



Arts Leadership Curriculum (ALC) Course Offerings Fall 2016 –FINAL

Catherine Filene Shouse Arts Leadership Program

The Catherine Filene Shouse Arts Leadership Program Curriculum offers 7-week, half-semester courses and whole-semester courses on a variety of career-related topics relevant to professional musicians and music educators. ALP courses are open to all current graduate students and undergraduate seniors, juniors and sophomores. Students participating in the Undergraduate and Graduate Certificate Programs have preference in registering for these courses. Freshmen can register for these courses only with the permission of their advisor and the Assistant Director of the Arts Leadership Program.

All graduate students can take ALP courses for free by registering at the ALC 400 level. Graduate students in certain instances may also wish or be required to register for other than the ALC 400 level and pay regular tuition charges. For additional information on this policy and further details on whether or not a course may be used to fulfill certificate, diploma, or degree requirements, please visit the ALP website at www.esm.rochester.edu/iml/alp/gradpolicy.php

ARTS LEADERSHIP PROGRAM ONLINE COURSES

ALP's online courses are asynchronous, meaning that students do not 'attend' class at a specific time of day. However, students must participate in online class activities and complete assignments within the weekly framework and deadlines of the course. Interaction with your instructor and peers is an essential part of these courses and is through discussion forums, class activities, assignments and video presentations hosted in Blackboard.

ONLINE COURSE: The Arts Leadership Curriculum includes one interactive online course this semester:
Keys to Healthy Music 1

ALP Certificate Requirements: Please see the web at <http://www.esm.rochester.edu/iml/alp/requirements.php>

Fall 16 Course Timeline:

Full semester = Wednesday, August 31 – Tuesday, December 13

Wednesday, Thursday, Friday classes
Early Fall= 8/31 – 10/14
Late Fall = 10/19 – 12/9

ALC 210 – Entrepreneurship & Careers

58224	6ALC	212	CAREER SKILLS FOR THE 21ST CENTURY					Doser, J.
58370	6ALC	412	Arts Leadership Certificate CORE Course					
	Full Semester		2cr	R	7:00-9:00 pm			MC 320

Enrollment Limit: 20

It's never too early to start thinking about your career, but how do you get started on your career path? In this course, we will focus on the "nuts and bolts" of getting a job, and on developing skills needed for creating your own career. This class will help identify today's job market, and assist with fundamental job skills, such as networking and interviewing. Students will craft résumés, cover letters, bios, and press releases, and use the Internet as a career development tool. We will also explore career goals and business strategies for the future. Guest lecturers will speak on topics including freelancing, financial management, and entrepreneurship.

Jim Doser is an educator, administrator, musician and entrepreneur, and the Director of Eastman's Institute for Music Leadership. He served as Music Administrator in the Penfield Central Schools, taught at all levels of public school and at Eastman as Director of the Eastman New Jazz Ensemble and various undergraduate and graduate classes. For nearly twenty years he was co-owner of *Tritone Music, Inc.*, a company specializing in jazz instruction for adults. Mr. Doser holds degrees in Music Education, Jazz and Contemporary Media and the Performer's Certificate from Eastman, and is recipient of the *Smithsonian Award in Education* for his work on the Smithsonian's traveling exhibit *The Jazz Age in Paris*.

ALC 210 – Entrepreneurship & Careers (continued)

58176	6ALC	211	ARTS, MEDIA AND PROMOTION: PERFECTING & PITCHING YOUR MESSAGE				Blum, A.
58364	6ALC	411					
	Half-semester	Late Fall 10/20-12/8	1cr	R	4:00 – 6:00 pm	Annex 710	

Enrollment Limit: 15

Whether your performing career calling leads you to a string quartet, a jazz trio, the opera stage, a major orchestra or a still-to-be-determined musical entity, you'll need to know how to inform potential audiences about you and your performances. In this course, you'll explore the fundamentals of identity, promotion, and public and media relations as they relate to a performing musician. Learn how to write an effective and newsworthy press release, construct a bio, assemble a press kit, create a promotional plan, work with a photographer and understand the "ins-and-outs" of the print, electronic and social media. Guests will include members of the local media in a roundtable discussion. Although professional photographs are not mandatory for this course, they are highly recommended. Contacts for local professional photographers will be shared.

