WELCOME TO

The Arts Organization
AAD 301
3 Credit Hours
Fall Semester
Location: Performing Arts Center - Room 112
Class Meeting Times: Tuesday and Thursday, 11:00 - 12:20 pm

Instructor: Greg Neidhart
Office: Performing Arts Center - Room 209
Telephone: 507-457-2842
Email: gneidhart@winoa.edu
Office Hours: Monday, Wednesday and Friday at 2:50 – 3:30 pm
Tuesday and Thursday at 12:20 – 1:00 pm
And by appointment

Course Description: This seminar course will present a historic overview of arts and other nonprofit organizations in the United States, and explore current issues and emerging trends in technology, arts and cultural policy, intellectual property rights, career development in the arts sector, and the challenges facing administrative leaders of arts and cultural organizations. Prerequisite: This course is intended for students pursuing a minor in arts administration. Others may enroll with approval from the instructor.

Course Objectives: By the end of this course, students will have increased their knowledge of the critical areas in which arts administrators must manage, and gained an understanding of current, key issues pertinent to arts organizations, in particular, and the arts, in general. Additionally, by engaging in discussions with arts and nonprofit professionals, students will have broadened their understanding of the field of arts administration, and discovered advanced concepts applied throughout the field by arts administrators.

Course Background: Because the study of arts management is a relatively new academic pursuit with few texts that would be helpful to undergraduate students, the majority of instruction/information will be conveyed through lectures, handouts, student presentations and open discussions with fellow-students and guest professionals from both the nonprofit and for-profit fields.

As arts organizations become increasingly complex, they will demand knowledgeable and skilled individuals with an aesthetic sensibility, business acumen and a keen understanding of current issues and trends that are relevant to those organizations’ health, prosperity, and in some cases, survival. Designed primarily, but not exclusively, for students in the performing and visual arts, this class will complement their training as artists, teachers and practitioners, and help lay the foundation for their future participation in arts organizations either as leaders or as participants and supporters.
**Attendance Policy:** Regular and punctual class attendance is essential and that no assigned work is excused because of an absence, no matter what the cause. Records of class attendance will be kept. If it becomes necessary for a student to miss a class for any reason, the instructor must be contacted directly via email or phone prior to class time. More than three absences will result in a reduction in your grade.

**Email Notification and Policy:** Only the official WSU student email address will be used for course communication. It is the student’s responsibility to check WSU email on a regular basis. All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. If the instructor deems any of them to be inappropriate or offensive, they will be forwarded to the Dean of the College of Liberal Arts Fine Arts, and appropriate action will be taken, not excluding expulsion from the course.

**Academic Honesty:** All work produced by a student must represent that student's personal effort, unless the instructor specifically permits or requires that it be done by a group. Papers and other work which a student prepares for class (including quiz questions) will contain only the student's own words or, if the material originated with someone else, will enclose the quoted words in quotation marks and supply complete bibliographical information in a footnote or endnote. Summaries or paraphrases of the words or ideas of other people must also be documented in this fashion.

Work that does not exhibit these characteristics is a form of academic dishonesty known as plagiarism. In addition, the making of false statements designed to earn a student the right to make up missed work or cheating on quizzes or tests are also violations of academic honesty.

Any of the above will result in the student's immediate expulsion from the course with a grade of F in the course. In addition, such activities may result in additional sanctions, up to and including suspension or expulsion from the university.

**Cheating:** Cheating is prohibited. Cheating is defined as copying from another student’s test paper, other report, or computer files and listings; using, during any academic exercise, material and/or devices not authorized by the person in charge of the test; collaborating with or seeking aid from another student during a test or without permission; knowingly using, buying, selling, stealing, transporting, or soliciting in its entirety or in part, the contents of a test or other assignment unauthorized for release; and, substituting for another student or permitting another student to substitute for oneself.

**Collusion:** Collusion is prohibited. Collusion is defined as the unauthorized collaboration with another in preparing work offered for credit.

**Grading:** Grades will be determined by a combination of class attendance, presentations, (oral/written), research papers and class participation. Participation is based on contribution to class discussions. Evidence of preparation for discussion, as well as pertinent questions and participation during lectures, will be used to determine this grade.
Course outline of the major topics and subtopics: This course outline represents current plans and objectives. As the course proceeds through the semester, those plans may vary as opportunities arise that would enhance class learning. Such flexibility is not unusual and should not be unexpected. A large component of this course will include local field trips and in-class visits by guest lecturers/professionals, typically every other class period. Guests will include representatives from local non-profit arts organizations and for-profit companies associated with the arts.

Weeks 1 - 4
- Introduction / A broad overview of arts organizations and arts leadership issues
- Discussion of what is a nonprofit organization (nonprofit vs. for profit)
- Overview of arts organizations
- Overview of the arts management field and its history
- Elements of starting a nonprofit organization
- Organizational and management issues
- Boards of directors and governance

Weeks 5 - 9
- Explorations of individual arts disciplines and organizations
- Exploring the Arts - Music
- Exploring the Arts – Visual Art
- Exploring the Arts – Design / Architecture
- Exploring the Arts – Theatre
- Exploring the Arts – Dance

Weeks 10 – 15
- Class field trip to Minneapolis arts institutions
- Arts and the relationship with (and impact on) various aspects of American society
- The Arts and public policy
- The Arts and the economy
- The Arts and technology
- The Arts and the media
- The Arts and education
- Wrap Up: Finances and Planning
- The Numbers: Business Plans and Financial Matters
- Final presentations

This class will not meet on the following dates:

2/17  All University Assessment Day
3/3   Spring Break
3/5   Spring Break