

# Eastman Leadership Conference 2022

June 22-25 | Rochester, NY

*Justification Packet*  
Steps for institutional support

“I found the Eastman Leadership Conference to be an inspiring opportunity to be around respected administrators and academic leaders. The insight, patience and inclusivity they demonstrated was a great model for someone new to an administrative role.”

- 2019 Participant



**EASTMAN**  
SCHOOL OF MUSIC  
UNIVERSITY of ROCHESTER



# Eastman Leadership Conference

## PLANNING AHEAD



### STEPS TO SUBMITTING MATERIALS FOR INSTITUTIONAL SUPPORT

While you prepare to ask your institution for support to attend the Eastman Leadership Conference, here are some steps to consider:

#### 1. Review the materials.

Carefully read the Eastman Leadership Conference website and the justification packet to learn about the event. Our prepared materials detail information about the lead faculty and presenting administrative leaders, conference topics and goals, cost of attendance & what is included, and other details.

#### 2. Get questions answered.

Based on what you have read, do you have any questions or concerns? If so, please feel free to contact us and we'd be glad to be of assistance. Please contact:

*Director of the Institute for Music Leadership*

*Rachel Roberts*

*rroberts@esm.rochester.edu*

*585-274-1113*

#### 3. Estimate your cost of attendance.

Draft an approximate cost of attendance for your institution, including registration fee, travel (to Rochester), and hotel (see the discount rate we have at selected hotels). All meals and transportation to activities will be covered during the conference.

*Registering before March 1st allows an early-bird savings of \$200 off registration fees.*

#### 4. Develop a focused plan.

Why do you wish to attend the Eastman Leadership Conference? What are your specific learning goals? What do you want to bring back to your institution?

Make sure you know your institutional follow-up requirements, such as how they wish you present or share the information learned to your department or school. Does the school expect a written report at the conclusion of the conference?

#### 5. Supply your institution with information about the Eastman Leadership Conference.

To boost your written request, provide your school with the following two pages about the Eastman Leadership Conference. This overview will give your institution a detailed summary of the goals and outcomes of this conference, as well as identify specific concepts and topics that will be discussed.

“As a collegiate music leader, this conference was exactly what I needed...The session topics and speakers were engaging, and the opportunity to network with colleagues in similar positions provided invaluable perspective.”

– 2018 Participant

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## ABOUT



### WHAT IS THE EASTMAN LEADERSHIP CONFERENCE (ELC)?

Located at the **Eastman School of Music in Rochester, NY**, this June 3 1/2 day event offers a professional development opportunity for higher education administrators of music schools – current and aspiring deans, associate/assistant deans, department chairs, and select administrative staff members.

As leaders in today's music schools, continuing to navigate the evolving professional musical world poses a challenge for ourselves, our graduates, and our institutions. We share the common goal of aiming to prepare students for a field with shifting paradigms and business models. The ELC offers a chance to address the challenges these changes present, develop immediately impactful strategies, and harness necessary implementation skills and knowledge. Together, we focus on how to engage faculty, staff, students, boards, and donors with institutional evolution that acknowledges and embraces both tradition and innovation.

### WHAT DOES THE ELC OFFER?

Designed as a **professional development conference**, the ELC provides experiential learning opportunities guided by three prestigious music deans from around the country and high-level administrators from the Eastman School of Music and other institutions. To accomplish this, the conference is packed with dean strategy sessions, workshops, conversations, networking events, and a panel discussion. These events create both formal and informal environments to review reading materials, assess issues, collaborate in activities, discuss pertinent topics, reflect on presentations, and constantly engage with fellow participants.

To assist with the overall experience and encourage connection, all meals and transportation to conference activities are included in the conference. In addition, discounted hotel rates will be provided for all attendees at recommended locations.

### WHAT WILL BE GAINED FROM ATTENDING THE ELC?

The focus of the conference is **enhancing individual leadership effectiveness** and the development of new perspectives, skills and tools. To accomplish this, specific learning objectives and goals are incorporated.

*After attending the conference, institutions can expect their higher education leader to have practiced:*

- Identifying and analyzing critical issues and challenges facing music schools
- Demonstrating an understanding of the essential operational components of higher education administration
- Developing successful strategies for implementing initiatives designed to meet these challenges
- Exploring and implementing best practices for effective leadership in music schools
- Understanding the leader's role in fulfilling an institutional vision
- Developing skills for building, leading and engaging successful teams

*In addition, individual participants can expect to gain and interact with:*

- A cohort of music leaders from around the country whom they can continuously collaborate with and receive support
- An up-to-date and relevant selection of professional reading materials they can use as a springboard for discussion at their institutions



**“AN INSPIRING,  
MOTIVATING CONFERENCE.”**

**– 2018 Participant**

## **Activities & Presentations:**

### **Dean Strategy Sessions**

The lead faculty are three deans from prestigious music schools. Acting as thought-leaders for ELC, their intense, interactive presentations focus on higher-level global topics in the field of music and education. They guide large and small teams on strategic thinking and planning that reflects individual institutional vision.

