

Arts Leadership Curriculum (ALC)

Course History & Descriptions

The Arts Leadership Curriculum offers 7-week, half-semester courses and whole-semester courses on a variety of career-related topics relevant to professional musicians and music educators. ALC courses are open to all current graduate students and undergraduate seniors, juniors and sophomores. Students participating in the Certificate Program have preference in registering for these courses. Freshmen can register for these courses only with the permission of their advisor and the Operations Manager of the Arts Leadership Program. For more information on the ALP, please visit the Arts Leadership Program office in the Institute for Music Leadership @ Miller Center, contact Leslie Scatterday, Assistant Director of the ALP, 274-1112, lscatterday@esm.rochester.edu or Linda Altpeter, 274-1113, laltpeter@esm.rochester.edu Additional information can be found on the ALP web-site at <http://www.esm.rochester.edu/iml/alp/>

ALC 210 – Entrepreneurship & Careers

Course Title

Instructor

Semester

<u>Course Title</u>	<u>Instructor</u>	<u>Semester</u>
<p>KEYSTONE COURSE: ENTREPRENEURIAL THINKING (formerly ENTREPRENEURSHIP IN MUSIC)</p> <p>An entrepreneur takes an idea and transforms it into an enterprise that creates value. This course will provide tools to help you turn your ideas into reality. What every entrepreneurial musician needs to know about business entities, profit vs. non-profit, contracts and dealing with lawyers, branding, developing a business plan, ethics and professionalism, financial planning, basic accounting, how to read a balance sheet, cash flow management and taxes. Students will work alone or in teams to develop their real-world ideas.</p>	J. Doser	Sp/Full
<p>ADVANCED GUIDE TO DIGITAL PORTFOLIO CREATION</p> <p>Students will learn how to build a basic Web site from concept to implementation as self-promotion that uses components from their existing press kit or digital portfolio. Basic html, graphic presentation and layout, audio/visual file formats, and Web site creation/maintenance tools will be used to create the final project -- a professional Web site for each member of the class.. Pre-requisites: ALC 211/411 ARTS MEDIA & PROMOTION OR DIGITAL PORTFOLIO CREATION.</p>	N. Lapidus	Sp/Full
<p>ARTS MEDIA & PROMOTION: “PERFECTING & PITCHING”</p> <p>Whether your career path leads you to a string quartet, a jazz trio, the opera stage, or a major orchestra, you'll need to know how to inform potential audiences about you and your performances. In this course, you'll explore the fundamentals of public relations, promotion, and advertising as they relate to a musician. Learn how to write an effective news release, construct a bio, assemble a press kit, create a promotional plan, and work with the print and broadcast media. Explore the role of alternative media such as the internet, direct mail, and other outlets for getting your message across. Guests will include local broadcast and print reporters and/or editors.</p>	A. Blum	F/Late
<p>BASIC BRASS AND WOODWIND MAINTENANCE AND REPAIR</p> <p>Future teachers and performers will become familiar with basic band instrument repair techniques. These skills will aid in diagnosing and correcting problems that are most common to band instruments. Students will gain knowledge of the terminology used by repair technicians, identify materials and the tools needed to perform basic repairs on instruments provided by the instructor. There will be some lecture and discussion, however most class time will be spent on analyzing, disassembling and repairing instruments under the supervision of the instructor.</p>	C. Pellito	Sp/Early
<p>CAREER SKILLS FOR THE 21ST CENTURY</p> <p>It's never too early to start thinking about your career, but how do you get started on your career path? This career skills course focuses not only on the “nuts and bolts” of getting a job, but helps to give you some of the skills needed for creating your own career. It will include a combination of lectures on specific career paths with guest lecturers and projects designed to prepare students for life after Eastman. Students will craft resumes, cover letters, bios and press releases, use the Internet as a career development tool, and develop fundraising projects and awareness. It will also help to identify today's job market, assist with fundamental job skills such as networking and interviewing, and explore financial management and planning. Additionally, the course will focus on some of the typical and non-typical career paths that Eastman graduates have pursued and will offer individualized advising to graduating students to assist them in meeting their immediate career objectives.</p>	J. Doser	F/Full
<p>GIFTS AND GRANT SEEKING IN THE NON-PROFIT ARTS WORLD</p> <p>This course will offer a basic introduction to the gift and grant-seeking process for non-profit arts organizations, with an emphasis on cultivating support from foundations, corporations and individual donors. Students will learn about funding sources for arts programs; strategies for identifying and approaching donors; how to prepare an executive summary, persuasive letter, and full proposal; developing grant and program budgets; and stewarding donor relationships. The highlights of the course will be a “Meet the Donor” panel presentation by foundation, corporate and individual donors, and the final class session, in which student grant-seekers serve as foundation, corporate and individual decision-makers and philanthropists.</p>	M. Powell	F/Early half

