE ABOUT MATERIALS: Due to safety restrictions you will not be allowed to share materials. I will have some materials available in class that will be cleaned before and after every class period but these will be limited and will only be available for emergency situations where personal materials cannot be accessed. **You must bring your own materials to class.** If you are missing materials needed for that day and cannot provide me with a documented reason why they are missing, you will have a reduction in class participation for that class period. An example of emergency documentation could include an email saying shipment was delayed or a picture showing something broke and a replacement has not been available.

RECCOMENDED TEXTS:

- *Strategic Planning for Non-Profit Organizations: A Practical Guide and Workbook* by Michael Allison and Jude Kaye
- *A Practical Guide to a Greener Theatre* by Ellen E. Jones
- *The Profitable Artist*, 2nd Edition by New York Foundation For The Arts(Cobb, Hogan, Royce)
ISBN: 9781621536420

GRADING:

Grading Breakdown:

Class Participation	20% of Final Grade	Strategic Plan Outline	5% of Final Grade
Discussion Posts	6% of Final Grade	Fundraising/Marketing Ideas	5% of Final Grade
10 year plan	6% of Final Grade	Budget Exercise	5% of Final Grade
Sustainability Outline	0% of Final Grade	Grant List	5% of Final Grade
Rough Mission Statement	5% of Final Grade	FINAL PROJECT	20% of Final Grade
Politician Letter	5% of Final Grade		

PROJECTS AND ASSIGNMENTS:

DISCUSSION POSTS:(6% of Final Grade)

You will have 13 Discussions Post to participate in throughout the semester, **of which you must do 12.** Each post will be worth .5% of your final grade. If you complete all 13 posts, you will be given 5% extra credit for the 13th post.

Each discussion post must include the following for full credit:

- 200 word minimum
- Must be submitted under the correct discussion post (or response to post if applicable) in a new thread
- Your name and the discussion number in the subject line of the thread(Ex: Vandy Scoates 4)
- Submitted by 5:20pm on the Saturday due date

If you choose to respond to discussion posts, each will count as .25% extra credit. Replies will be a 100 word minimum and include all the rest of the criteria. If you are enrolled in both 4510 and 4520, you will receive credit for both classes with each post. **If enrolled in both courses, you must post your answer in BOTH DISCUSSION FORUMS.** I would suggest doing all posts in a separate word document so you can cut and paste in both forums.

In the event any part of the class moved online, your attendance will be assed using discussion posts completion and Blackboard access. In this scenario a late discussion post will be considered a tardy (as well as have a reduced grade for that post). A missed Discussion Post and/or not accessing Blackboard within 2 days of the class period will result in an absence.

PROJECTS:

10 year plan (6% of Final Grade)

- You will create 10 year plan that covers your personal, professional and fiscal goals.
- You will mark goals for 1 year from now, 5 years from now and 10 years from now.
- You will also add a section on how you plan to achieve these goals for each of the 3 time segments.

Rough Mission Statement- (5% of Final Grade)

- You will write a rough mission statement for the non-profit arts organization you are “starting”.
- You mission statement should be no more than a page and should address:
 - Purpose for existing
 - Who you are now
 - Exactly what you do
 - Who you do it for
 - How you do what you do

Politician Letter- (5% of Final Grade)

-You will do research on a politician who serves the region you would like to work after graduation. You will write a letter (email) to that politician addressing their policies towards the arts.

-This letter can thank, suggest, or disagree their policy making but must have a positive message and if addressing a problem, solutions must be given.

-The letter should include some data about the arts in the region you are focusing and support your reason for writing in a positive way.

-You can receive an extra 2% extra credit towards your final grade for writing a second politician from your voting district.

Sustainability Outline - (10% of Final Grade)

- You will outline 10 sustainability issues and ways to address them
- Five (5) will be sustainability inconsistencies you see in your own life and five (5) will be those around the HPU campus
- For each, you will explain the issue using as much data as possible from your own collection or from published sources and write 1-3 possible methods of improvement and a description about how you plan on contributing to the solution.
- You can receive up to 3% extra credit for additional issues addressed, each worth 1 %.

Final Mission Statement- (8% of Final Grade)

- You will write a finalized mission statement for the non-profit arts organization you are “starting”.
- Your mission statement should be no more than a page and should address:
 - Purpose for existing
 - Who you are now
 - Exactly what you do
 - Who you do it for
 - How you do what you do
- It should also include any notes from your rough draft

Budget Exercise (8% of Final Grade)

- You will Complete the budget exercise on pg. 314 of your text book.
- Your budget information will be created by you for “your organization”
- You will research institutions similar to “your organization” and base you budget numbers on your research
- You may use the website: <https://www.guidestar.org/> to find similar institutions and their tax information or you can do other internet research and interviewing.
 - When using Guide Star, remember you can create a free account but DO NOT PAY FOR A PREMIRE OR INSTITUTIONAL ACCOUNT. All the information you need is available on the website for free.
- Your budget may be done in spreadsheet or document form but I would highly suggest doing a spreadsheet since it will help do the math for you!