### **Workshops**

Developed by administrative leaders of collegiate music schools, these shorter events focus on assessing and developing immediately impactful tactical strategies. With case studies at the core, speakers lead hands-on explorations that assist participants in harnessing necessary operational skills and knowledge.

### **Conversations**

Three guest speakers will be available at each lunch to mentor small groups. Topics will be designated per table based on the advisors' specialty, such as balancing a budget, talking to donors, curriculum building, and other fields of interest.

### **Networking**

The evening social events are designed to encourage conversation and build relationships between the deans, speakers, and music leaders. Due to the conference intimacy, a maximum of 30 participants, every individual can develop a strong network of colleagues in leadership positions around the country.

### **Dean Panel Discussion**

The culminating panel connects all the sessions and workshops. The participant-led discussion will provide an opportunity to examine the various components of collegiate administration and how they interlock with, or restrict, one another. The panelists will offer their own personal stories of addressing and overcoming the complex layers of being a dean of a school of music.

# **Eastman Leadership Conference**

**WELCOME MUSIC LEADERS!**

*In higher education, we are charged with navigating and preparing our students for quickly evolving professional musical world. This conference focuses on understanding the opportunities and challenges that these changes present, to better guide our institutions in a way that acknowledges tradition while embracing innovation.*

## **BEST PRACTICES FOR EFFECTIVE LEADERSHIP**

What defines a great leader? This session will explore the essential leadership traits, skills, and attitudes that are necessary in music school administration.

## **RECRUITMENT & ENROLLMENT:**

### *Identifying & Addressing Special Issues for Music Schools*

What are the unique issues that face admissions directors and enrollment managers at music schools in the 21st Century?

## **HOW TO RAISE MORE MONEY THAN THE BUSINESS SCHOOL:**

### *Targeted Steps to Accelerate Fundraising for Schools of Music*

What are the essential elements of a music school advancement program? What five steps can you take to grow your advancement results?

## **IDENTITY, BRAND, and ADVOCACY**

What is the role of the music school in the 21st Century? What is the identity and brand of your specific institution? This session will explore the importance of a music school's cultural identity and how the effective music school leader can promote his/her institution.

## **VISION & STRATEGIC PLANNING:**

### *Transforming Dreams into Reality*

This session will consider how to advance ideas into action, and transforming institutional visions into strategic plans that are focused on achieving goals.

## **ESSENTIALS OF FINANCIAL MANAGEMENT**

What are the factors that drive the music school budget process? What are strategies for understanding and managing the music school budget?



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## SAMPLE SCHEDULE



### Wednesday

2:30pm	Registration & Welcome Reception
3:00pm	Conference Welcome
3:20pm	<b>Keynote Address</b> - Challenges, Opportunities, and Beautiful Music
4:15pm	<b>Session #1</b> - The Administration / Faculty Relationship
6:00pm	Group Dinner

### Thursday

8:00am	Coffee, Treats, and Conversation
8:30am	<b>Session #2</b> - Best Practices for Effective Leadership Part 1
10:00am	Break
10:30am	<b>Session #2 cont.</b> - Best Practices for Effective Leadership Part 2
12:00pm	Lunch & Conversation
12:45pm	Tour of Eastman School of Music and Sibley Music Library (optional)
1:30pm	<b>Session #3</b> - Career Advancement in Music School Administration
3:00pm	Break
3:30pm	<b>Session #4</b> - How to Raise More Money than the Business School: Targeted Steps to Accelerate Fundraising for Schools of Music
6:15pm	Group Dinner

### Friday

8:00am	Coffee, Treats, and Conversation
8:30am	<b>Session #5</b> - Identity, Brand, and Advocacy Part 1
10:00am	Break
10:30am	<b>Session #5 cont.</b> - Identity, Brand, and Advocacy Part 2
12:00pm	Lunch & Conversation
1:15pm	The Music Classroom of the Future (Presentation by Yamaha)
1:30pm	<b>Session #6</b> - Essentials of Financial Management
3:00pm	Break
3:30pm	<b>Session #7</b> - Recruitment and Enrollment for Music Schools
5:15pm	Cocktail Hour
8:15pm	CGI Rochester International Jazz Festival

### Saturday

8:30am	Coffee, Treats, and Conversation
9:00am	<b>Session #8</b> - Vision and Strategic Planning: Transforming Dreams into Reality
10:30am	Break
10:45am	Dean Panel Discussion
12:00pm	Lunch & Closing Session

\*Schedule and Sessions are subject to change

