

# Arts Leadership Curriculum (ALC) Course Offerings Spring 2016-FINAL



EASTMAN SCHOOL OF MUSIC  
UNIVERSITY of ROCHESTER

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 Operations Manager 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 <http://www.esm.rochester.edu/iml/alp/gradpolicy.php>**

**ONLINE COURSES: The Arts Leadership Curriculum includes two interactive online courses this semester: *CREATING & SUSTAINING A PROFESSIONAL ENSEMBLE* and *LEADERSHIP ISSUES IN MUSIC*.**

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

### Spring 16 Course Timeline:

<b>Full semester =</b>	Monday, January 11 – Monday, May 2 No classes Monday, January 18– Martin Luther King Day Spring Break – March 5 – March 13 Jury Week – April 18 – April 22	
	<b><u>Monday classes</u></b>	<b><u>Tuesday, Wednesday, Thursday, Friday classes</u></b>
<b>Early Spring=</b>	January 11 – February 29	January 12 – February 26
<b>Late Spring =</b>	March 14 - May 2	March 1 – April 29

### **ALC 210 – Entrepreneurship & Careers**

54996	6ALC	211	ADVANCED GUIDE TO DIGITAL PORTFOLIO CREATION					Reed, M.
55146	6ALC	411		1cr	F	10:35 am-11:25 am	EC 103	

Enrollment Limit: 15

In this 14-week advanced course, students will learn how to build a basic Web site from concept to implementation as self-promotion that uses components from their existing press kit or digital portfolio. Basic html, graphic presentation and layout, audio/visual file formats, and Web site and product creation/maintenance tools will be used to create the final project -- a professional digital portfolio for each member of the class. Students should have basic skills using their computer's operating system (Windows or Mac OS X) and familiarity with Web technologies and Web browsers. Some knowledge of HTML, JavaScript and CSS (Cascading Style Sheets) will be helpful. Although a computer lab is provided, a personal laptop computer may be preferable. Recommended: ALC 211/411 ESSENTIAL TECHNOLOGY FOR MUSICIANS or ALC 211/411 ARTS MEDIA & PROMOTION. *NOTE: EC 103 is the Media Lab in the Student Living Center.*

**Michael Reed** is musician, entrepreneur, web designer and technology specialist who works as the Information Analyst and Assistant Director of the Center for Music Innovation and Engagement at the Eastman School of Music. He holds a bachelors degree in Music Business and is a MBA candidate at the Simon School of Business, University of Rochester.

**ALC 210 – Entrepreneurship & Careers (continued)**

54968	6ALC	211	CREATING & SUSTAINING A PROFESSIONAL ENSEMBLE					Paterson, V.
55123	6ALC	411						
			Half semester (Late Spring 3/1-5/2)	1cr				<b>ONLINE COURSE</b>

Enrollment Limit: 15

What does the future of classical music look like? Within the last ten years, ensembles such as eighth blackbird, ICE (International Contemporary Ensemble), Alarm Will Sound, and the Knights have charted new paths for professional music making. Through a case-study approach, you will learn about the most prominent "alternative" ensembles on the classical/contemporary music scene. The class will analyze and compare these ensembles and their professional paths both from an artistic and business standpoint. During the course, students will synthesize the information presented by exploring their own vision for a potential ensemble and possible programming ideas by creating a business/artistic plan and producing a self-designed concert or related event at local venues. **Already established ensembles are encouraged to register. THIS IS AN INTERACTIVE ONLINE COURSE**  
**This course is 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.**

**Victoria Paterson** is a violinist in New York City, equally comfortable with classical and popular music, and performs everywhere from Carnegie Hall, Birdland and Madison Square Garden, to Late Night with Seth Meyers, Good Morning America and The Today Show. She played for Chelsea Clinton's wedding and performs for luminaries ranging from Michelle Obama, Diane Sawyer and Nancy Pelosi to Sean Combs and Jennifer Lopez. She is the founder of the Lumiere String Quartet, and those recordings boast top selling classical sales on Amazon and iTunes. Executive Director of the American Modern Ensemble, Victoria is passionate about celebrating American music, which regularly spotlights Robert Paterson's award-winning Grammy® nominated music, on the AME series.

54950	6ALC	211	DIGITAL MARKETING					Reed, M.
55114	6ALC	411						
			Full-semester	1cr	F	9:35 am-10:25 am		MC 320

Enrollment Limit: 15

The internet and mobile devices have changed the way music is presented and consumed, and it has changed the way we interact with our audiences. This class is designed to teach musicians how to use online marketing tools to find and reach customers, communicate with an audience and analyze marketing data in an effort to strengthen their brand. Course topics include online analytics, search engine marketing (SEM), search engine optimization (SEO), social media marketing, and text/display/video advertising. It is highly recommended that you are comfortable with social media and have a website coming into this class.