Amy Blum, a creative and experienced public relations and media professional, worked as the national publicist for the Eastman School, and is former director of public relations at the Rochester Philharmonic Orchestra. In that role, she was responsible for helping to craft and "pitch" the RPO's "message" to the media, whether for concerts, events, recordings or other newsworthy activities. She also wrote and was the project manager for the RPO's award-winning annual report. A graduate of SUNY Buffalo with a bachelor's degree in music, Amy has had her own music publicity business for more than 20 years, representing chamber ensembles, record labels, music festivals, orchestras, singers, and composers.

58187	6ALC	211	DIGITAL TECHNOLOGY & VIDEO (formerly ESSENTIAL TECHNOLOGY FOR MUSICIANS)				Reed, M.
58353	6ALC	411					
	Full Semester		1cr	F	10:35 – 11:25 am Sessions 4-6	EC 103 MC 1	

Enrollment Limit: 15

Technological advancements in the last century have revolutionized the way people make, market and listen to music. In this ever-changing world, it is important for musicians to understand current and emerging digital media technologies in order to enhance performances and brand positioning in a crowded marketplace. This course will introduce basic digital media applications and discuss how to incorporate them into careers in music. Students should have basic computer skills and be comfortable working on a Mac. Focus will be placed on audio/video/image file formats, traditional video production, mobile video, and video editing software. During this course, you will produce multiple videos for your portfolio.

Michael Reed is a digital marketing and analytics professional at Sigma Marketing Insights in Rochester, NY. He holds an MBA from the Simon Business School, University of Rochester, and a bachelors degree in Music Business.

58213	6ALC	211	EXCELLENCE, INNOVATION & UNIQUENESS: DEVELOPING YOUR CREATIVE LIFE IN MUSIC				Danyew, S.
58322	6ALC	411					
	Full Semester		1cr	T	11:35 am – 12:25 pm	MC 320	

Enrollment Limit: 15

Explore ways to infuse creativity, innovation and originality into your work. In this class, you will develop your own personal artist mission statement and chart out an action plan for your career. Discover your distinct skills, talents, and interests—things that set you apart as a musician and artist—and learn how to combine those into a rewarding, creative career. During the semester, you'll have an opportunity to kickstart your creative career by designing and launching a collaborative project that creates value (monetary or otherwise).

Stephen Danyew is a composer, saxophonist, teacher, and arts administrator based in Rochester, NY. Danyew writes commissions for a variety of genres and currently serves as Managing Editor for the Paul R. Judy Center web pages. He holds a B.M. in Composition from the University of Miami and an M.M. in Composition and a Certificate in Arts Leadership from the Eastman School of Music. Danyew's experiences crafting his own creative career include starting a non-profit professional chamber ensemble in Miami, FL; co-founding a summer music series and workshop in rural Massachusetts; and self-publishing his own compositions.

58193	6ALC	211	GIFT AND GRANT SEEKING IN THE NON-PROFIT ARTS WORLD: A PRIMER FOR FUNDRAISING IN THE 21 ST CENTURY				Powell, M.
58341	6ALC	411					
	Half-semester	Early Fall (9/1–10/13)	1cr	R	5:30 – 7:30 pm	M-9	

Enrollment Limit: 15

This course will offer an introduction to the gift, earned, and grant income seeking process for non-profit arts organizations, as well as introduce the mechanisms by which a successful arts organization maintains its mission, scope, and most importantly, its funding. We will examine the various avenues of non-profit support, how to cultivate them, when and how to engage an organization's mission to enhance donor relationships, and how to strategically highlight your organization's value. The course will include a grantmaker's forum, in which you will learn about the mechanics and procedures of the funding side of these relationships, as well as an opportunity to evaluate the proposals we create during the class.

