

AAD 498-01: Intrnshp in Arts Admin and ENT (FA20)

[Jump to Today](#)

Course Syllabus

AAD 498-01 – Internship in Arts Administration and Entrepreneurship

Fall Semester 2020

Instructor: John R. Poole (*he/him/his*)

Office: Brown Building, Room 113A

Email: jrpoole2@uncg.edu (<mailto:jrpoole2@uncg.edu>)

Office Hours: Email me to set up a time to meet at jrpoole2@uncg.edu (<mailto:jrpoole2@uncg.edu>)

Mobile: 309-287-0948

Introduction to the Instructor and Course

Welcome to your Internship Course. Your Capstone experience of your Arts Administration Major or Minor represents a significant step towards graduation and beginning your professional life.

- I aim to make my classes a place where students who learn in all kinds of ways can thrive. 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 care about being open, accessible and approachable. You are welcome to make an appointment with me to talk about class, the Arts Administration Program, careers, or anything else you think I can help you with.
- 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 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.

Key Points and Logistics about the Class

1) The course runs from from August 18 - November 23, 2020. The required number of hours for your internship is 120 hours. You need to do the bulk (at least 80 hours) of your internship during the course. Contact me (jrpoole2@uncg.edu (<mailto:jrpoole2@uncg.edu>)) if you will be completing your hours after the end of the course so you can make a plan for tracking your final hours to make sure you reach 120 total hours.

2) 80% of your grade is completing the hours and demonstrating effort in your internship. A 3-credit class is supposed to take 150 hours of work. Therefore, 120 hours of time at your internship is 80% of the time spent on the class. Academic Integrity rules apply to all assignments, including recording your internship time that you email to me.

- 3) I will solicit feedback from your supervisor about halfway through the course. You and I will have a check-in phone call the first week of the semester to review the syllabus.
- 4) You need to get a C or better for the course to count in your Arts Administration Major or Minor.
- 5) Assignments where you submit something will be accepted up to 24 hours late with a 10% penalty. Assignments will not be accepted more than 24 hours after the due date and will be awarded 0 points.
- 6) I am here for you if you want some coaching on how to handle something at your internship, or if something is really going wrong. Just reach out. But fair warning - I will only step in if something seems really egregious! A skill you are developing is how to handle problems professionally on your own

Bulletin Description

Introduction to arts management for nonprofit arts organizations. Topics include management principles, marketing, fundraising, and financial planning.

Course Description

Supervised work experience pre-approved that requires regularly scheduled hours in an entrepreneurial arts organization. The course meets online throughout the semester and requires reading, writing, and oral communication assignments.

Prerequisites

Permission of Instructor.

For Whom Planned

Arts Administrations majors and minors.

Student Learning Outcomes: Upon successful completion, students will be able to:

1. Document the development of specific new skills sets and entrepreneurship practices directly related to individual internship experience in arts administration.
2. Identify opportunities in the arts, arts administration, or arts entrepreneurship that can lead to a sustainable career or business.
3. Articulate verbally individual career goals and entrepreneurship practices with confidence and efficacy.
4. Demonstrate skills in oral persuasion, debate, planning, collaboration, or community engagement.

Teaching Methods

Student Learning Outcomes will be accomplished primarily through on-site experience in a professional arts administration setting. The students will complete other assignments meant to reach the Student Learning Outcomes and otherwise practice critical thinking, communication and collaboration and other skills needed in arts administration professional settings.

Texts and Course Materials

The syllabus is available through Canvas; there is no textbook to purchase. Materials are for students' personal, educational use only and are not to be distributed electronically or in hard copy.

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. 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 assignments, papers, exams, etc. 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.

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> (<https://shs.uncg.edu/>) or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Due to Covid-19, the Counseling Center is providing all services via Telemental Health this fall. Give them a call at 336-334-5874. Visit the [Counseling Center Covid-19 and Your Mental Health](https://shs.uncg.edu/cc-coronavirus) (<https://shs.uncg.edu/cc-coronavirus>) for additional resources to support your mental health and well-being.