**Michael Reed** is musician, entrepreneur, web designer and technology specialist who works as the Information Analyst and Assistant Director of the Center for Music Innovation and Engagement at the Eastman School of Music. He holds a bachelors degree in Music Business and is a MBA candidate at the Simon School of Business, University of Rochester.

55004	6ALC	212	<b>ENTREPRENEURIAL THINKING</b>					Doser, J.
55158	6ALC	412	<b>Arts Leadership Certificate CORE Course</b>					
			Full semester	2 cr	R	7:00 pm – 9:00 pm		MC 320

Enrollment Limit: 16

An entrepreneurial person is one who transforms an idea into an enterprise that creates value. This broad definition includes the Arts. The value could result in a business, but it could also be socially beneficial. It is hoped that, by the end of the semester, you should be able to: Recognize the entrepreneurial potential within yourself and others in your environment; Appreciate the role of entrepreneurship within society, at the level of the organization, and in your own personal life; understand the process nature of entrepreneurship, and ways to manage the process; develop an appreciation for opportunity, how to recognize it, and how to evaluate it; have familiarity with business entities profit vs. non-profit, contracts and dealing with lawyers, branding, developing a business plan, ethics and professionalism, financial planning, basic accounting, how to read a balance sheet, cash flow management and taxes; and to think entrepreneurially. **This course may also serve as a resource for students to prepare proposals for the IML New Venture Challenge. (Cross-listed as JCM261 /62923 )**

**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)**

54973 55137	6ALC 211 6ALC 411	FUNDING THE INDIVIDUAL ARTIST: STRATEGIC WRITING FOR GRANT AND EARNED INCOME	Powell, M.
	Half-semester	Late Spring (3/1 – 4/26)	1cr T 10:00 am – 12:00 pm M-9

Enrollment Limit: 20

In an unusually competitive landscape of grants, sponsorship, and strategic partnerships, your edge will come from the ability to make your case in a compelling way. This course is structured for those not affiliated with a non-profit organization and will teach you research techniques to find potential funding sources, how to assess prospective funders, author a funding request, and prepare a project budget. The course will also offer basic information for individual artists navigating the larger non-profit grant landscape and its concomitant practices.

**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.

80590 80605	6ALC 212 6ALC 412	INTERMEDIATE RECORDING	Truebger, John
	Full Semester	2 cr M 9:35 am-11:25 am	ESM 120

Enrollment Limit: 15

Do you already have a basic knowledge of audio recording but want to take it to the next level? If you have taken the Introduction to Recording: A Beginner's Guide class, or started making your own recordings, and now wish to learn more about what it takes to make a professional quality stereo recording, you'll learn how to use microphones for a variety of applications, recording processes such as signal processing, and how to set up a recording or project studio. Lab in the Student Living Center.

**Course canceled due to low enrollment**

While the Introduction to Recording class is not a prerequisite for this course, students who have taken that course should have a sound understanding of the concepts taught in that course, including the basics of how to make a demo recording.

**John Truebger** has worked as an audio/multimedia engineer in the Technology and Media Production department at the Eastman School of Music since 1998. He holds a Bachelor of Commercial Music degree with an emphasis in Recording Technology from the University of Memphis. His work as recording, mixing, and post production engineer can be found on labels such as ECS Publishing (Arsis Audio), Summit Records, International Trumpet Guild, Cantaloupe, Inside Sounds, HMG, Albany Records, ArkivMusic, and Eastman in Concert. John also is involved with freelance engineering for the Rochester Philharmonic Orchestra and Chamber Music Rochester. John is one of four engineers that handles a myriad of audio and video requests from faculty and students at the Eastman School of Music.

80618 80620	6ALC 211 6ALC 411	MARKETING & SELLING YOUR COMPOSITIONS & ARRANGEMENTS - <b>**NEW**</b>	Danyew, S.
	Full semester	1cr W 12:35pm – 1:25pm	MC 320

Enrollment Limit: 15

Interested in selling your compositions? This course will teach you how to prepare a professional sheet music for publication, set up your finances, and more. As a final project, you will present an in-class performance. If you are interested in generating a little income from your music, getting your music out there for publication, getting published, and marketing, including: preparing your work, copyright, (work) for publication and someone who writes for fun and profit, getting published, and

**Course canceled due to low enrollment**

**Stephen Danyew** is a composer, saxophonist, teacher and arts administrator based in Rochester, NY. Danyew writes commissions for a variety of genres, self publishes a majority of his catalog, and also has works published by Augsburg Fortress Press, Colla Voce, and Keyboard Percussion Publications. 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. For more information, visit [www.stevedanyew.com](http://www.stevedanyew.com).

