

Arts Leadership Curriculum (ALC) Course Offerings Spring 2019- 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. **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 <https://iml.esm.rochester.edu/alp/course-information/>**

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: Digital Marketing

Spring 19 Course Timeline:

Full semester = Monday, January 14 – Monday, May 6

No classes MLK Day – Jan 21; Spring Break - March 9-17; Jury Week - April 22-26

Monday classes
Early Spring= January 14 – March 4
Late Spring = March 18 - May 6

Tuesday, Wednesday, Thursday, Friday classes
January 15 – March 1
March 5 – May 3

ALC 210 – Entrepreneurship & Careers

60352	6ALC	211	BUILDING A WEB PRESENCE					VanderStel, J.
60515	6ALC	411		1cr	F	11:35 am-12:25 pm	EC 103	
Full-semester								

Enrollment Limit: 15

The purpose of this course is to equip each student with the necessary tools to design or expand upon a web presence that accurately reflects their personal brand as a professional musician. Students will learn how to build a fully functional, modern website that integrates social media, audio, video, photography, and any materials from an existing press kit. Topics will include basic principles of graphic design, recent trends in web design and technology, audio and visual file formats, and digital self-promotion. Students should have basic skills using their computer's operating system (Windows or Mac OS X) and familiarity with web browsers. Knowledge of web languages such as HTML, JavaScript, and CSS is not required for this course.

Joseph VanderStel is a musician and web developer based in Rochester, NY. As a graduate student at Eastman, he is currently writing a dissertation on syncopation in 20th-century American popular music. As a web developer, Joseph builds web-based educational tools for musicians and music educators. Chief among these tools is an online learning platform for music theory, which he is currently developing at NextCorps, a startup incubator in Rochester.

87148	6ALC	211	COPYRIGHT & LICENSING FOR MUSICIANS					Danyew, S.
87156	6ALC	411		1 cr	M	7:00 pm – 9:00 pm	MC 1	
Half-semester Early Spring (1/14-3/4)								

Enrollment Limit: 15

This 7-week course will provide an in-depth look at the current business of copyright, licensing, and music publishing. Students will learn about the history of copyright, current laws, and how it's relevant for performers, composers, and all those working in the music field. Students will also learn about music licensing, how royalties are earned and distributed, and how streaming on the web is changing music licensing. We will consider real-life scenarios and actual case studies from the music business. Finally, we will examine the business of music publishing, and consider how musicians can earn money through traditional music publishing and self-publishing.

Steve Danyew is a composer and educator whose music has been hailed as "startlingly beautiful" and "undeniably well crafted and communicative" by the Miami Herald, and has been praised as possessing "sensitivity, skill and tremendous sophistication" by the Kansas City Independent. He serves as an Instructor in the Arts Leadership Program at the Eastman School of Music and is the Managing Editor of the Paul R. Judy Center for Innovation and Research at the Eastman School, where he writes and curates content for musicians, ensembles, and organizations. Danyew received a B.M. from the Frost School of Music at the University of Miami and holds an M.M. in Composition and Certificate in Arts Leadership from the Eastman School of Music.

ALC 210 – Entrepreneurship & Careers (continued)

ONLINE VERSION

60327 6ALC 211 DIGITAL MARKETING Camelio, B.
 60498 6ALC 411
 Half Semester Late Spring (3/5-5/6) 1cr

Enrollment Limit: 15

How Can I Use Digital Marketing to Serve My Career? This class is designed to help students understand the key concepts of relationship marketing in the arts, the digital strategies involved and how to put these concepts into action through a digital marketing campaign. The course will cover topics such as effective message crafting techniques, establishing a cultural brand, project fundraising as a relationship building tool and the leveraging of modern social media platforms to execute a cohesive and sustainable marketing plan. Students will learn the key concepts of marketing which include creating and utilizing a marketing mission statement, defining appropriate campaign goals, developing promotional strategies and measuring their effectiveness using tools such as: Instagram, Facebook, Twitter, YouTube, podcasts and blogs.

Brian Camelio is an accomplished musician, producer, entrepreneur, inventor, and educator. In 2001, he created [ArtistShare](#), a website and software application for creative artists to fund projects directly through their fan bases which later became the blueprint for many of today's crowdfunding websites such as KickStarter, IndieGoGo and PledgeMusic. According to Bloomberg News, he is considered to be one of the fathers of crowdfunding and was featured in the marketing book "The Big Moo: Stop Trying to be Perfect and Start Being Remarkable" by entrepreneur and author Seth Godin.

60374 6ALC 212 ENTREPRENEURIAL THINKING Doser, J.
 60539 6ALC 412 **Arts Leadership Certificate Core Course**
 Full semester 2 cr R 7:00 pm – 9:00 pm MC 1

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. **(Cross-listed as JCM261/ 69510)**

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*.

60338 6ALC 211 FUNDING THE INDIVIDUAL ARTIST: Powell, M.
 60507 6ALC 411 STRATEGIC WRITING FOR GRANT AND EARNED INCOME
 Half-semester Late Spring (3/18 – 5/6) 1cr M 6:00 pm - 8:00 pm NSL 404

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 is sought out nationally for his unique combination of artistic and administrative skills. He's 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. Recent guest teaching assignments include the Interlochen Arts Academy, the University of Alabama, and the Festival Institute at Round Top. He has taught at Eastman's Institute for Music Leadership since 2010.