Covid-19

While this course will be 100% online, it is important to observe the following UNC Greensboro guidelines where appropriate.

<https://update.uncg.edu/fall-2020/> [\(https://update.uncg.edu/fall-2020/\)](https://update.uncg.edu/fall-2020/)

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- [Wearing a face covering that covers both nose and mouth](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html) [\(https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html\)](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html)
- Observing [social distance](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html) [\(https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html\)](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html) in the classroom
- Engaging in proper hand washing hygiene when possible
- [Self-monitoring for symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) [\(https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html\)](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes [again, this is not an issue for our course, but where applicable]. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](https://ods.uncg.edu/) [\(https://ods.uncg.edu/\)](https://ods.uncg.edu/) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to

discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> (<https://ods.uncg.edu/>) or by calling [336-334-544 \(tel:336-334-544\)](tel:336-334-544) or visiting them in Suite 215, EUC.

Grading Scale and Assignments/Exam Grade Distribution

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%

Completion of at least 120 hours in the internship: 40%

Demonstrated effort in internship: 40%

Reflective Journal Entries: 15%

Video summary of learnings from internship: 5%

Submitting Assignments

- All assignments should be submitted to jrpoole2@uncg.edu.
- Unless prior arrangements have been made with me for an extension, there will be a 10% penalty for late assignments. Late assignments will only be accepted up to 24 hours after the due date/time.

Class Communications

You are responsible for staying up to date on assignments, readings, requirements and updates for the class. This will happen mostly through Canvas, email, phone calls and in-person meetings.

Other Policies

- There is no extra credit for this course, so do your best work on all assignments.

Schedule of Assignments

Refer to the syllabus on Canvas for assignment descriptions and due dates.

Final Exam

There is no final exam for this course.

COURSE SCHEDULE

Week One (August 19 - 21)

Schedule Check-In Call with John Poole to review syllabus.

Schedule a goal-setting conversation with your supervisor no later than August 26.

Schedule and have a conversation with your supervisor the first few days of your internship to discuss the goals you have set for yourself as articulated below. The purpose of the conversation is to share your goals, and arrive at an agreement with your supervisor that you will be able to work on those goals during your internship. You may need to adjust them a bit after the conversation, based on the opportunities that you will be able to have. That's OK. The outcome of the conversation is that you are both clear and in agreement on what you are trying to get out of the internship.

Identify Your Goals:

Articulate at least one goal in each of three below categories for your internship:

Goal #1: learning more about the industry/field/arts genre in which your internship is assigned (for example, best marketing practices in dance, programming approaches to live performance in an art museum, data analysis in fundraising, preventing safety problems in venues, etc.)

Goal #2: "technical" skill (for example, learning how to post in social media, develop excel spreadsheet skills, understanding financial analysis, project management)

Goal #3: communications/interpersonal skills. (for example, speaking up more in meetings, getting comfortable asking for help, improving listening skills, etc.)

It is important to develop ideas about how these goals connect to your career goals. Be specific on how meeting these goals will help you in your career.

Week Two (August 24 - 28)

Time Sheet #1

You need to complete at least 120 hours in your internship by the end of the course on November 20. The 120 hours must be accomplished during the course (between August 28 and November 20). This averages to 10 hours a week but may be more hours some weeks and fewer on others. You may go over 120 hours, if you and your internship supervisor agree that you will do so.

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM August 28.

Journal Entry #1`

This assignment should be a reflection of the goal-setting meeting that you had with your internship supervisor as noted above. Your journal is composed of three parts and should reflect the following:

PART 1:

Articulate at least one goal in each of three below categories for your internship:

- 1) learning about the industry/field/arts genre (for example, best marketing practices in dance, programming approaches to live performance in an art museum, data analysis in fundraising, preventing safety problems in venues, etc.)
- 2) "technical" skill (for example, posting in social media, financial analysis, project management)
- 3) communications/interpersonal skills (for example, speaking up more in meetings, getting comfortable asking for help, improving listening skills, etc.)

