

Arts Leadership Curriculum (ALC)

Course Offerings

Fall 2009 - 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 09 Course Timeline:

Full semester = Monday, August 31 – Monday, December 14.

	<u>Monday classes</u>	<u>Tuesday classes</u>	<u>Wednesday, Thursday, Friday classes</u>	
Early Fall=	8/31 – 10/26	9/1 – 10/20	9/2 – 10/16	
Late Fall =	11/2 – 12/14	10/27– 12/8	10/21 – 12/11	

ALC 210 – Entrepreneurship & Careers

11605	6ALC	212K	CAREER SKILLS FOR THE 21 ST CENTURY				Liperote, K.
11751	6ALC	412K	From Interviewing to Internet to Networking to Working				
			Full Semester	2cr	F	11:35-13:25	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? In this course, we will focus on the "nuts and bolts" of getting a job, and on developing skills needed for creating your own career. This class will help identify today's job market, and assist with fundamental job skills, such as networking and interviewing. Students will craft résumés, cover letters, bios, and press releases, and use the Internet as a career development tool. We will also explore typical and non-typical career paths, and create career goals and business plans/strategies for the future. Guest lecturers will speak on topics including freelancing, financial management, and entrepreneurship. RESTRICTED TO SENIORS AND GRADUATE STUDENTS ONLY.

Kathy Liperote has served as professional development clinician and presented at state and regional MENC conferences on the development of comprehensive music literacy. Before receiving her Ph.D. in Music Education from Eastman, she worked for 15 years in the public schools where she taught instrumental music, organized school and community-based performance programs, and co-authored the instrumental curriculum. As part-time adjunct at Eastman, she has taught graduate and undergraduate level classes, supervised student teachers, and interviewed and administered musicianship tests to prospective Eastman students.

11562	6ALC	211K	ARTS MEDIA AND PROMOTION: "PERFECTING & PITCHING YOUR				Blum, A.
11726	6ALC	411K	MESSAGE"				
			Half-semester	Late Fall 10/22-12/10	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.

ARTS LEADERSHIP CURRICULUM

FALL 2009

11577	6ALC	211K	INTRODUCTION TO DIGITAL PORTFOLIO CREATION				Smith, Helen
11717	6ALC	411K		1cr	F	10:35-11:25	ESM Media Lab/ EC 103
		Full semester					

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 full semester 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.

11586	6ALC	211K	INTRODUCTION TO RECORDING: A BEGINNER'S GUIDE				Wattie, Richard
11734	6ALC	411K		1cr	W	9:00-11:00	ESM 120
		Half-Semester	Early Fall (9/2-10/14) Late Fall (10/21-12/9)		W	8:35-10:30	

Enrollment Limit: 10

Kauffman Entrepreneurial cluster course

Help! I need a demonstration recording for an audition! (Or to help me practice, or to put on my webpage.) Did you know that students at the Eastman School of Music already have access to all the gear necessary to make a recording? **Introduction to Recording** is a primer on how to use the mobile recorders and computer audio editors to create CDs, mp3s, and more. Through hands-on use of recording equipment, students gain an understanding of the gear, room acoustics, what makes a good (and bad) recording, microphone placement, and dynamics as they relate to recording. Students will edit and compile their recordings using computer software in order to produce their final project. Discussions on brief reading assignments will shed light on the ever-changing recording industry. Topics include hearing protection, music downloads, personal music players, multi-tracking, auto-tune/time, the loudness war and making a living.

Rich Wattie, a multimedia engineer in the technology & media production department of ESM, has been a professional recording and live sound engineer since 2001 when he graduated with a BMRA from the Peabody Conservatory of Music.

ALC 220 – Leadership & Administration

97343 97351	6ALC 6ALC	221K 421K	LEADERSHIP ISSUES IN MUSIC <i>(formerly TRENDS IN AMERICAN MUSIC PRESENTATION & TEACHING)</i>	Rossi, J.
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Arts Leadership Certificate Core Course (Required)
Keystone Course Leadership & Administration

Half-semester	Early Fall (9/1-10/20)	1cr	T	15:45 – 17:45	MC320
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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.

11618 11765	6ALC 6ALC	221 421	THE JOYS & OPPORTUNITIES OF STUDIO TEACHING	Cahn, R.		
Half-semester		Early Fall (9/3 – 10/15)	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.

11620 11778	6ALC 6ALC	222 422	PREPARING FUTURE MUSIC FACULTY	Conkling, S.		
Full Semester			2cr	T	12:35- 14:25	ESM M9

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 504/68942.** 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

11654	6ALC 232	HOW TO WIN AN ORCHESTRAL AUDITION				Kemp, K./Ross, C.
11800	6ALC 432					
	Full Semester		2cr	W	12:35 – 14:25	Annex 709

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.

Kathleen Murphy Kemp is Assistant Principal Cello of the Rochester Philharmonic Orchestra, Associate Professor of Orchestra Repertoire and Coordinator of the Orchestra Studies Diploma at the Eastman School. Kathy is also Cello Instructor at Hochstein Music School and Nazareth College.

Charles Ross, Principal Timpanist of the Rochester Philharmonic and a graduate of the Curtis Institute of Music, has performed with many orchestras in the U.S. and abroad, including the Philadelphia Orchestra and La Scala Opera. He is an affiliate artist and clinician with Yamaha and Evans/Daddario and is also on the faculty of the Brevard Music Festival. In addition he has previously taught at the Curtis Institute of Music and Drexel University.

11647	6ALC 231K	OUTREACH-SHARING THE MAGIC OF MUSIC				Kodzas, P.
11799	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.

ALC 240 – Contemporary Orchestral Issues

11663	6ALC 241	REALITIES OF ORCHESTRAL LIFE				Angus, D.
11811	6ALC 441					
	Half-semester	Late Fall (11/2 -12/14)	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.

11672	6ALC	241	ARTISTIC DECISION MAKING				Decker, R.
11825	6ALC	441					
		Half-semester	Early Fall (9/3-10/22)	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 ICSSOM, 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

11689	6ALC	251	KEYS TO HEALTHY MUSIC				Callan-Harris, S
11833	6ALC	451					
		Full-semester		1cr	T	13:35-15:25	OSL 101

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

11691	6ALC	280	ARTS LEADERSHIP INTERNSHIP				
11844	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.