

## TPA 3504 Arts Administration Fall 2022

Section 27962

3 Credit Hours Fall 2022<sup>[1]</sup><sub>SEP</sub>

Location: CSE 121

Class Meeting Times:

M | Period 8 - 9  
(3:00 PM - 4:55 PM)

W | Period 8  
(3:00 PM - 3:50 PM)

Instructor: Kevin Marshall he/him/his

Office Hours: By appointment only

Telephone: 352-871-8459<sup>[1]</sup><sub>SEP</sub> Email: kmarshall@arts.ufl.edu<sup>[1]</sup><sub>SEP</sub>

Required Text: **Theatre Management Arts Leadership for the 21st Century**, Anthony Rhine, Palgrave, 2018.

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, arts in education, budgeting, marketing, fundraising, audience development, contracts, board governance, and issues associated with the founding of a nonprofit arts organization.

Course Objectives: By the end of this course, students will have developed an<sup>[1]</sup><sub>SEP</sub> 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 through Canvas. 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) September 9th

10% Policy/Decision Making Tree due September 16th

10% Arts Advocacy Paper due September 14th

10% Time Management due October 7th

5% Myers Briggs due October 19th

15% Select City's Arts Environment November 23rd

15% Final Project – Your Personal Immersion in the Arts and Arts Administration - Media Project December 2nd

20% Giant Matching and True/False Quiz December 9th

5% Arts Administration Attendance Reports by December 9th

#### 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 14: Arts Advocacy and Community Engagement

Week 3 Chapter 2: The Strategic Framework Chapter 3: Theatre Management Today

Week 4 Advocating for the Arts

Week 5 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