

# EASTMAN LEADERSHIP BOOTCAMP 2024

*Justification Packet*

June 24-28 | Virtual

A Guide for requesting  
**institutional support**

“The Eastman Leadership Bootcamp is a wonderful and accessible opportunity for anyone looking for mentorship in the field of music and arts administration while still working full time. There is so much information and practical knowledge I have been able to take away from this week, and it was the extra motivation I was looking for at this stage in my career.”

- Sophie Dolamore, 2023 Participant



**EASTMAN  
INSTITUTE FOR  
MUSIC LEADERSHIP**

[musicleadership.org](https://musicleadership.org) | 585.274.1113



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

**1**

### **Review the materials.**

Carefully read the Eastman Leadership Bootcamp website and justification packet to learn about the program. Our prepared materials detail information about the lead faculty, Bootcamp 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:

Rachel Roberts, IML Director  
rroberts@esm.rochester.edu

Jeff Dunn, IML Program Manager  
jdunn@esm.rochester.edu

**3**

### **Develop a focused plan.**

Why do you wish to attend the Eastman Leadership Bootcamp? 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, school, or organization. Do they expect a written report at the conclusion of the program?

**4**

### **Supply your institution with information about the Bootcamp.**

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

**5**

### **Assess Financial Need**

If you share this with your organization and learn they can only support part of the registration fee, please reach out to us and explain what your professional development funds will cover, what you can afford, and what gap remains. We have a limited pool of scholarship available based on need. If we can fund all or part of the gap to help you attend, we will!



# ABOUT



**EASTMAN**  
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## Bootcamp (ELB)?

ELB is an intensive, week-long series of online lectures, interactive workshops, and case studies tailored around your work schedule that look at the leadership topics, skills, and tools you need as a young professional to help take you to the next level of your career in music or arts administration.

You are driven, passionate, and creative. Even though you've only been out of school for a few years, you're ready to make a difference in music - to create a more equitable ecosystem, to connect with the community you live in, to show funders that music and art matters and needs to be sustainable. You work for a music school; or an arts organization; or you're starting your own thing; and maybe you're still gigging. The Bootcamp was designed for you to get all of the skills you need to make a real impact in your current role while helping you take steps toward a leadership role so you can help guide the conversation about the future of the musical community.

After the Bootcamp week is over, you continue to have access to mentorship sessions with the faculty to continue your growth and get guidance to achieve your personal goals.

### Day 1

Lunch Lecture  
11:30am-2pm\*

### Equity and Inclusion

Evening Lecture  
6-8:30pm

### Day 2

### Fundraising

Lunch Lecture  
11:30am-2pm

Case Study  
6-8:30pm

### Day 3

### Finance

Lunch Lecture  
11:30am-2pm

Case Study  
6-8:30pm

### Day 4

### Copyright Law

Lunch Lecture  
11:30am-2pm

Case Study  
6-8:30pm

### Day 5

### Equity and Inclusion

Case Study  
11:30am-2pm

Salary Negotiation  
Workshop  
6-8:30pm





# WHAT YOU GAIN



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The focus of the Bootcamp is **developing individual leadership effectiveness**. You'll explore crucial facets of nonprofit organizations and build up the skills and tools required to advance your leadership contributions. To accomplish this, specific learning objectives and goals are incorporated.

**After attending the Bootcamp, your organization can expect you to have engaged with:**

- Identifying and analyzing critical issues and challenges facing nonprofit arts organizations.
- Demonstrating knowledge of the essential operational components of arts administration.
- Understanding essential concepts nonprofit financial management.
- Exploring the best practices for engaging with donors and effectively fundraising for your organization.
- Developing skills for building, leading, and engaging successful teams.

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

- A cohort of young professionals from around the country with whom they can continuously collaborate and receive support.
- The **Eastman Case Studies** used for learning and growth during the Bootcamp and beyond.
- Individualized mentorship sessions after the conclusion of the bootcamp to continue their development.

## EXAMPLE SESSIONS

### UNDERSTANDING NONPROFIT FINANCIAL MANAGEMENT

What are the key financial statements and how are they used within an organization? Why is financial health important and how should it be measured? We will dig into the essential concepts behind effective financial management in today's nonprofit organizations.

### TOP 10 TIPS FOR UNDERSTANDING COPYRIGHT

What are the most important concepts to understand when working with music copyrights? What are the key terms and terminology for reproducing, performing, and licensing music? We unpack the top ten tips for understanding music copyrights in today's music industry.

### NO MONEY, NO MISSION - FINDING YOUR FUNDRAISING CHOPS

How to create/relate/share your nonprofit's story – all with the intention of focusing on the relationship building process and helping you achieve a level of comfort of connecting with donors.

### CREATING A CULTURE OF RESPECT

Learn the best practices for Diversity, Equity, and Inclusion, explore how you can help make your organization a more inclusive place, and discover why that's so important in today's music and art world.

### THE PILLARS OF EFFECTIVE LEADERSHIP

What defines a great leader? Explore the skills, traits, and attitudes that are necessary to be a leader of a nonprofit arts organization.

