

**AAD/ENT 202-001**  
**Arts Administration & Entrepreneurship**  
**Fall Semester 2020**  
**Tuesday/Thursday 12:30 – 1:45 pm - ONLINE**

**Instructor:** Jennifer Reis, Assistant Professor of Arts Administration,

**Office Location:** Brown Building, 103A, Tate Street (across from Chipotle)

**Email:** [jareis@uncg.edu](mailto:jareis@uncg.edu)

**Phone:** 606-776-8956 (cell – will only answer phone calls from 9am – 5pm; no text pls!)

**Office Hours:** Thursdays, 12:30 -1:00 pm, or by appointment. I can meet with you at other times – just contact me and we'll set up a Zoom call

**You can also reach me through our Canvas site.**

**Introduction to the Instructor and Course**

Welcome to Arts Administration and Entrepreneurship! I am glad you are taking this class, whether you are an Arts Administration Major, Minor, exploring becoming a Major or Minor, or just interested in the subject matter. A few things to know:

- We are virtual this semester! While not ideal, given the in-person restrictions for FL20, we can actually do MORE collaborative and innovative work in a virtual environment. Also, as we are entering an age where remote work and the technologies associated with that are going to be integrated into our professional lives, we will be using tech apps for communicating and collaborative that are being used RIGHT NOW in the workspace. There will be tutorials, etc, for all tech!
- If you want to get the FULL VALUE of this class, you will .....
  - Attend the Zoom class meetings on Tuesdays, when I will talk through materials, lead discussion, and have you break into small groups via breakout rooms.
  - There will be recordings of every class meeting that will be shared in a Google resource class folder if you can't make the Tuesday classes.
  - Engage in discussion board questions, follow directions on sharing media and peer review – these count towards your participation grade.
  - Keep up on the announcements and emails. I don't send out spam.
  - Use the Thursday "office hours" as needed – this is a space for you to talk to me one on one about the course, the assignments, professional development questions, venting about life, etc. etc.
  - GET THE TEXTBOOK. Seriously. I don't have you buy books that won't be helpful for you for years to come.
- My attitude towards teaching is collaborative and accessible. We will learn from each other from information and perspectives we share as a cohort. I invite you to let me know if there is anything you want me to know about you that will help you succeed. For example, using a certain gender pronoun or a particular learning goal you have.
- I know that the field of arts administration is new to you, so please don't worry about asking any question you have.
- I strive to be clear and fair and take great effort to have successful communications. By successful communications, I mean that all people hear and understand each other. If there is anything you don't understand or want more clarification on, please ask!

I look forward to a great semester learning together!

### **Bulletin Description**

Introduces foundational skills for successful management, launching and growth of arts organizations. Topics include strategy, organizational structure, new venture launch, entrepreneurship, market analysis, marketing, fundraising and audience engagement.

### **Prerequisites**

None.

### **Sequel Courses**

This course is a prerequisite for AAD 301 Arts Management (formerly VPA 284).

### **For Whom Planned**

Arts Administration and Entrepreneurship majors and minors and any undergraduate student.

### **Student Learning Outcomes (SLOs)**

1. Distinguish and describe the major aspects of the field of professional arts administration in non-profit organizations and ownership of entrepreneurial arts related businesses in America.
2. Integrate the different aspects of the field of arts administration, and entrepreneurship through a building and creating a business model.
3. Analyze the competitive landscape of the arts in its complex market of non-profit organizations and launching and growing entrepreneurship in the arts businesses.
4. Build on SLO 1 to then criticize current institutional structures in the arts and propose new ideas to create or reorganize structures to improve or innovate in the field.
5. Distinguish various career paths in arts administration and entrepreneurship.

### **Teaching Methods**

SLOs will be accomplished through readings, collaborative practice-based in class work, class discussion, writing, presenting and completing other assignments meant to reach the Student Learning Outcomes and otherwise practice critical thinking and/or skills needed in arts administration professional settings.

**Practice-based collaborative learning is a primary method** by which SLOs will be achieved. Much of what we do in class is applying the information you learn in the readings and lectures to collaborative and/or individual projects. **You must attend and participate in class** in order to engage in the course content. This is a “flipped class” – you are responsible PRIOR TO CLASS for reading relevant course materials, completing reading quizzes, and in general being prepared for the work we do together in class.

### **Texts and Course Materials**

1. There is a textbook to purchase - *Fundamentals of Arts Management, 6<sup>th</sup> Edition*. Published by the University of Massachusetts ISBN: 9780945464167. **YOU MUST GET THE 6<sup>TH</sup> EDITION.** The easiest way to purchase the book is through the UNCG Bookstore by clicking on the link to “Purchase Course Materials” in the course site on Canvas, but you are welcome to buy it from any source. **(Be sure you are getting the 6<sup>th</sup> Edition.)** We will be using this book in AAD 301 Arts Management as well, so consider the cost spread out over the two classes.

2. Additional material will be available through Canvas. **I will add materials as the semester progresses, so check Canvas regularly.** Materials are for students' personal, educational use only and are not to be distributed in any form.