**ALC 210 – Entrepreneurship & Careers (continued)**

54984	6ALC	211	SPEAK FOR YOURSELF: PUBLIC SPEAKING FOR MUSICIANS				Stetzer, J.	
55109	6ALC	411	Half semester	Late Spring (3/1 – 4/26)	1cr	T	6:00 pm – 8:00 pm	MC 320

Enrollment Limit: 15

More and more, musicians are being required to provide a presentation to their audiences. These can be very valuable learning experiences, but giving oral presentations can also be stressful for musicians. Not only are they worried about getting up in front of a group to speak, but also many of them haven't had much instruction in what constitutes an effective presentation. There are a number of ways that a skills-presentation teacher can help musicians prepare for their presentations. This course focuses on those skills necessary for successful public speaking.

**Jay Stetzer** has extensive experience in public speaking. He is an award-winning storyteller who has performed extensively in a variety of venues around the world, including orchestras throughout the US. He holds a BM and MA in music theory from the Eastman School and has completed doctoral course work there as well. This year he celebrates his 39th year as a master teacher at the esteemed Harley School in Brighton, NY, where he has established a nationally acclaimed performing arts program for elementary school students. As a presenter, Jay has served as teacher and coach to countless organizations in the area, providing participants with skills and exercises that lead toward successful public speaking. He has worked with professionals at Kodak, Xerox, the New York State Association of Independent Schools, the Western New York Council of Churches, and the University of Rochester Warner School.

**ALC 220 – Leadership & Administration**

80636	6ALC	221	<b>LEADERSHIP ISSUES IN MUSIC</b>				Doser, J.
80647	6ALC	421	Half-semester	Late Spring (3/1 – 5/2)	1cr		<b>ONLINE COURSE</b>

Enrollment Limit: 15

This course will provide an understanding of what drives trends in innovative musical leadership in North America, and proposes ways in which young professional musicians can exercise leadership in shaping these trends to ensure a healthy and productive musical future. This course is based upon class interviews of five leaders of major orchestras, opera companies and music schools in North America.

**THIS IS AN INTERACTIVE ONLINE COURSE**

**This course is 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.**

**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*.

80654	6ALC	221	THE JOYS & OPPORTUNITIES OF STUDIO TEACHING				Cahn, R.	
80663	6ALC	421	Half-semester	Early Spring (1/14-2/25)	1cr	R	9:35 - 11:25 am	MSH 1

Enrollment Limit: 15

Many if not most musicians find that teaching is one of their essential career components. Join the Senior Instructors from Eastman's Community Music School for an in depth view of the enormous opportunities in studio teaching. Are there unique advantages/responsibilities for the teacher in: maintaining an independent studio, teaching at a music store or affiliating with a University or Community Music school? How do these choices influence the learning environment and opportunities for your students? What strategies are effective in motivating your students and deepening both their performance skills and enjoyment of music? Our goal is to help you become a most creative and effective teacher by sharing our experiences, strategies and "joy of teaching".

**Ruth Cahn** has been a member of the Eastman Community Music School for 37 years. Formerly, she was a full time member of the Rochester Philharmonic Orchestra for 32 years. She has also served as Artist in Residence for the City School District and has chaired the national Education Committee for the Percussive Arts Society. Ruth also served as Summer Session Director for the Eastman School of Music for 11 years. The course will include additional guests from among the Jack Frank Instructors of the ECMS who share Ruth's passion for teaching.

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**ALC 230 – Performance**

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55028	6ALC 231	CREATIVE MUSIC MAKING					Cahn, W.
55171	6ALC 431						
	Half Semester	Early Spring (1/12 – 2/23)	1cr	T	10:00-12:00	ESM East Wing 415	

Enrollment Limit: 12

The Creative Music Making course consists of interactive sessions in which each participant - including anyone with no prior experience in improvisation - will perform on his or her major instrument (or voice) in free-form improvisations in ensembles of 2 to 6 players.