Strategic Planning outline (5% of Final Grade)

- You will create a detailed outline for your strategic plan including as much information as you have available during this point of the semester for “your organization”
- You will use the following headers for each section of the outline:
 1. Introduction by you
 2. Executive summary
 3. Mission, vision and Values statements
 4. Organization Profile
 5. Summary of Core strategies
 6. Program goals and objectives
 7. Financial, administrative and Governance goals and objectives
 8. 2-4 Appendices to be chosen from:
 - Summery of environmental assessment: Weaknesses, strengths, opportunities and threats
 - Summery of Client surveys, community interviews etc...
 - Long range Budget Projections
 - Long Range Development Plan

-A brief description of these sections can be found on the Strategic Planning Handout pg. 252-254 and Reflect back on Discussion one video: <https://youtu.be/Rgomo5S59-k> and see if you can answer the questions for your “organization” posed in the video.

Fundraising/Marketing Ideas (5% of Final Grade)

- You will come up with two (2) fundraising events or ideas for “your organization” and 2 fundraising events or ideas for the HPU theatre and dance department for a total of four(4) ideas
- These will be written out on a documents and can be done as a narrative, a detailed outline or a combination of the two.
- It should be 1-4 pages long
- You may receive up to 1% extra credit for an additional idea

Grant List (5% of Final Grade)

- You will research three (3) grants, two (2) of which must benefit “your organization”. The additional grant(s) can benefit you personally, HPU or “your organization”.
- For each grant, you will include the following information:
 - Name of granting organization
 - Website link to grant information
 - Application requirements, dates and application itself (if applicable)
 - Brief history of granting organization
 - Previous recipient information
 - Justification for why this grant would work for “your organization”, you personally or HPU.
- You can receive 2% extra credit for an additional grant you submit on the list

Final Project- (20% of Final Grade)

-Your final project will include all the information for your non-profit organization that you have worked on throughout the semester. It will include the following parts:

- **Mission Statement (2%):** A new final version incorporating anything from the semester that you deem important for your organizations or any notes given throughout the semester.
- **Grant proposal (25%):** You will pick one of the grants from your grant list and fill out the entire “application”.
- **Fundraising Plan and Budget(10%):** Please list details about 1 fundraising event or overall plan as well as a yearly budget you’re your organization using the information from the budget exercise earlier in the semester.
- **Season Plan (8%):** You will create a season plan for “your organization”. Your season can include as many productions as you like but should be based on research you have done on similar institutions and the community you are basing “your organization” in. You will include for each production:
 - Title and Playwright/Composer information
 - Date of shows
 - Cast breakdown
 - ABDC production breakdown (On Blackboard)
 - Artistic, fiscal and engagement reasoning for choice
- **Marketing Ideas (5%):** Please explain 2-3 marketing strategies for your organization

• **Board of Trustees** (15%): List 5-10 board of Trustee member you would ask to be part of your organization and their bios. Please refer to the board of trustee lecture and videos for information on who you should pick.

• **Strategic Plan** (35%): Using your outline as a guide, you will add substantial and relevant information and data into each of your categories:

1. Introduction by you
2. Executive summary
3. Mission, vision and values statements
4. Organization Profile
5. Summary of Core strategies
6. Program goals and objectives
7. Financial, administrative and Governance goals and objectives
8. 2-4 Appendices to be chosen from:
 - Summary of environmental assessment: Weaknesses, strengths, opportunities and threats
 - Summary of Client surveys, community interviews etc...
 - Long range Budget Projections
 - Long Range Development Plan

QUIZES AND TESTS:

Reading Pop Quizzes- (Each quiz is equal to 1% of your Class Participation Grade)

If I find that the class is not keeping up with the readings pop quizzes will be given during each class period and they will go into your class participation grade. These quizzes will not be given if you keep up with your reading and participate in active discussion in class that pertain to the reading. Quizzes will be graded as pass/fail with scores above 60% equaling pass and below 60%, fail.

CLASS PARTICIPATION : (20% of final grade):

This class is based on discussions and learning from your classmates. You must actively participate in discussions and answer questions in order to succeed. If you are not in class you cannot participate so excessive absences will also contribute to your participation grade.

I consider good class participation to be:

- Active listening
- Asking and answering questions
- Participating in class discussions
- Making helpful comments on your classmates' and your own work
- Keeping up with assignments and readings in order to be informed for discussions

If I find that the class is not keeping up with the readings pop quizzes will be given during each class period and they will go into your class participation grade.

EXTRA CREDIT:

Most assignments (except the final) have extra credit possibilities totally 8% extra credit. There will also be other extra credit opportunities that may arise during the semester and you will be told about them in class as they come up.