Mark Powell has served as the Managing Artistic Director of the Hobby Center for the Performing Arts' Uniquely Houston Series and is the Founding Music Director of ARCO, the American Radio Chamber Orchestra. A Ford Foundation conducting prize winner, he has also authored development and public engagement materials for organizations as diverse as the Grand Teton Music Festival and the Houston Center for Contemporary Craft. He has served on the juries of the Metropolitan Opera Quizkids program, the Young Texas Artists Competition and currently serves the Rochester area as principal of Powell and Associates, a non-profit consultation consortium.

ALC 210 – Entrepreneurship & Careers (continued)

58208	6ALC	211	INTRODUCTION TO RECORDING: A BEGINNER'S GUIDE				Wattie, R.
58335	6ALC	411					
	Half-Semester		Late Fall (10/19-12/7)	1cr	W	8:35 - 10:25 am	ESM 120

Enrollment Limit: 15

Help! I need a demonstration recording for an audition! (Or to help me practice, or to put on my webpage.) Did you know that students at the Eastman School of Music already have access to all the gear necessary to make a recording? **Introduction to Recording** is a primer on how to use the mobile recorders and computer audio editors to create CDs, mp3s, and more. Through hands-on use of recording equipment, students gain an understanding of the gear, room acoustics, what makes a good (and bad) recording, microphone placement, and dynamics as they relate to recording. Students will edit and compile their recordings using computer software in order to produce their final project. Discussions on brief reading assignments will shed light on the ever-changing recording industry. Topics include hearing protection, music downloads, personal music players, multi-tracking, auto-tune/time, the loudness war and making a living.

Rich Wattie, a multimedia engineer in the technology & media production department of ESM, has been a professional recording and live sound engineer since 2001 when he graduated with a BMRA from the Peabody Conservatory of Music.

ALC 220 – Leadership & Administration

(grad level only)			PREPARING FUTURE MUSIC FACULTY				Silvey, P.
58388	6ALC	422					
	Full Semester			2cr	T	12:35 - 2:25 pm	ESM M-9

Enrollment Limit: 15

All musicians participate in various forms of music teaching and learning. For those graduate students who desire to teach in a college or community music school, even on a part-time basis, this course will prepare you to teach effectively. During the course, you will begin to develop a teaching portfolio that will complement your performance portfolio. You will also explore ways to organize music content for learning, assess your students' prior musical knowledge and experience, communicate expectations to your students, and speak knowledgeably about teaching with colleagues and administrators. **RESTRICTED TO GRADUATE STUDENTS ONLY.** Graduate students wishing to take this course for degree elective credit will need to pay for the course and should sign up for **MUE 504 / CRN: 67920.** Core course for Certificate in College/Community Teaching.

Dr. Philip Silvey is Assistant Professor of Music Education at the Eastman School of Music. Prior to this, he taught at Baldwin-Wallace Conservatory, the University of Maryland, and Hope College. He holds degrees from Houghton College, the Pennsylvania State University, and the University of Illinois. He was selected as a Lilly Teaching Fellow at the University of Maryland.

ALC 230 – Performance

58245	6ALC	232	HOW TO WIN AN ORCHESTRAL AUDITION				Kemp, K.
58401	6ALC	432	Arts Leadership Certificate CORE Course				
	Full Semester			2cr	W	12:35 – 2:25 pm	ESM 514

Enrollment Limit: 15

In this class we will learn how to develop both the internal and external skills to achieve optimal audition performance; Internal: a state of presence, allowing thought and action to be calm, integrated, and accurate. External: the practical tools toward a clear and balanced preparation of instrument, materials, body, and logistical needs. Guest speakers will include professionals in the areas of Eurythmics, Stress management, Health and Wellness, as well as resume and cover letter preparation. Live mock auditions will be experienced as well

Kathleen Murphy Kemp is Assistant Principal Cello of the Rochester Philharmonic Orchestra, Associate Professor of Orchestra Repertoire and Coordinator of the Orchestra Studies Diploma at the Eastman School. Kathy is also Cello Instructor at Hochstein Music School and Nazareth College.

