

Arts Management and Leadership

Program Description

The master of fine arts (M.F.A.) in arts management and leadership is a program to develop professional, enlightened, and imaginative leadership for visual and performing arts institutions. Students will acquire an understanding of the theories of business management and techniques with special emphasis on the application of these skills to the arts. Optional internships and professional residencies will afford the students with practical and meaningful experiences in the field.

The goal of the program is to graduate students who are immediately qualified to assume specialized administrative positions with professional arts organizations and who will eventually assume leading decision-making positions in the field. It is anticipated that these graduates will work to effectively influence policies regarding the appropriate role of arts in our society.

Admission Requirements

1. Previous practical experience in an arts discipline
2. A B.A., B.F.A., or approved equivalent from an accredited institution
3. Completion of an application for the M.F.A. in arts management and leadership
4. Successful and appropriate completion of the Graduate Record Examination
5. Submission of official transcripts
6. Three letters of recommendation
7. Statement of at least 1,000 words examining issues concerning "Arts and the Future"
8. Interview with faculty

Program Curriculum

AMLD 5010 Introduction to Arts Management/Planning	3 hours
AMLD 5020 Legal Issues in the Arts	3 hours
AMLD 5030 Fund-Raising/Development	3 hours
AMLD 5040 Leadership Issues and Board Strategies	3 hours
AMLD 5050 Community and Cultural Policy	3 hours
AMLD 5060 Accounting and Basics in Finance	3 hours
AMLD 5070 Marketing for the Arts	3 hours
AMLD 5065 Financial Issues in the Arts	3 hours
AMLD 5200 Seminar in Arts Leadership	9 hours
AMLD 5210 Thesis Project	3 hours
AMLD 5220 Completion and Acceptance of Final Thesis	3 hours
MEDC 5453 Stakeholder Management: Non-Profit Communications	3 hours
HRMG 5000 Managing Human Resources Internships or Field Experience	0 hours
Total	45 hours

Course Descriptions

AMLD 5010 Introduction to Arts Management/Planning (3)

This course presents an overview of the issues, problems, and methods involved in the management of a nonprofit cultural organization. Topics to be covered are planning, leading, motivating, controlling, defining roles of staff, communicating with staff and public, becoming accountable to constituencies, and achieving the organization's stated mission. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5020 Legal Issues in the Arts (3)

This course explores specific issues and laws relating to negotiations, contracts, alternative dispute resolution, publicity and privacy rights, freedom of expression, employment law, insurance, copyright regulations, charitable solicitations and contributions, ethical standards, and other applications of nonprofit law. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5030 Fund-Raising/Development (3)

This course examines mission statements, strategic planning, principles, theories, methods, and practical applications of fund-raising, funding institutions (public and private), proposal and grant writing techniques, and philanthropy. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5040 Leadership Issues and Board Strategies (3)

This course examines problem-solving and decision-making processes as they relate to individual organizations and boards of directors. Topics covered are board/staff relationships, by-laws, board responsibilities and orientation, governance, fund-raising, role in strategic planning, and how to plan and conduct meetings. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5050 Community and Cultural Policy (3)

This course covers issues related to the placement and mission of arts organizations in the community including access and outreach, educational mission, institution/artist relationships, and community involvement. Other issues include content restrictions, advocacy, censorship, and relations with the National Endowment for the Arts. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5060 Accounting and Basics in Finance (3)

This course examines accounting and control methods for nonprofit organizations, budget systems, fund accounting, cash-flow analysis, and related issues. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5065 Financial Issues in the Arts (3)

This course encourages the consideration of a wide variety of financial issues faced by cultural institutions today. A basic understanding of accounting methods is helpful. Readings and research will provide the backdrop for classroom discussions and presentations. Topics to be covered include: analysis of audited financial statements, entrepreneurial opportunities, fund-raising issues, budgeting, e-commerce and Web site development, conflict of interest, as well as ethical policies as they concern financial issues. Prerequisite: acceptance into the arts management and leadership program.

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AMLD 5070 Marketing for the Arts (3)

This course examines examples of marketing methods, market research and analysis, audience development strategies, and evaluation techniques. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5200 Seminar in Arts Leadership (9)

The seminar discusses ongoing issues in arts management and decision making. Leaders in the arts will speak. This course may be repeated for credit. Prerequisite: acceptance into the arts management and leadership program.

AMLD 5210 Thesis Project (3)

The thesis project is designed to guide the student through the early phases of writing the required thesis. The thesis should be related to coursework within the program and to the student's work experiences. The total nature of the thesis will be determined by the candidate in conjunction with an advisory committee, but all projects are expected to add to the body of knowledge in the field. The particular topic will be approved by an advisory committee prior to commencement of work on the project. Typical projects might include the following components: 1) identification and description of a problem, 2) review of related literature, 3) data collection and analysis, 4) findings, discussion, and conclusions.

AMLD 5220 Completion and Acceptance of Final Thesis (3)