PART 2:

Develop ideas about how these goals connect to your career goals. Be specific on how meeting these goals will help you in your career.

PART 3:

Write a short paragraph on each of your three goals, and 2-5 paragraphs on how your goals connect to your career goals.

Write 1-3 paragraphs discussing the week's progress on the goals you set at the beginning of the internship.

How specifically are you planning to make progress on your goals? What assignments will you have that will help you? Who will you be learning from? Your journal entry this week should incorporate a summary of how you will implement pursuing your goals.

Week Three (August 31 - September 4)**Time Sheet #2**

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM September 4.

Reading Assignment

It will likely be new for you to receive feedback on your work in a professional setting such as your internship. Read these two articles. Re-read the articles before you do your exit interview at the end of the internship.

[HBR How to Keep Criticism from Undermining Your Confidence.pdf](#) 

You might not think this would be a problem, but supervisors often find it challenging to give constructive feedback. Here are some tips in case this is your situation:

[HBR How to Solicit Negative Feedback When Your Manager Doesn't Want to Give It.pdf](#) 

Week Four (September 7 - 11)

Time Sheet #3

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, September 11.

Journal Entry # 2

Write 1-3 paragraphs discussing the week's progress on the goals you set at the beginning of the internship. As a refresher, you articulated at least one goal in each of three categories for your internship:

- 1) learning about the industry/field/arts genre
- 2) "technical" skill (for example, posting in social media, financial analysis, project management)
- 3) communications/interpersonal skills

ALSO FOR THIS WEEK: How specifically are you planning to make progress on your goals? What assignments will you have that will help you? Who will you be learning from? Your journal entry this week should incorporate a summary of how you will implement pursuing your goals.

Week Five (September 14 - 18)

Time Sheet #4

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, September 18.

Schedule Check-In Call with John Poole no later than September 18 for the week of September 21 - 25.

Week Six (September 21 - 25)

Time Sheet #5

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, September 25.

Journal Entry #3

Write 1-3 paragraphs discussing the week's progress on the goals you set at the beginning of the internship. Support your points with evidence, such as feedback from co-workers or your supervisor, accomplishments,

specific evidence of improvement, setbacks or growth. As a refresher, you articulated at least one goal in each of three categories for your internship:

- 1) learning about the industry/field/arts genre
- 2) "technical" skill (for example, posting in social media, financial analysis, project management)
- 3) communications/interpersonal skills

Check-In Call with John Poole

Week Seven (September 28 - October 2)

Time Sheet #6

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, October 2.

Week Eight (October 5 - 9)

Time Sheet #7

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM,, October 9.

Journal Entry #4

Write 1-3 paragraphs discussing this week's progress on the goals you set at the beginning of the internship. Support your points with evidence, such as feedback from co-workers or your supervisor, accomplishments, specific evidence of improvement, setbacks or growth. As a refresher, you articulated at least one goal in each of three categories for your internship:

- 1) learning about the industry/field/arts genre
- 2) "technical" skill (for example, posting in social media, financial analysis, project management)
- 3) communications/interpersonal skills

This week: Focus specifically on new skills you are developing. What skills are you developing? How do you know that you are developing them?

Week Nine (October 12 - 16)

Time Sheet #8

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, October 16.

Week Ten (October 19 - 23)

Time Sheet #9

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, October 23.

Journal Entry #5

PART 1:

Write 1-3 paragraphs discussing the week's progress on the goals you set at the beginning of the internship. Support your points with evidence, such as feedback from co-workers or your supervisor, accomplishments, specific evidence of improvement, setbacks or growth. As a refresher, you articulated at least one goal in each of three categories for your internship:

- 1) learning about the industry/field/arts genre
- 2) "technical" skill (for example, posting in social media, financial analysis, project management)
- 3) communications/interpersonal skills

PART 2:

Identify an opportunity for improvement that you see in your organization. What skills do you have (or that you are developing through this internship) that you could apply to contribute positively to this improvement? Write 1-3 paragraphs about this opportunity.