<p>GRANTSEEKING AND PROPOSAL WRITING FOR INDIVIDUALS</p> <p>In the competitive world of grants and sponsorships, you need the tools to help your proposal rise to the top. This course is structured for those not affiliated with non-profit organizations and will teach you how to research potential funding sources, compile a list of prospective funders, write a funding a case, and prepare a basic project budget.</p>	M. Powell	Sp/Early
<p>INTERMEDIATE RECORDING</p> <p>Do you already have a basic knowledge of audio recording but want to take it to the next level? If you have taken the Introduction to Recording: A Beginner's Guide class, or started making your own recordings, and now wish to learn more about what it takes to make a professional quality stereo product, then this is the course for you. Through a series of hands-on projects, you'll learn how to use microphones for a variety of situations and instruments, use computer recording programs such as Bias Peak, understand and apply processes such as signal processing, and study basic digital editing. This course will help you develop skills that can be applied in a home recording or project studio. All the software resources you need to work on your project outside of class will be available in the ESM Media Lab in the Student Living Center.</p> <p><i>While the Introduction to Recording class is not a requirement, students who enroll in Intermediate Recording should have a sound understanding of the concepts taught in that course, including the basics of how to make a demo recording.</i></p>	J. Truebger	Sp/Full
<p>INTRODUCTION TO DIGITAL PORTFOLIO CREATION Smith, H.</p> <p>Technology makes it possible for performers, composers, music educators, researchers and others to promote themselves and their work with websites, CDs, DVDs, and other multimedia tools. Familiarity with creative technologies is now also becoming a valuable asset in the music profession in general. In this 7-week introductory course, students will learn the basic technical skills for both online and product-based multimedia content delivery including best practices in the capture, creation and dissemination of multimedia content (images, audio, video and web). This introduction will provide to those new to creative technology the knowledge and confidence to create their own material, and be a refresher course for those who already have some experience. Although a computer lab is provided, a personal laptop computer may be preferable, and applications for both Windows and Mac operating systems will be taught. It will also be helpful if students have access to capture equipment such as minidisc/CD recorders, camcorders and microphones, although there will be some available for loan. (Students who take Introduction to Digital Portfolio Creation should also consider ALC 210/410 Advanced Guide to Digital Portfolio Creation.)</p>	H. Smith	F11/Course suspended temporarily
<p>INTRODUCTION TO RECORDING <i>REINFORCEMENT and Introduction to Recording – half semester)</i></p> <p>Introduction to Recording is a course designed for today's musician. In an ever more complex technological world, working musicians sometime need more than just musical skills to make it in their respective careers. This course is designed to introduce musicians to the world of recording. Students will learn all the basics of microphone technology, console and loudspeaker design and usage. They will also learn the fundamentals of digital editing, mastering and CD production. Most importantly, students will learn how to record a proper demo that could land them their first job in the field of music.</p>	R. Wattie	F/Early half
<p>INTRODUCTION TO WOODWIND REPAIR</p> <p>This course is designed for the woodwind student/performer who wants a more thorough knowledge of woodwind repair. This is a "hands on" course. The student will be guided through the most common repair problems. Topics will include diagnosis, analysis, padding, adjusting, regulating and soft soldering. Pre-requisite: Woodwind playing proficiency.</p>	C. Pellito	Sp/Late
<p>SPEAK FOR YOURSELF: PUBLIC SPEAKING FOR MUSICIANS</p> <p>More and more, musicians are being required to provide a presentation to their audiences. These can be very valuable learning experiences, but giving oral presentations can also be stressful for musicians. Not only are they worried about getting up in front of a group to speak, but also many of them haven't had much instruction in what constitutes an effective presentation. There are a number of ways that a skills-presentation teacher can help musicians prepare for their presentations. This course focuses on those skills necessary for successful public speaking.</p>	J. Stetzer	Sp/Late

ALC 220 – Leadership & Administration

<u>Course Title</u>	<u>Instructor</u>	<u>Year</u>
KEYSTONE COURSE: LEADERSHIP ISSUES IN MUSIC <i>(formerly TRENDS IN AMERICAN MUSIC PRESENTATION & TEACHING)</i> This course will provide an understanding of what drives trends in professional performance and teaching in North America, and proposes ways in which young professional musicians can exercise leadership in shaping these trends to insure a healthy and productive musical future.	J. Rossi	F/Early
THE JOYS & OPPORTUNITIES OF STUDIO TEACHING Many if not most musicians find that teaching is one of their essential career components. Join the Jack Frank Instructors from Eastman's Community Music School for an in depth view of the enormous opportunities in studio teaching. Are there unique advantages/responsibilities for the teacher in: maintaining an independent studio, teaching at a music store or affiliating with a University or Community Music school? How do these choices influence the learning environment and opportunities for your students? What strategies are effective in motivating your students and deepening both their performance skills and enjoyment of music? Our goal is to help you become a most creative and effective teacher by sharing our experiences, strategies and "joy of teaching".	R. Cahn	F/Early
PREPARING FUTURE MUSIC FACULTY Is musical talent all you need to teach music well? For those graduate students who plan to teach in a college or community music school, even on a part-time basis, this course will help you answer that question. During the course, you will learn to develop a teaching portfolio that complements your performance portfolio and explore how to: effectively assess your students' prior musical knowledge and experience, organize music content for learning, clearly communicate expectations to your students, and talk about teaching with colleagues and administrators.	Silvey	F/Full
PROBLEM SOLVING IN THE ARTS (formerly HOW TO MANAGE YOUR ARTS CAREER: PROBLEM SOLVING IN THE ARTS) * New name Learn tactics for maximizing your leadership potential in a rapidly changing and increasingly competitive marketplace. Case studies and interactive problem solving exercises will help you to become a decisive and strategic-minded leader. Learn how to effectively communicate your ideas, sell your vision and make decisions that define your place in the music world.	N.Hildebrandt	Sp/Late

