

Arts Leadership Curriculum (ALC) Course Offerings Fall 2008 - FINAL

CATHERINE FILENE SHOUSE ARTS LEADERSHIP PROGRAM

Eastman School of Music

The Catherine Filene Shouse Arts Leadership Program 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. ALP courses are open to all current graduate students and undergraduate seniors, juniors and sophomores. Students participating in the Undergraduate and Graduate Certificate Programs 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.

All graduate students can take ALP courses for free by registering at the ALC 400 level. Graduate students in certain instances may also wish or be required to register for other than the ALC 400 level and pay regular tuition charges. For additional information on this policy and further details on whether or not a course may be used to fulfill certificate, diploma, or degree requirements, please visit the ALP website at www.esm.rochester.edu/iml/alp/gradpolicy.php

ALP Certificate Requirements: Please see the web at <http://www.esm.rochester.edu/iml/alp/requirements.php>

Fall 08 Course Timeline:

Full semester = Tuesday, September 2 – Monday, December 15.

	<u>Monday classes</u>	<u>Tuesday classes</u>	<u>Wednesday, Thursday, Friday classes</u>
Early Fall=	9/8 – 10/27	9/2 – 10/21	9/3 – 10/17
Late Fall =	11/3 – 12/15	10/28– 12/9	10/22 – 12/12

ALC 210 – Entrepreneurship & Careers

11501	6ALC	212K	CAREER SKILLS FOR THE 21 ST CENTURY				Daly A
11644	6ALC	412K	From Interviewing to Internet to Networking to Working				
	Full Semester		2cr	F		12:35-14:25	NSL 404

Enrollment Limit: 20

Kauffman Entrepreneurial cluster course

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. RESTRICTED TO SENIORS AND GRADUATE STUDENTS ONLY.

Adrian Daly is the Associate Dean of Admissions & Retention at the Eastman School. He received his DMA in piano performance from Eastman, is a Fulbright scholar, and teaches as an Associate in the Eastman Community Music School.

11478	6ALC	211K	ARTS MEDIA AND PROMOTION: "PERFECTING & PITCHING YOUR				Blum, A.
11625	6ALC	411K	MESSAGE"				
	Half-semester		Late Fall 10/23-12/11	1cr	R	17:00 -19:00	ESM 305

Enrollment Limit: 12

Kauffman Entrepreneurial cluster course

Whether your performing career calling leads you to a string quartet, a jazz trio, the opera stage, a major orchestra or a still-to-be-determined musical entity, you'll need to know how to inform potential audiences about you and your performances. In this course, you'll explore the fundamentals of identity, promotion, and public and media relations as they relate to a performing musician. Learn how to write an effective and newsworthy press release, construct a bio, assemble a press kit, create a promotional plan, work with a photographer and understand the "ins-and-outs" of the print and broadcast media. Guests will include members of the local media and other public relations professionals. (Students who take this class should also consider ALC 210 – "INTRODUCTION TO DIGITAL PORTFOLIO CREATION".)

Amy Blum, Director of Public Relations for the Rochester Philharmonic Orchestra, is responsible for helping to craft and "pitch" the RPO's "message" to the media, whether it be about concerts, events, recordings or other newsworthy activities. She also writes and is the project manager for the RPO's award-winning annual report. A graduate of SUNY Buffalo with a bachelor's degree in music, she had her own music publicity business for more than 20 years prior to joining the RPO with chamber ensembles, record labels, music festivals, orchestras, singers and composers as her clients.

11480	6ALC	211K	INTRODUCTION TO DIGITAL PORTFOLIO CREATION					Smith, Helen
11611	6ALC	411K						
	Half-semester		Late Fall (10/24-12/12)	1cr	F	10:35-12:25		ESM 070

Enrollment Limit: 15 **Kauffman Entrepreneurial cluster course**

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.)

Helen Smith joined Eastman in February 2004 as Director of Technology and Music Production, and is responsible for computing, recording, audio-visual services and student labs. A graduate in Music and American Studies from the Guildhall School of Music and University of Sussex, she spent fourteen years with the London Symphony Orchestra, including five years as Head of Technology. Other members of the T&MP department will also be teaching aspects of the course, providing a wide variety of perspectives and expertise.

11499	6ALC	211K	INTRODUCTION TO RECORDING: A BEGINNER'S GUIDE					Farrington, M.
11633	6ALC	411K						
	Half-Semester		Early Fall (9/3-10/15)	1cr	W	9:00-11:00		ESM 120

94454	6ALC	211K	INTRODUCTION TO RECORDING: A BEGINNER'S GUIDE					Farrington, M.
94463	6ALC	411K						
	Half-Semester		Late Fall (10/22-12/10)	1cr	W	9:00-11:00		ESM 120

Enrollment Limit: 10 **Kauffman Entrepreneurial cluster course**

A Beginner's Guide to Recording is a course designed for today's musician. These days technology and the music profession offer significant challenges and opportunities, and musicians now need more than just musical skills to be successful in their respective careers. This course is designed to allow musicians to create demonstration style recordings that can be used for audition, digital portfolio and other purposes. This class is not intended to make you a recording engineer, rather to help you make better demonstration recordings.