Week Eleven (October 26 - 30)

Time Sheet #10

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, October 30.

Week Twelve (November 2 - 6)

Time Sheet #11

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, November 6.

Schedule an Exit Interview with Your Supervisor for November 9 - 13.

Your exit interview is a conversation where you will address the following:

- 1) receive feedback from your supervisor on your performance
- 2) reflect together on your goals for the internship and whether you met them
- 3) receive advice from your supervisor on future areas of growth

The exit interview with your supervisor serves as the basis for next week's Journal Entry #6, write 3-5 paragraphs reflecting on what you heard and learned from your exit interview. Describe how closely what you've learned came to the goals you set out in the beginning. Describe how what you've learned helps you towards your career goals in expected or unexpected ways. Support your points with evidence from feedback you received, accomplishments from your internship, or specific areas where you have improved or grown.

Week Thirteen (November 9 - November 13)

Time Sheet #12

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, November 13.

Exit Interview with Your Supervisor for November 9 - 13.

An exit interview is a conversation where you will:

- 1) receive feedback from your supervisor on your performance
- 2) reflect together on your goals for the internship and whether you met them
- 3) receive advice from your supervisor on future areas of growth

For Journal Entry #6, write 3-5 paragraphs reflecting on what you heard and learned from your exit interview. Describe how closely what you've learned came to the goals you set out in the beginning. Describe how what you've learned helps you towards your career goals in expected or unexpected ways. Support your points with evidence from feedback you received, accomplishments from your internship, or specific areas where you have improved or grown.

Refer to back to reading assignment from Week Three in preparation for your exit interview.

Journal Entry #6: Exit Interview Reflection

For Journal Entry #6, write 3-5 paragraphs reflecting on what you heard and learned from your exit interview. Describe how closely what you've learned came to the goals you set out in the beginning. Describe how what you've learned helps you towards your career goals in expected or unexpected ways. Support your points with evidence from feedback you received, accomplishments from your internship, or specific areas where you have improved or grown.

Schedule Check-In Call with John Poole for the week of November 16 - 20.

Week Fourteen (November 16 - November 20)

Check-In Call with John Poole.

Completing 120 Hours in Your Internship

Remember that you must complete 120 hours in your internship. At least 80 of those hours must be during the timeframe of the class. I will be using your weekly Time Sheet reports to see how many hours you complete by the end of the course.

Time Sheet #13

Submit your weekly and total time to jrpoole2@uncg.edu no later than 11:59PM, November 20

Effort Based on Supervisor Feedback and Student Provided Information

Your supervisor will be sharing feedback on your effort, successes and challenges during your internship. Based on their feedback as well as information you provide from your assignments, your effort in your internship will be evaluated.

A copy of the evaluation form that they will fill out mid-way through your internship can be found on CANVAS but also is linked here: [Supervisor Feedback Form](#) . Consider this form to be your basic rubric for this part of your grade. The effort you describe and reflect on in your Journal entries will also contribute to this part of your grade. If the effort described in your Journals and the effort described by your supervisor differs significantly, I will reach out to you and your supervisor to get clarification.

Your supervisors will also be invited to complete this evaluation form again at the end of your internship. However, you will also be having an exit interview with them.

It is expected that you will have a learning curve, that you will make mistakes, that you will improve over time. You are not graded based on how close to perfect you are - you are being graded on your demonstrated effort to do well in your internship.

What I Learned From My Internship Video

Record a video of no longer than 3 minutes in response to the question, "What did you learn in your internship?"

The goal is to be substantive, complete and succinct in your answer. Imagine that you are being asked this question in a job interview (which is a likely scenario).

Discuss at least 3 points of learning from your internship (in other words, three things you learned). Support your points with evidence: feedback you received, tangible accomplishments, concrete examples of your own improvements or growth.

You can upload a video, or provide a link to a video, to jrpoole2@uncg.edu

Course Summary:

Date

Details