**Bill Cahn** has been a member of the **NEXUS** percussion group since 1971, and was Principal Percussionist in the Rochester Philharmonic Orchestra from 1968 to 1995. He is an Associate Professor of Percussion at the Eastman School of Music and a visiting artist in residence at the Showa Academy of Music in Kawasaki, Japan. He has conducted his own programs with symphony orchestras, and his compositions for solo percussion, percussion ensemble and percussion with orchestra/band are widely performed. In 2006 he received a **Grammy Award** as a member of the Paul Winter Consort on the DVD titled, "2004 Solstice Concert".

55010	6ALC 231	PARALLELS BETWEEN ACTING & MUSICAL PERFORMANCE				Greer,S./Kellogg,M./Rutland,R.
55160	6ALC 431					
	Half Semester	Late Spring (3/14 – 5/2)	1cr	M	8:00-10:00 pm	OSL 101

Enrollment Limit: 16

This course identifies and connects the commonalities between the dramatic arts and musical performance. The manner in which actors perform, prepare, and conceive their roles can meaningfully inform the way musicians set about with these same tasks. How do characters/musicians learn to interact in performance? How do they resolve dramatic or musical conflict? How do performers in both areas develop a sense of flow, timing, space, and trust with one another? How do they engage the audience or define their respective motivations?

During the course, each of the prescribed concepts and teachings will reveal the tools that theatre practitioners use to accomplish these goals with an eye toward effectively translating these methods for musicians.

**Skip Greer** is Artist-in-Residence and Director of Education at Rochester's Geva Theatre. During his 17 years in Rochester, he has appeared in and directed many productions at Geva and has been a vibrant presence in our performing arts and educational community. Skip has also appeared at venues such as the Oregon Shakespeare Festival, San Jose Repertory Company, and the American Conservatory Theatre.

**Mark Kellogg** is Associate Professor of Trombone, Euphonium, and Chamber Music at Eastman and Principal Trombonist of the Rochester Philharmonic Orchestra. Throughout his career, he has embraced a wide range of performing, administrative and teaching roles. Mark is excited to initiate this new class with his inspiring colleagues.

**Robert Rutland** has enjoyed a long career as an actor and teacher. Formerly the Education Director/Artistic Associate/Actor-in-Residence at Buffalo's Studio Arena Theatre, he has performed at the Denver Center Theatre, Virginia Stage, and at many venues across western New York. Robert has taught at SUNY Brockport, North Country Community College and with Rochester's Aesthetic Education Institute.

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**ALC 240 – Contemporary Orchestral Issues**

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No courses offered this semester in this category.

**ALC 250 – The Healthy Musician**

55032	6ALC	251	KEYS TO HEALTHY MUSIC				Callan-Harris, S.
55185	6ALC	451		1cr	T	1:35 pm- 3:25 pm	OSL 101

Enrollment Limit: 25

**Please note that this course will be graded on a Credit/No Credit basis.** This course is designed to provide effective strategies for prevention of performance-related injuries as well as performance enhancement. Students will learn relevant anatomy and physiology, as well as the ergonomics of music. The risk factors for injuries specific to musicians will be explored. Exercises and practices that promote healthy posture and performance will be presented in a lab-type format. Complimentary services, such as massage, Feldenkrais, Mensendieck, Alexander and Yoga will be presented with guest lecturers. The goal of the course is to empower students to develop behaviors that will allow them to pursue their studies without interruption due to pain or injury.

The same course is offered in the Spring and Fall semesters. Students who enroll in the course should come prepared to participate in movement exercises.

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

55049	6ALC	252	INTRODUCTION TO MUSIC THERAPY				Hunter, L.
55192	6ALC	452		2cr	R	5:30 pm – 7:30 pm	ESM 514

Enrollment Limit: 18

This course is an introduction to both the discipline of using music as therapy and the music therapy profession. Participants will examine the historical and philosophical bases of music therapy and the current functions of a music therapist as a health-field professional. Students will have the opportunity to hear from a number of music therapists and other professional musicians with current interest in using music as a healing force in people's lives. (Attendance is an important factor in determining grade.)

**Leslie Hunter** received both her undergraduate and graduate degrees from the University of Kansas. Certified in both Music Therapy and Music Education, Mrs. Hunter has taught at the University of Kansas, Maryville College, Nazareth College and Eastman School of Music (summer session). She has worked as a Music Therapist at Monroe # 1- BOCES since 1984.

**Internships**

55055	6ALC	280	ARTS LEADERSHIP INTERNSHIP				Scatterday, L.
55203	6ALC	480					
			Scheduling flexible	1 cr			

**Required for ALP Certificate Students**

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. Attendance at monthly Intern meetings required.