Michael Farrington, Multimedia Engineer in Technology and Media Production at the Eastman School of Music since 2002, attended the State University of New York, College at Fredonia obtaining a Bachelor of Science degree in Sound Recording Technology in 2000. Since moving to Rochester, NY, he has been involved in various freelance recording projects, most prominently with Thomas Folan of The Publick Musick. Michael is one of four engineers that handles a myriad of audio and video requests from faculty and students at the Eastman School of Music.

ALC 220 – Leadership & Administration

11538	6ALC	221K	LEADERSHIP ISSUES IN MUSIC					Rossi, J.
11679	6ALC	421K	(formerly <i>TRENDS IN AMERICAN MUSIC PRESENTATION & TEACHING</i>)					
			Arts Leadership Certificate Core Course (Required)					
			Keystone Course Leadership & Administration					
	Half-semester		Early Fall (9/2-10/21)	1cr	T	15:45 – 17:45		MC320

Enrollment Limit: 15 **Kauffman Entrepreneurial cluster course**

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.

Jamal Rossi, Senior Executive Associate Dean of the Eastman School of Music.

11527	6ALC	221	THE JOYS & OPPORTUNITIES OF STUDIO TEACHING				Cahn, R.
11666	6ALC	421					
	Half-semester		Early Fall (9/4 – 10/16)	1cr	R	9:35- 11:25	ESM 209

Enrollment Limit: 15

Many if not most musicians find that teaching is one of their essential career components. Join the Senior 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".

Ruth Cahn is the Summer Session Director for the Eastman School of Music and has been a member of the Eastman Community Music School for 28 years. Formerly, she was a full time member of the Rochester Philharmonic Orchestra for 32 years. She has also served as Artist in Residence for the City School District and has chaired the national Education Committee for the Percussive Arts Society. The course will include additional guests from among the Jack Frank Instructors of the ECMS.

11516	6ALC	221	PROBLEM SOLVING IN THE ARTS				Hildebrandt, N.
11657	6ALC	421					
	Half-Semester		Early Fall (9/8 – 10/27)	1cr	M	18:00- 20:00	ESM 209

Enrollment Limit: 15

This course will help you work well with others, be they students, parents, faculty, trustees, donors or colleagues. You'll learn how to plot your course by gaining the coping and relationship skills necessary to successfully solve problems and plan for success. Communication is key; and you'll experience – through role playing and developing creative scenarios - how to deal with a wide variety of constituencies.

Nan Hildebrandt has over 15 years of executive level experience in arts management. She currently serves as Executive Director of Geva Theatre Center. Prior to joining the staff at Geva Nan was CEO of the Jacksonville (FL) Symphony Orchestra, President & CEO of the Rochester Philharmonic Orchestra and Artistic Administrator for the Louisville Orchestra (KY). Nan has been a National Endowment for the Arts review panelist; has been Project Director for a highly acclaimed international music festival; has served as host for NPR affiliate classical music radio programs; and has been a frequent speaker on arts/education programming at national conferences. She also served as project director for Louisville Orchestra recordings on the First Edition/Albany Records label. Nan has a BA in Flute Performance from Colorado State University and did her MA and doctoral course work in Music Theory at the University of Connecticut.

11540	6ALC	222	PREPARING FUTURE MUSIC FACULTY				Conkling, S.
11682	6ALC	422					
	Full Semester			2cr	T	12:35- 14:25	ET 412

Enrollment Limit: 15

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. **Cross Listed as MUE 504/66531.** RESTRICTED TO GRADUATE STUDENTS ONLY. Graduate students wishing to take for ALC credit should still sign up for 200 level.) Core course for Certificate in College/Community Teaching.

Susan Wharton Conkling, a Carnegie Scholar in the Pew National Fellowship Program, has also been a guest conductor for numerous regional and all-state choirs throughout the United States. She has made national and international presentations and published scholarship on the professional development of musicians and music educators as well as on choral conducting and rehearsal techniques.

ALC 230 – Performance

11552	6ALC	232	HOW TO WIN AN ORCHESTRAL AUDITION				DiLutis, R.
11698	6ALC	432					
	Full Semester			2cr	R	14:35 – 16:30	ESM 305

Enrollment Limit: 15

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.