**There are readings due for most if not all classes. Check Canvas for the latest.**

### **Academic Integrity**

Students are expected to be familiar with and abide by the Academic Integrity policies of UNCG, which can be found at [academicintegrity.uncg.edu](http://academicintegrity.uncg.edu). Assignments in this class are for individual work, unless explicitly stated otherwise. General concepts and material covered in class may be discussed with other students or in study groups, but specific assignments should not be discussed and any submitted work should be entirely your own. It is expected that class texts and materials will be used as a reference, but if any other reference materials are used in preparing homework solutions, they should be clearly cited.

By submitting your homework or exam answer sheet, you have implicitly signed the Academic Integrity Pledge, which states: "I have abided by the UNCG Academic Integrity Policy on this assignment or submission."

Any incidents of academic dishonesty will be handled strictly, resulting in either a zero on the assignment or an F in the class, depending on the severity of the incident(s). Incidents will be reported to the appropriate UNCG office. If your homework or exam is found to have been plagiarized, you will be reported, as will any other students who are involved.

### **ADA Statement**

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Accessibility Resources & Services located in 215 Elliott University Center: 336-334-5440.

### **Communication**

Canvas will be the primary way that I communicate with the entire class. You are responsible for reading Announcements, Assignment Descriptions and other messages on Canvas. For individual communications, I will primarily use email and Canvas.

I suggest you download the Canvas app for your phone and turn on notifications according to what will help you best stay on top of messages and assignments.

### **Grading Scale**

A	100% to	94%
A-	< 94% to	90%
B+	< 90% to	87%
B	< 87% to	84%
B-	< 84% to	80%
C+	< 80% to	77%
C	< 77% to	74%
C-	< 74% to	70%

D+	< 70% to	67%
D	< 67% to	64%
D-	< 64% to	61%
F	< 61% to	0%

**Note:**

- Grades on Assignments will be posted in Canvas. Estimated grades as shown in Canvas may differ from your final, official grade. The best way to know how you are doing in class is to make an appointment to meet with me (see below!).
- You are always welcome to come to me to discuss your grades.
- When provided, grading rubrics for assignments are intended to provide substantive guidance and context on what is expected. However, there is always an element of judgment and discretion employed in grading by the instructor that can't be fully captured in advance by a rubric.
- Arts Administration majors and minors must get a C or better for the course to count for the major requirement.
- Bryan School of Business and Economics requires a student to have a 2.0 GPA to take classes in the School. This includes Arts Administration students who have Bryan School classes as required courses.

**Graded Assignments**

1. Arts Organization Presentations – 5%
  2. Programming Collaboration Presentations – 10%
  3. Business Model Canvas Project – 10%
  4. Strategic Planning Project – 15%
  5. Board Building Project – 5%
  6. Build Your Own (Art) Venture Project (previously the Fundraiser/Friendraiser)– 10%
  7. Advocacy Project (Final) – 10%
  8. Class Preparation – Reading Quizzes – 20%
  9. Class Engagement and Participation/Attendance – 15%
- Instructions for assignments will be posted in Canvas.
  - You will need to have basic knowledge of using software like PowerPoint and Excel for assignments. Please let me know if you need some assistance in using it so we have time to schedule a tutorial with plenty of time before the assignment is due.
  - Your final project is due by the end of our final exam slot. We do not meet for the final!
    - To be posted. Online!
  - Class Engagement and Participation also includes Cell Phone and Tech Policy – if you are unable to disengage with personal use of tech during class, this grade will be reduced significantly by marking you absent (in mind) when using your technology for personal use. This also involves online engagement.

**Submitting Assignments**

- Unless prior arrangements with me have been made with me for an extension, there will be points deducted for late assignments. I will not be grading assignments that are more than 48 hours late unless there are extreme circumstances. Exact points reduction may vary based on assignment and how late it is.

- All assignments should be submitted through Canvas, unless otherwise noted. Keeping all assignments in one place helps you and me know when assignments are submitted and generally stay organized. If you have technical issues submitting an assignment, email it to me (jareis@uncg.edu)
- Acceptable formats are Word, Excel, PowerPoint and PDF. Turn any Pages, Google Docs, or other non-Microsoft documents into PDFs before submitting. All students have access to Microsoft Office 365 here: <https://its.uncg.edu/office365/>

**Other Policies (subject to change)**

- I care about your well-being. If possible, please send me an email or Canvas message when you miss class so I know if you are OK or need some help. I respect your privacy. You can share the reason for your absence if you want to, but you don't need to unless you are requesting an excused absence. We are going to be flexible during our virtual semester together – just please keep me in the loop!
- For ease of end of semester reporting, excused absences will show up as “Late” in the attendance report in Canvas.
- You may use a laptop or tablet in class; cell phones are not permitted. (for in person classes)
- Drinks are OK to have in class; food is not. Please do not use our class time for your breakfast/lunch/dinner. (for in person classes)

**Schedule of Class Topics, Readings, and Assignments**

SUBJECT TO CHANGE. CANVAS WILL BE THE MOST UP TO DATE RESOURCE.

**There are readings due for most if not all classes. Check Canvas for the latest.**

**For Fall 2020 Class Calendar, see separate file.**