The Catherine Filene Shouse Arts Leadership Program Curriculum offers half-semester and whole-semester courses to all current graduate students and undergraduate seniors, juniors, and sophomores on a variety of career-related topics relevant to professional musicians and music educators. Graduate students can take ALP courses for free by registering at the ALC 400 level, or in certain instances may also wish or be required to register for a co-located section of the course 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.

**NB:** All Spring 2021 courses will be taught online either synchronously or asynchronously. Synchronous classes include the meeting pattern in the description; asynchronous classes are marked with the green ONLINE VERSION label.

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**Spring 2020 Course Timeline:**

<table>
<thead>
<tr>
<th></th>
<th>Full Semester</th>
<th>Monday, February 1 – Friday, May 7</th>
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</thead>
<tbody>
<tr>
<td>Spring Break</td>
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<td>No Spring Break for SP 21!</td>
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<tr>
<td><strong>Early Spring</strong></td>
<td>Asynchronous</td>
<td>February 1 – March 19</td>
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<td>Synchronous</td>
<td>February 1 – March 15</td>
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<tr>
<td><strong>Late Spring</strong></td>
<td>Asynchronous</td>
<td>March 22 – May 7</td>
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<td>Synchronous</td>
<td>March 22 – May 3</td>
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**Entrepreneurship & Careers**

**ONLINE VERSION**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>ALC</td>
<td>ALC 210B-1 COPYRIGHT &amp; LICENSING FOR MUSICIANS</td>
<td>Steve Danyew</td>
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<tr>
<td>ALC</td>
<td>ALC 410B-1</td>
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</tbody>
</table>

**ALC 210B-1 COPYRIGHT & LICENSING FOR MUSICIANS**

Half-Semester: LATE (Mar. 22 – May 7) 1 cr  Instructor: Steve Danyew

Enrollment Limit: 20

This 7-week course will provide an in-depth look at the current business of music copyright and licensing. 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, and guest speakers will share insights and experiences from the field.

**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.

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<th>Code</th>
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<tr>
<td>ALC</td>
<td>ALC 210-1 BUILDING A WEB PRESENCE</td>
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<tr>
<td>ALC</td>
<td>ALC 410-1</td>
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**ALC 210-1 BUILDING A WEB PRESENCE**

Full-semester 1 cr  Instructor: Joseph VanderStel

Enrollment Limit: 20

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 macOS) 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.
Entrepreneurship & Careers (continued)

ONLINE VERSION

MARKETING IN THE DIGITAL AGE (formerly Digital Marketing)

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<th>Instructor</th>
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<tbody>
<tr>
<td>ALC 210-2</td>
<td>ALC 410-2</td>
<td>2 cr</td>
<td>Joel Luks</td>
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</table>

Enrollment Limit: 20

Many creative types think of marketing and public relations as a necessary evil in making a business out of being themselves. But when you think of marketing and communications as a natural extension of your own identity as a musician, the practice evolves to become a dialogue that fosters community through storytelling with your fans, helping them connect to something that they love and adds meaning to their lives. In this course, you’ll explore ways to create an integrated marketing strategy and tactical plan that will help you do just that, examining topics such as branding, the consumer journey, media relations, influencer marketing, social media, video, Google Analytics, and more.

Joel Luks is a communications consultant with expertise in content marketing and social media. He works with a wide range of clients—from global brands to solo entrepreneurs—to create integrated marketing strategies that connect entities with target markets. As principal and director of brand marketing for Texas-based, integrated communications firm CKP, Luks has supported the agency’s growth from a small operation to a robust team winning 50+ awards in digital marketing, multimedia content, public relations, research and corporate social responsibility. Luks is an adjunct professor for the University of Houston’s Master of Arts Leadership Program, where he teaches marketing and communications to the next generation of arts professionals. Luks was the arts editor, music critic and video strategist for a Texas digital publication. He is also a regular contributor to Houston’s CBS affiliate. In his editorial role, Luks published 500+ articles and produced 450+ segments for online platforms and broadcast.

ENTREPRENEURIAL THINKING (Arts Leadership Certificate Core Course)

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<td>ALC 210-4</td>
<td>ALC 410-4</td>
<td>2 cr</td>
<td>James Doser</td>
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Enrollment Limit: 20

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.

(Co-located as JCM 261-1)

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.

FUNDING THE INDIVIDUAL ARTIST:

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<tr>
<td>ALC 210A-2</td>
<td>ALC 410A-2</td>
<td>1 cr</td>
<td>Jack Langerak</td>
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</tbody>
</table>

Enrollment Limit: 20

This course will explore a variety of possibilities for funding the individual artist and will emphasize how to pursue these and how the individual artist can best move successfully in a world of grants, fellowships, residencies, scholarships and commissions. Potentials for earned income and the special professional abilities required to secure this kind of support will also be investigated. The honing of individual writing skills in grant applications, biographies, artist statements, résumés, etc. will be central to course success.

