



# Arts Leadership Curriculum (ALC) Course Offerings Fall 2017 –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. **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/course\\_info.php](http://www.esm.rochester.edu/iml/alp/course_info.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.

The online courses for this semester include the following:

Career Skills for the 21st Century, Entrepreneurial Thinking & Keys to Healthy Music I

### Fall 17 Course Timeline:

Full semester = Wednesday, August 30 – Wednesday, December 13, 2017

	<u>Wednesday</u>	<u>Thursday, Friday classes</u>
Early Fall=	8/30 – 10/18	8/31 – 10/13
Late Fall =	10/25 – 12/13	10/19 -12/8

### ALC 210 – Entrepreneurship & Careers

## CAREER SKILLS FOR THE 21<sup>ST</sup> CENTURY (Arts Leadership Certificate CORE Course) Danyew, S.

### CLASSROOM VERSION (In person)

58347	6ALC	212	Full Semester	2cr	R	7:00-9:00 pm	MC 320
58336	6ALC	412					
	Enrollment Limit:	20					

### ONLINE VERSION

58533	6ALC	212	Full Semester	2cr			
58473	6ALC	412					
	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.

**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.

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

58354	6ALC	211	ARTS, MEDIA AND PROMOTION: PERFECTING & PITCHING YOUR				Blum, A.
58544	6ALC	411	MESSAGE				
	Half-semester		Late Fall 10/19-12/7	1cr	R	4:00 – 6:00 pm	MC 320

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.

58363	6ALC	211	DIGITAL TECHNOLOGY & VIDEO (formerly ESSENTIAL TECHNOLOGY FOR MUSICIANS)				Zhang, X.
58557	6ALC	411					
	Half Semester		Early Fall 9/5-10/24	1cr	T	4-6pm	EC 103
						Dual sessions on Sept 12, 26, Oct 10, 24 in ET 404	

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 emerging trends and have the skills to fully represent themselves online. This course will introduce basic digital media applications and discuss how to incorporate them into careers in music. Focus will be placed on video production, learning how to communicate through video, and navigating online platforms. During this course, you will produce multiple videos for your portfolio.

**Xuan Zhang** is an Eastman graduate and video artist who specializes in cross-disciplinary collaborations with contemporary composers, ensembles, and musicians. Her digital media work is a composite of classical training and candid experimentation which focuses specifically on the correlation between music, color, and imagery.

**ENTREPRENEURIAL THINKING (Arts Leadership Certificate CORE Course)**

Doser, J.

**ONLINE VERSION (Face to face version will be taught in the spring semester)**

84140	6ALC	212	Full Semester	2cr			
84152	6ALC	412					
	<b>(Cross-listed as JCM261 /84169)</b>						

Enrollment Limit: 20

An entrepreneurial person is one who transforms an idea into an enterprise that creates value. Musicians have been entrepreneurial thinkers throughout history, and continue to be so. **Entrepreneurial Thinking** helps students to recognize the entrepreneurial potential they possess, appreciate the role of entrepreneurship within society and in their own professional lives, and understand and implement the processes and skills of entrepreneurship. Students envision, develop, and present a Capstone Project in this course, titled 'The Big Idea'. This is a project, initiative, product, business, or other entrepreneurial idea chosen by the student. Essential concepts covered in this class include idea generation, assessing potential value and feasibility, market analysis, writing for business, developing marketing strategies, budgeting, types of business structures, funding, contracts, legal issues, and best practices for effective presentations. This course may also serve as a resource for students wishing to submit applications to the IML Grant and Mentorship Program, Eastman/ArtistShare Program, and Paul R. Judy Grant Program.

**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)**

58391	6ALC	211	<b>CREATIVITY AND YOUR MUSIC CAREER</b>				Danyew, S.
58442	6ALC	411	(formerly EXCELLENCE, INNOVATION & UNIQUENESS: DEVELOPING YOUR CREATIVE LIFE IN MUSIC)				
	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.

58372	6ALC	211	<b>GIFT AND GRANT SEEKING IN THE NON-PROFIT ARTS WORLD:</b>				Powell, M.
58468	6ALC	411	<b>A PRIMER FOR FUNDRAISING IN THE 21<sup>ST</sup> CENTURY</b>				
	Half-semester	Early Fall (8/31–10/12)		1cr	R	5:00 – 7:00 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.

58389	6ALC	211	<b>INTRODUCTION TO RECORDING: A BEGINNER'S GUIDE</b>				Wattie, R.
58450	6ALC	411					
	Half-Semester	Late Fall (10/25-12/13)		1cr	W	8:35 - 10:25 am	ESM 120

Enrollment Limit: 15

Most successful audio engineers are also musicians. They speak the same language of music. But even if your career path is not towards audio engineering, you will benefit from understanding the recording process. In this course, we will focus on mobile audio recorders and computer audio software. This class covers sound wave properties, acoustics, microphone technique, critical listening, and post-production. Students will operate recording equipment, edit and process audio, and produce recordings. We will also learn basic video capture, editing and sync. Guest lecturers will speak on topics including broadcast audio, mastering engineering, and the professional recording process.

**Rich Wattie** is a professional audio engineer and musician. He holds degrees in Recording Arts & Sciences and Percussion Performance from the Peabody Conservatory of Music. He is a contributing member of the Audio Engineering Society. He enjoys sharing his insight of the recording experience with students through classes and by supporting live events & recording sessions.

**ALC 220 – Leadership & Administration**

(grad level only)	PREPARING FUTURE MUSIC FACULTY				Bucura, E.
58484	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.

**Elizabeth Bucura** is Assistant Professor of Music Education in the Department of Music Teaching and Learning at the Eastman School of Music. She holds degrees from Arizona State University and the University of Southern Maine. Her research focuses on identity among music teachers and community music education.

**ALC 230 – Performance**

58579	6ALC	232	<b>HOW TO WIN AN ORCHESTRAL AUDITION</b>		McCormick, G.
58500	6ALC	432	<b>Arts Leadership Certificate CORE Course</b>		
	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 Eurhythmics, Stress management, Health and Wellness, as well as resume and cover letter preparation. Live mock auditions will be experienced as well

**Gaelen McCormick** has been a member of the RPO bass section since 1995, and frequently performs with other ensembles around the country. She has been on the audition committee for numerous RPO string openings, and has been the reviewer for NYO, NYO-2, and NRO festival auditions. Which is to say, she's "been there, done that" and wants to help you succeed at winning auditions.

58407	6ALC	231	<b>A SINGER'S GUIDE TO THE PROFESSIONAL JOURNEY</b>		Cowdrick, K./
58496	6ALC	431	(formerly Voice Audition Synergism: Maximizing your winning potential!)		S. Carr
	Full Semester		1cr	M	1:35 – 2:25 pm
					ESM 320

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.

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**ALC 250 – The Healthy Musician**


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**ONLINE VERSION**

84586	6ALC	252	KEYS TO HEALTHY MUSIC I	Callan-Harris, S
84590	6ALC	452		
		Full-semester	2 cr	
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

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**Internships**


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58421	6ALC	280	ARTS LEADERSHIP INTERNSHIP	Scatterday, L
58525	6ALC	480		
		Full Semester	1cr	Scheduling flexible

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.