Robert DiLutis is a graduate of the Juilliard School of Music and is a leading authority on orchestral auditions. As a clinician for Buffet Crampon International he has presented hundreds of clinics and seminars for both teachers and students around the world. His recent presentations have included the New England Conservatory of Music, Boston University, United States Air Force Band and the New York State Music Educators Convention. Mr. DiLutis has been a member of the Rochester Philharmonic Orchestra since 1996.

92841 6ALC 231K OUTREACH-SHARING THE MAGIC OF MUSIC **NEW!** Kodzas, P.
 92853 6ALC 431K
 Full Semester 1cr W 10:35 – 11:25 MC 320

Enrollment Limit: 15

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.

Peter Kodzas is Director of Music for All, Eastman School of Music and co-chair of the String, Harp and Guitar Department of the Eastman Community Music School; BM, University of Belgrade; MM, Ithaca College; DMA, Eastman School of Music. Has performed throughout Europe and the Eastern U.S. In addition to performing, Kodzas specializes in guitar pedagogy for pre-college age students.

92864 6ALC 231 WOMEN IN MUSIC: PERFORMANCE & SOURCE MATERIALS Beaudette, S.
 92870 6ALC 431
 Half-Semester Early Fall (9/3-10/15) 1 cr W 13:35-15:25 Annex 707

Enrollment Limit: 15

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.

Sylvie Beaudette has extensive experience in the field of women's music. With the Athena trio and soprano Eileen Stempel, she has recorded three CDs of women's music, and has also given lecture-recitals in Boston, Cincinnati, San Francisco, Indiana, PA, and Rochester. She has worked closely with Libby Larsen in preparation for her third CD: "love lies bleeding," which features her new song cycle: "Try Me, Good King: Last Words of the Wives of Henry VIII." Dr. Beaudette is also the artistic director of the new Women in Music Festival at the Eastman School of Music.

ALC 240 – Contemporary Orchestral Issues

11569 6ALC 241 REALITIES OF ORCHESTRAL LIFE Angus, D.
 11709 6ALC 441
 Half-semester Late Fall (11/3 -12/15) 1cr M 10:35-12:25 MC320

Keystone Course Contemporary Orchestral Issues

Enrollment Limit: 15

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 *Realities of Orchestral Life*. 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.

David Angus joined the Rochester Philharmonic Orchestra in 1973 and has played in the RPO Brass Quintet since 1974. Mr. Angus earned his Master of Music and Doctor of Musical Arts degrees in horn performance as well as a Performer's Certificate at the Eastman School of Music. He holds a graduate certificate in industrial and labor relations from the Cornell extension in Rochester and also has served on the Board of the Rochester Musicians' Association (Local 66, AFM) since the late 1970's, becoming President in 1994.

92947 6ALC 241 ARTISTIC DECISION MAKING Decker, R.
 92954 6ALC 441
 Half-semester Early Fall (9/4-10/16) 1cr R 17:45-19:45 ESM 305

Enrollment Limit: 16

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.

Richard Decker, has been General Manager with the Syracuse Symphony Orchestra since 1990, responsible for overall operations, artistic administration and education. Prior to that he was a member of the SSO horn section for 15 years. He has a BM degree from the Eastman School of Music with a Performer's Certificate and a MM from Catholic University of America. He has served as National Secretary for ICSOM, newsletter editor for the International Horn Society, and held several staff positions with the SSO prior to his appointment as General Manager.

ALC 250 – The Healthy Musician

11574	6ALC	251	KEYS TO HEALTHY MUSIC				Callan-Harris, S
11714	6ALC	451		1cr	T	13:35-15:25	(Annex) OSL 101
		Full-semester					

Enrollment Limit: 25

Please note that this course will be graded on a Credit/No Credit basis. 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.

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.

Susanne Callan-Harris, M.S., P.T. is the chief Physical Therapist for University Health Services and specializes in Performing Arts Medicine.

Internships

11583	6ALC	280	ARTS LEADERSHIP INTERNSHIP				
92835	6ALC	480		1cr		Scheduling flexible	Scatterday, L.
			(Undergraduates sign up for 280; Graduates see note below)				

Required for ALP Certificate Students recruited Spring 04 and after

Enrollment Limit: No limit

Open to Arts Leadership Program (ALP) certificate candidates only, the Catherine Filene Shouse Arts Leadership Program internship places ALP certificate candidates in internships designed to expose them to extra-musical tools and information that can only be learned in practical, "real world" settings. Benefits to the student include the cultivation of self-management skills and an awareness of the current climate for the arts in America. In addition to helping prepare our students to function in the 'real world', the internship program also contributes to the Eastman School's focus on the community by supplying local, national and international arts organizations with high quality interns. Limited to 2 credits maximum towards certificate requirement.