Introduction to Arts Administration
AAD 302-01
3 Credit Hours
Fall Semester
Location: Performing Arts Center - Room 112
Class Meeting Times: Monday, Wednesday and Friday at 2:00 - 2:50 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


Additional Resources: Subscription to www.ArtsJournal.com (free) and www.NYTimes.com (free)

Course Description: This course will introduce students to the practical skills required for the successful management of arts organizations. Areas covered will include budgeting, marketing/publicity, fundraising, audience development, analysis of financial statements, contracts, board governance, and issues associated with the founding of a nonprofit organization. Prerequisite: This course is intended for students pursuing a minor in Arts Administration. Others may enroll with approval from the instructor. Students pursuing a minor in Arts Administration must have successfully completed AAD 301.

Course Objectives: By the end of this course, students will have developed an understanding of the critical areas which arts administrators must manage, including Development, Fundraising, Budgeting, Grantwriting, Marketing and Audience Development. Additionally, students will have engaged in discussions with a number of professionals in the field of arts administration, and discovered advanced concepts applied 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, written examinations, presentations (oral/written) 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.

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<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance / Class Participation</td>
<td>100</td>
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<tr>
<td>Final Examination</td>
<td>100</td>
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<tr>
<td>Grantwriting Project / Presentation</td>
<td>75</td>
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<td>Midterm Examination</td>
<td>50</td>
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<td>Quizzes</td>
<td>50</td>
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<td>Reflection Papers</td>
<td>25</td>
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<td><strong>Total</strong></td>
<td><strong>400</strong></td>
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Course Schedule/Syllabus: This syllabus represents current plans and objectives. As the course proceeds through the semester, those plans may need to change to enhance the class learning opportunity. Such changes are not unusual and should be expected.

Week 1    Introduction/Community Organizing: Building Community through the Arts
Week 2    Arts and the Economy: Fuel for the Creative Engine
Week 3    Cultural Advocacy
Week 4    Strategic Planning
Week 5    Board Development
Week 6    The Art of Fundraising
Week 7    Essentials of Proposal Writing
Week 8    Personnel Management
Week 9    Volunteers in the Arts
Week 10   Financial Management
Week 11   Program Development
Week 12   Marketing in the Arts
Week 13   Cultural Access
Week 14   Wrap-Up/Final Examination Review

It is the intention of this course to focus on some, if not all, of the following areas:

- Overview of the arts administration field and its history
- The arts at WSU / In Winona
- Arts Management professions
- Online resources
- Starting a nonprofit organization
- Federal requirements for forming a 501(c)(3) nonprofit organization
- Minnesota laws/statutes
Articles of incorporation / Bylaws / Mission statement
Board of directors / Board governance
Nonprofit law and contracts
Nonprofit accounting / Financial statements
Intellectual property / Copyright law
Marketing / Audience segmentation
Branding
Operations / Brick and mortar issues
Philanthropy
Audience development / Advancement / Corporate and foundation support
Fundraising fundamentals
Technology
Arts web design
Virtual arts organizations (Online virtual reality)
Ethics and the arts
Grantwriting
Arts entrepreneurship
Business plans
Team business plan development
Arts in education
Media and arts leadership
Press releases
Managing people and resources
Arts professions
Searching for a job

This class will not meet on the following dates:

1/19   Martin Luther King Holiday
3/2    Spring Break
3/4    Spring Break
3/6    Spring Break
4/10   Student Spring Break Day