ALC 210 – Entrepreneurship & Careers (continued)

60369	6ALC	212	INTERMEDIATE RECORDING				Truebger, John
60521	6ALC	412					
	Half-semester		Early Spring (1/16-2/27)	1 cr	W	8:35 am-10:25am	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 product, then this is the course for you. Through a series of hands-on projects, you'll learn how to use microphones for a variety of situations and instruments, use computer recording programs such as Bias Peak, understand and apply processes such as signal processing, and study basic digital editing. This course will help you develop skills that can be applied in a home recording or project studio. All the software resources you need to work on your project outside of class will be available in the ESM Media Lab in the Student Living Center.

While the Introduction to Recording class is not a requirement, students who enroll in Intermediate Recording 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.

60340	6ALC	211	SPEAK FOR YOURSELF: PUBLIC SPEAKING FOR MUSICIANS				Stetzer, J.
60482	6ALC	411					
	Half semester		Late Spring (3/5 – 4/30)	1cr	T	6:00 pm – 8:00 pm	NSL 404

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

60395	6ALC	221	STUDIO TEACHING: AN ESSENTIAL CAREER COMPONENT				M. McCune Corvington
60568	6ALC	421					
	Half-semester		Early Spring (1/15-3/5)	1cr	T	3:35 - 5:25 pm	OSL 101

Enrollment Limit: 15

RPO Second Horn Maura McCune Corvington, joined by Senior Instructors of the Eastman Community Music School and other leading area professionals, offers a course illuminating essential, impactful, and innovative studio teaching strategies for future music educators who face a continually evolving professional mentorship landscape. Gain vital and practical insight into establishing a successful private music studio, affiliating with a university or community music school, teaching at a music store, developing relevant pre-collegiate and collegiate programs, and more. Topics include teaching and deep learning strategies for diverse learners, basics of major international music education methods, the role of psychology in music education, assessing and measuring results, preparing students for college auditions, and building a business and a brand. This course interactively delves into effective approaches not only integral to future students' musical trajectories, but profitably to one's own professional musical path.

Maura McCune Corvington, Second Horn of the Rochester Philharmonic Orchestra and a graduate of Rice University and the Eastman School of Music, has distinguished herself as a virtuosic artist through her expressive playing. Equally devoted to the art of music education, Ms. Corvington is presently an Adjunct Instructor of Horn at the Eastman School of Music, Instructor of Horn at the Eastman Community Music School, the Adjunct Professor of Horn at Roberts Wesleyan College, a Horn Mentor for the Rochester Philharmonic Youth Orchestra, and the Adjunct Lecturer in Horn Studies at SUNY Geneseo where she has been a featured faculty soloist with the Geneseo Wind Ensemble and performs as a member of the Geneseo Wind Quintet. Her horn students have been invited to perform at leading festivals and pursue elite level collegiate studies across the country. A passionate and engaging teacher, Ms. Corvington champions innovative, impactful, and essential studio teaching strategies for music educators who face a continually evolving professional mentorship landscape.

ALC 230 – Performance

60411	6ALC	231	ROCK AND POP PERFORMANCE WORKSHOP					Covach, J.
60584	6ALC	431						
	Half Semester		Early Spring (1/20 – 3/3)	1cr	Sun	8:00 – 10:00 pm		Messinger One

Enrollment Limit: 15

This course will prepare students to perform in pop and rock styles that they may encounter in studio, freelance, and other work. It is open to Eastman students on any instrument. We will create ensembles with whatever combinations result, and develop our own arrangements, based on a variety of rock and pop performance practices. Students will learn to develop and perform "head arrangements" (arrangements without notation), develop skills in improvisation, and enjoy a hands-on approach to music in a wide range of pop styles. The course will also introduce students to the process of multi-track recording, allowing students to make their own recordings, including those in which each student plays more than one instrument or part. The class will meet once a week, with class time divided between listening and discussing assigned music, and developing and rehearsing students' arrangements.

John Covach is Professor of Theory at the Eastman School of Music and Director of the University of Rochester Institute for Popular Music, Professor and Chair of Music at the University of Rochester. Professor Covach teaches classes in traditional music theory as well as the history and analysis of popular music. He is the author of the leading textbook on the history of rock music, *What's That Sound? An Introduction to Rock and Its History* (Third Edition, WW.Norton & Co., 2012). His online courses at Coursera.org have enrolled more than 250,000 students in over 165 countries worldwide. Professor Covach also maintains an active career as a performing and recording musician.

ALC 250 – The Healthy Musician

60425	6ALC	251	KEYS TO HEALTHY MUSIC II					Callan-Harris, S
60596	6ALC	451						
	Full-semester			2cr	T	1:35 pm- 3:25 pm		OSL 101

Enrollment Limit: 25

Keys to Healthy Music is 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 is offered as a traditional classroom course.

The Spring session of the Keys to Healthy Music course builds on the material presented in the Fall online course by providing the experiential component of each of the topics. It is a workshop format with emphasis on the exercises and practices that were explored in the Fall. Students will be guided through the practical application of the postural corrections, ergonomic adaptations, self-care, various types of conditioning, and physiological quieting strategies. The guest speakers will present Alexander Technique, Feldenkrais, Yoga, Tai Chi, and Psychology of resilience training. Students will be led through warm-up and cool-down exercises with individual corrections, as well as self-massage techniques. 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.

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

60433	6ALC	252	INTRODUCTION TO MUSIC THERAPY					Hunter, L.
60602	6ALC	452						
	Full Semester			2cr	R	5:30 pm – 7:30 pm		MC 2

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

60457	ALC	280	ARTS LEADERSHIP INTERNSHIP					Scatterday, L.
60617	6ALC	480						
	Full Semester			1 cr				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. Attendance at monthly Intern meetings required.