Jack Langerak is an Arts-in-Education (AIE) consultant providing leadership to a broad range of particulars including: project design, strategic planning, assessment and evaluation, funding, grant-writing, and professional development. He was selected by the Rockefeller Brothers Fund as one of thirty-one of the most “Outstanding Arts Educators” in the country. Jack is a past President of two statewide organizations: Partners for Arts Education and The NYS Alliance for Arts Education. Most recently he served as Chair of the Board of BOA Editions, the Rochester based not-for-profit Pulitzer Prize and National Book Award-winning publisher.
Entrepreneurship & Careers (continued)

**ONLINE VERSION**

**INTERMEDIATE RECORDING**

Half-semester: EARLY (Feb. 1 – Mar. 19)  
Enrollment Limit: 20  
Instructor: Rich Wattie

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.*

**SPEAK FOR YOURSELF: PUBLIC SPEAKING FOR MUSICIANS**

Half semester: LATE (Mar. 23 – May 4)  
Enrollment Limit: 15  
Instructor: Jay Stetzer

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.

**COMMUNITY ENGAGEMENT:**

Full semester  
Instructor: Armand Hall

This course is for anyone for whom performing will be a part of their career. Outside of academia there is no longer a consistent captive concert audience. Working musicians and music educators must develop dynamic concerts, that engage their community and educate the audience on the realm of artistic possibilities. In this course we will investigate, evaluate, and develop creative and inventive musical events. With a 360-degree approach, we will consider all concert constituents, seeking to make lasting impacts in our communities and for our audiences. Topics include programming, venue selection, staging, stage presence, audience engagement across many platforms, inclusion of other artistic mediums, marketing, and educational opportunities. For the capstone project students will design and facilitate a concert in the local area.

**COMMUNITY ENGAGEMENT: A 360-DEGREE VIEW OF DYNAMIC CONCERTS**

Enrollment Limit: 15  
Instructor: Armand Hall

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Leadership & Administration

ALC 210A-3  STUDIO TEACHING: AN ESSENTIAL CAREER COMPONENT  
ALC 410A-3  
Half-semester: EARLY (Feb. 2 – Mar. 16)  1 cr  Instructor: Maura McCune-Corvington  
Enrollment Limit:  15  
Synchronous Meeting Pattern: Tuesdays (T); 3:35 pm – 5:25 pm  

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 Instructor of Horn at the Eastman School of Music, the Instructor of Horn at the Eastman Community Music School, the 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. Additionally, she served as the Professor of Horn at Roberts Wesleyan College from 2015-2019. Her horn students have been invited to attend leading festivals, pursue elite level collegiate studies across the country, and perform as featured solo artists with both the RPYO and RPO. 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.

Performance

ALC 2XXA-X  ROCK AND POP PERFORMANCE WORKSHOP  
ALC 4XXA-X  
Half Semester: EARLY (Feb. 7 – Mar. 21)  1 cr  Instructor: John Covach  
Enrollment Limit:  15  
Synchronous Meeting Pattern: Sundays (Sun); 8:00 pm – 10:00 pm  

Class Canceled – unable to create online version. Will resume in Spring 2022.

This course will expose students to perform in one and ensembles that they may encounter in studio, freelance, and other work. It is open to Eastman students based on application. Students will also be encouraged to discuss and develop their own arrangements, including “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  
Music, Professor and Chair of Music at the University of Rochester. Professor Covach teaches classes in traditional music theory as well as the history of rock and roll. 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.

The Healthy Musician

ALC 210B-3  INTRODUCTION TO MUSIC THERAPY  
ALC 410B-3  
Half-Semester: LATE (Mar. 25 – May 6)  1 cr  Instructor: Maggie MacArthur  
Enrollment Limit:  18  
Synchronous Meeting Pattern: Thursdays (R); 5:00 pm – 7:00 pm  

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.)

Maggie MacArthur is a Professor and clinical supervisor of Music Therapy at Nazareth College. She received her undergraduate degree from UCONN and graduate degree from Nazareth College. Professor MacArthur has been a board-certified Music Therapist in Rochester since 2010.
The Healthy Musician (continued)

ONLINE VERSION

ALC 210A-1 KEYS TO HEALTHY MUSIC
ALC 410A-1

Half-Semester: EARLY (Feb. 1 – Mar. 19) 1 cr Instructor: Susanne Callan-Harris

Making music is a physically demanding task in which the performer requires the same attention as an elite athlete. Just as music affects our health and well-being, our state of health influences our music performance. **Keys to Healthy Music** helps students to assess their own physical well-being and implement the strategies that will turn into life-long **performance enhancement** practices. Based on research from the Performing Arts Medicine Association (PAMA), students are offered current guidelines for optimal recovery from a performance-related injury, preventing overuse injuries, and enriching the physical experience of music-making. Guidelines for physiological arousal and quieting that inform the preparation for practice and performance will be customized for the individual. Students will design and implement their own physical conditioning for maximum strength, endurance, and learning (yes, exercise makes you smarter). Essential concepts of Posture, Movement, and Ergonomics are covered and applied to practice habits. Students will design their practice routines using principles from Sports Medicine to guide the intensity, frequency, and duration of sessions to meet their academic demands. Areas of concern to music students, including hearing conservation, performance anxiety, and managing multiple practice/performance tasks are covered. Although this is an online course, it is a very physical course requiring students to practice instrument-specific warm-up and cool-down, interval training, postural changes, and ergonomic adjustments. Ideas for “cross-training” with Martial Arts, Yoga, Pilates, Alexander, Feldenkrais, Dance, Sports are incorporated into the individual Lifestyle Plan.

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

Internships

ALC 280-1 ARTS LEADERSHIP INTERNSHIP
ALC 480-1

Full Semester 1 cr Facilitator: Leslie Scatterday (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.