ALC 230 – Performance

<u>Course Title</u>	<u>Instructor</u>	<u>Year</u>
CREATIVE MUSIC MAKING The Creative Music Making course consists of interactive sessions in which each participant - including anyone with no prior experience in improvisation - will perform on his or her major instrument (or voice) in free-form improvisations in ensembles of 2 to 6 players.	W. Cahn	Sp/Early
HOW TO WIN AN ORCHESTRAL AUDITION Master the techniques needed to win an orchestral audition. This is an audition training program for orchestral instruments involving intensive practice and preparation. Classes include live mock auditions, taped auditions, mental toughness training and resume evaluations.	K. Kemp	F/Full
INSPIRATION AND MEANING THROUGH IMPROVISATION Designed for undergraduate and graduate students with limited improvisation experience/exposure, this class will introduce practical techniques designed to develop improvisation skill in various styles and define relationships between improvising, reading, and composing music. The class will explore a variety of performance genres and include a logical harmonic and rhythmic sequence for skill development. Students will learn repertoire by ear, transcribe solos, and improvise solos, accompaniments, and counterpoint	C. Azzara	Sp/Late
OUTREACH-SHARING THE MAGIC OF MUSIC Introduce students to various outreach situations and to provide them with the knowledge and skills that would guide them toward success in real-life situations. This class will help them in their personal outreach efforts, as well as give them ideas on how to create and develop outreach programs in their future academic or performing professional positions.	Kodzas, P.	Suspended
WOMEN IN MUSIC: PERFORMANCE & SOURCE MATERIALS This class will discuss the development of women's music in a research and performance context. Students will learn about resources, organizations, editions, recording companies, etc, devoted to women's music. As part of the class, guest women composers, conductors, researchers, and performers specializing in women's music will be invited to give lectures and/or master classes. Students will participate by performing a work from one of the guest composers' output and by doing a project related to women's music.	S. Beaudette	Deferred until F2013

ALC 240 – Contemporary Orchestral Issues

Course Title

Instructor

Year

<p>KEYSTONE COURSE:</p> <p>REALITIES OF ORCHESTRAL LIFE</p> <p>Students preparing for careers as orchestral musicians seem fully aware of the steps and preparation necessary to eventually win an audition, but a successful audition is merely the introduction to the <i>Realities of Orchestral Life</i>. This seven-week course will help familiarize interested students with issues and roles of the union, ICSOM, music director, management, board, committees, audition process, attitudes and musician dynamics. The first half of the course will discuss current practices of regional, mid-size and big 5 orchestras, while the second half will explore changing attitudes and ways musicians can be more pro-active in shaping their workplace. Guest speakers who are currently active in the symphonic world will highlight the course.</p>	D. Angus	F/Late
<p>ARTISTIC DECISION MAKING</p> <p>This course will provide an understanding of the artistic decision making process when programming concerts and concert series, and the challenges of balancing artistic initiatives with fiscal responsibility. Utilizing the orchestra as a model and working through scenarios and case studies, participants will learn about budgeting, contracting guest artists, programming, and other important components of artistic planning. The concepts and skills taught in this course are essential and applicable to any artistic planning, from a single recital, a festival, or an entire season of concerts.</p>	R. Decker	F/Suspended 2 yrs due to low enrollment

ALC 250 – The Healthy Musician

Course Title

Instructor

Year

<p>INTRODUCTION TO MUSIC THERAPY</p> <p>This course is an introduction to both the discipline of using music as therapy and the music therapy profession. Participants will examine the historical and philosophical bases of music therapy and the current functions of a music therapist as a health-field professional. Students will have the opportunity to hear from a number of music therapists and other professional musicians with current interest in using music as a healing force in people's lives.</p>	L. Hunter	Sp/Full
<p>KEYS TO HEALTHY MUSIC</p> <p>This course is designed to provide effective strategies for prevention of performance-related injuries as well as performance enhancement. Students will learn relevant anatomy and physiology, as well as the ergonomics of music. The risk factors for injuries specific to musicians will be explored. Exercises and practices that promote healthy posture and performance will be presented in a lab-type format. Complimentary services, such as massage, Feldenkrais, Mensendieck, Alexander and Yoga will be presented with guest lecturers. The goal of the course is to empower students to develop behaviors that will allow them to pursue their studies without interruption due to pain or injury.</p> <p>The same course is offered in the Spring and Fall semesters. Students who enroll in the course should come prepared to participate in movement exercises.</p>	Callan-Harris	Every F & Sp