

THE 4905 Arts Administration SPRING 2018

Section 14G3

3 Credit Hours Spring Semester 2018

Location: 2303 TUR Class Meeting Times: Tuesday, 6-7 period (12:50-2:45) Thursday, 7 period (1:55-2:45)

Instructor: Kevin Marshall Office: 223 McGuire Theatre and Dance Pavilion Telephone: 352-2730504 Email:kmarshall@arts.ufl.edu

Office Hours: Monday 1- 3 pm and by appointment

Required Text: *Arts Management Uniting Arts and Audiences in the 21st Century*, Ellen Rosewall, Oxford University Press, 2014.

Course Description: This course will introduce students to the practical skills required for the successful management of arts organizations. Areas covered will include community and civic engagement in the arts, budgeting, marketing, fundraising, audience development, contracts, board governance, and issues associated with the founding of a nonprofit organization.

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, Grant writing, Marketing and Audience Development. Additionally, students will discover advanced concepts applied by arts administrators.

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, 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 UF student email address will be used for course communication. It is the student's responsibility to check UF 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 the Arts and appropriate action will be taken, not excluding expulsion from the course.

Grading:

10% A Whole New Mind Quiz in class January 16th

10% Policy/Decision Making Tree due January 23rd

10% Arts Advocacy Paper due February 6th

15% Select City's Arts Environment March 15th

25% Final Project – Your Personal Immersion in the Arts and Arts Administration - Media Project April 17th

20% Giant Matching and True/False Quiz April 13th

10% Arts Administration Attendance Reports by April 19th

Student Honor Code: Adoption and General Principles

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Pledge:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

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 Chapter 1: What is Arts Management?

Week 2 Chapter 15: Community and Civic Engagement in the Arts

Week 3 Chapter 2: Management in the Arts Chapter 3: Organizational Structure

Week 4 Chapter 16: Advocating for the Arts Week 5 Chapter 12: Education and the Arts

Week 6 Chapter 4: Planning for Organizational Success Week 7 Chapter 5: Governance and the Board of Directors

Week 8 Chapter 6: Human Resources in the Arts Organization Chapter 7: Program, Planning and Evaluation

Week 9 Chapter 8: Financial Management in the Arts Organization

Week 10 Chapter 9: Planning for Financial Management Week 11

Chapter 10: Fundraising Basics Week 12 Chapter 11: Fundraising Nuts and Bolts

Week 13 Chapter 13: Marketing and Audience Development Week 14

Chapter 14: Marketing Techniques Week 15 Final Presentations and Quiz