ALC 230 – Performance (continued)

58231	6ALC	231	A SINGER'S GUIDE TO THE PROFESSIONAL JOURNEY	Cowdrick, K./
58397	6ALC	431	(formerly Voice Audition Synergism: Maximizing your winning potential!)	S. Carr

Full Semester	1cr	M	1:35 – 2:25 pm	ESM 320
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Enrollment Limit: 15

This 14 week, one hour course explores the many facets that help singers negotiate the beginning of their professional life. This includes financial management, website construction, Young Artist and summer institute program information, and preparing your audition package (graduate school, concert, oratorio and all forms of lyric theater). Classes include creating a completed package - resume and head shots, application information- in addition to audition practice and helping you nurture your musical and performing strengths. This class is open to all seniors and graduate students. **Consent of the instructors and primary studio teacher are required.**

Kathryn Cowdrick, mezzo soprano, was trained as a voice and speech pathologist and began her career when awarded an Adler Fellowship with the San Francisco Opera. She went on to appear with many international companies in the Rossini mezzo repertoire and now is a respected character actress for regional companies here in the US. Her appearances this season include LE NOZZE DI FIGARO for Ft. Worth Opera, MADAMA BUTTERFLY for the Sugar Creek Festival and CENDRILLON for Kentucky Opera.

Stephen Carr's recent work as a stage director, performer, and educator has taken him across the United States, Europe, and Asia, with companies including Palm Beach Opera, Washington National Opera, Center City Opera of Philadelphia, Opera North, and Ohio Light Opera. He has appeared in New York, touring, and regional productions of RAGTIME, CABARET (London), JESUS CHRIST SUPERSTAR (European Tour), and THE SCARLET PIMPERNEL. He has served on the faculties of the Interlochen Arts Institute, Senzoku Gakuen Conservatory in Tokyo, and the Eastman School of Music.

ALC 250 – The Healthy Musician

58259	6ALC	251	KEYS TO HEALTHY MUSIC I - NEW ONLINE COURSE	Callan-Harris, S
58416	6ALC	451		

Full-semester	1cr
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Enrollment Limit: 25

Keys to Healthy Music is now being offered as two separate courses. The fall course is online, provides the context for experiential aspects, and is a PREREQUISITE for the spring course. The spring course will continue to be offered as a traditional classroom course.

This fall course introduces music students to relevant Anatomy and Physiology and Performing Arts Medicine resources. Students will assess their own posture and ergonomics, as well as lifestyle considerations that put them at risk for a performance- related injury. Students will explore performance anxiety and ways of transforming it into performance enhancement through healthy practice habits. Students will develop a vocabulary and basic comprehension skills of health and wellness strategies for musicians. Students will learn to interpret how elements of performing arts medicine affect their music making directly, and develop a personal health regimen that will allow them to synthesize new practice habits for lifelong music making.

Susanne Callan-Harris, M.S., P.T. is the chief Physical Therapist for University Health Services and specializes in Performing Arts Medicine

Internships

58262	6ALC	280	ARTS LEADERSHIP INTERNSHIP	Scatterday, L
58427	6ALC	480		

Full Semester	1cr	Scheduling flexible
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Enrollment Limit: No limit

Open to Arts Leadership Program (ALP) certificate candidates only, the Catherine Filene Shouse Arts Leadership Program internship places ALP certificate candidates in internships designed to expose them to extra-musical tools and information that can only be learned in practical, "real world" settings. Benefits to the student include the cultivation of self-management skills and an awareness of the current climate for the arts in America. In addition to helping prepare our students to function in the 'real world', the internship program also contributes to the Eastman School's focus on the community by supplying local, national and international arts organizations with high quality interns. Limited to 2 credits maximum towards certificate requirement.