

# FAR 120 A: Introduction to Fine Arts Administration

## SYLLABUS

(Available at My.carrollu.edu)

Tuesdays 6:00 - 9:30 pm, Fall Semester 2012, Carroll University, MacAllister Hall 108  
David J. Wagner, Ph.D., Instructor

### Course Description

In this seminar, students will explore theories, applications, and processes of arts administration practiced today. The course will focus on management objectives, strategies, and plans for a range of arts and cultural organizations including but not limited to museums, galleries, theaters, symphonies and other performing arts companies, ensembles, and organizations, as well as related educational organizations. Though primarily focused on non-profit organizations, principles of arts administration taught in this course will carry over to management of for-profit art organizations such as performing artist management companies and commercial art galleries. Curriculum will include business planning and budgeting, stewardship by trustees and other stakeholders, fund-raising, legal aspects of arts administration (e.g. contracts), personnel, facilities management, program development, marketing, long-range and strategic planning, evaluation, and other aspects of arts administration that inform and instruct decision-making in arts and cultural organizations today. Guest speakers who currently hold positions as leaders in their respective fields will add diverse perspectives and expertise to class discussions of major topics. Students will have the opportunity to focus on specifics types of arts/cultural organizations and administration in their mid-term and final assignments.

### Course Objectives

- to provide a basic understanding of organizational theory, management techniques, and operating systems for visual and performing arts organizations;
- to present real-world examples of successes and failures, and examine best practices in the field of arts administration;
- to enhance critical thinking skills and leadership qualities that will give students an edge in their future careers;
- to present usable and valuable tools that will help students be successful in their future positions;
- to expose students to professionals currently working in the field who can serve as mentors and who can offer a wide range of experience; and,
- to help students examine and test their own skill sets, interests, and knowledge for possible career-track options

Attendance Policy: Attendance will be taken and will be factored into grading. You are required to attend every class. You may miss one class without penalty. There are no excused absences, so, save your penalty-free absence until you really need it! Each subsequent absence will result in a .5 grade deduction per class missed. Routine tardiness (any tardiness after two times) will be treated as an absence. Texting in class will count as an absence. If you miss a class, you are responsible for getting the notes from a classmate. This does not apply to journal reports for guest speakers.

Disability Statement: If you have disability for which you need accommodation, please notify the course instructor as soon as possible and, if you have not already done so, contact Martha Bledsoe, Director of Services for Students with Disabilities, immediately. She can be reached by calling (262)524-7335 or via e-mail at mbledsoe@carrollu.edu.

Academic Integrity Policy: The Carroll University policy on Academic Integrity is available in the student handbook, which is accessible online under the Student Affairs tab on the MyCarroll page. All

incidents of academic dishonesty will be dealt with accordingly. If you are in doubt as to whether you are plagiarizing, please, consult the instructor. If you turn in work that is not your own, you will fail the class and be reported to the Chief Academic Officer.

### Posting of Assignments and Assignment Updates

Assignments and assignment updates will be posted weekly on: My.carrollu.edu

### Reading Assignments

Readings will be announced in advance of each class. Readings will be focused on the next class. Students should prepare at least five questions in advance for each guest speaker and ask questions during presentations by guest speakers. Speakers will emphasize standard business practices and challenges and issues confronting arts administrators today.

### Attendance; Grading

Attendance and Class Discussion: 30%  
Weekly Journal of your questions and summary of guest speakers' responses (1 page per speaker): 30%  
Business Plan or Best Practice Survey Final Project: 40%  
Final project may be for a real or hypothetical organization approved by Instructor  
Business Plan or Best Practice Survey, due Dec. 11  
Presentation of Final Projects (20-30 minutes): December 18  
Extra Credit Options: Mid-term Annotated Bibliography of Arts Admin Literature or Book Report (3-5 pages, due Oc. 16)

### Required Texts

Performing Arts Management: a Handbook of Professional Practices. Tobie S. Stein & Jessica Bathhurst, 2008. Allworth Press.

Museum Administration: an Introduction. Hugh H. Genoways and Lynne M. Ireland, 2003, AASLH in partnership with AltaMira Press, a division of Rowman & Littlefield Publishers, Inc.

Optional for Book Report Mid-Term: The New-York Historical Society, Lessons from One Nonprofit's Long Struggle for Survival. Kevin M Guthrie, 1993, Jossey-Bass.

### Guest Speaker and Field Trip Schedule

Tuesday, September 18, 6:30 p.m.

Guest Speaker: Tom Strini, Managing Partner & Senior Editor of thirdcoastdigest.com; previously Music and Dance Critic at The Milwaukee Journal Sentinel

Tuesday, September 25, 7:00 p.m.

Guest Speaker: Jay Williams, President and CEO, Milwaukee Public Museum

Tuesday, October 2, 6:00 p.m.

Guest Speaker: Jeff Schroedl, Vice President of Pop & Standard Publications, Hal Leonard Music Publishing

Tuesday, October 9, 7:00 p.m.

Guest Speaker: Sara M. Krajewski, Director, INOVA, UW-M

Tuesday, October 16, 6:00 p.m.

Jonathan Winkle, Executive Director, Sharon Lynne Wilson Center for the Arts  
Topic: Budgets and Financial Statements for Performing Arts Center

Tuesday, October 23, 6:00 p.m.

Guest Speakers: 6:00 p.m., Bob Babisch, Vice President, Entertainment, at Summerfest Admin Office  
7:30 p.m., Dawn Helsing Wolters, Managing Director, at Milwaukee Repertory Theater

Tuesday, October 30, 6:00 p.m.

Guest Speaker: 6:00 p.m., Dan Keegan, Executive Director, at Milwaukee Art Museum

Tuesday, November 6, 2012, 6:00 p.m.

Guest Speaker: Jonathan Winkle, Executive Director, Sharon Lynne Wilson Center for the Arts  
Topic: Marketing Performing Arts Series (Subscription series to individual ticket sales)

Thursday, November 15, 6:00 p.m.

Guest Speaker: 6:00 p.m., Peter Jest, Manager, at Shank Hall

Tuesday, November 20, 3:30 p.m.

Guest Speakers: 3:30 p.m., Mark Niehaus, President, at Milwaukee Symphony Orchestra  
5:30 p.m., Janet Riordan, Director of Community Programs,  
at Lynde and Harry Bradley Foundation

Thursday, November 22: Thanksgiving

Tuesday, December 4: 6:00 p.m.,

Guest Speaker: 6:00 p.m., William Florescu, General Director at Florentine Opera Center

Tuesday, December 18: Presentation of Final Projects

OFFICE HOURS BY APPOINTMENT; CONTACT:

David J. Wagner, Ph.D.  
Adjunct Faculty  
Arts Administration  
Carroll University  
Email: djwagner@carrollu.edu  
Phone: (414) 221-6878