



Arts Leadership Curriculum (ALC) Course Offerings Fall 2011 - FINAL

Catherine Filene Shouse Arts Leadership Program

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 Assistant Director 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 11 Course Timeline:

Full semester = Monday, August 29 – Monday, December 12.

| | <u>Monday classes</u> | <u>Tuesday classes</u> | <u>Wednesday, Thursday, Friday classes</u> |
|-------------|-----------------------|------------------------|--|
| Early Fall= | 8/29– 10/24 | 8/30 – 10/18 | 8/31 – 10/14 |
| Late Fall = | 10/31– 12/12 | 10/25– 12/6 | 10/19 – 12/9 |

ALC 210 – Entrepreneurship & Careers

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|-------|---------------|------|--|---|--|--------------|-----------|
| 11274 | 6ALC | 212K | CAREER SKILLS FOR THE 21 ST CENTURY | | | | Doser, J. |
| 11413 | 6ALC | 412K | From Interviewing to Internet to Networking to Working | | | | |
| | Full Semester | | 2cr | M | | 7:00-9:00 pm | MC 320 |

Arts Leadership Certificate Core Course

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 career goals and business strategies for the future. Guest lecturers will speak on topics including freelancing, financial management, and entrepreneurship. **RESTRICTED TO SENIORS AND GRADUATE STUDENTS ONLY.**

Jim Doser is an educator, administrator, musician and entrepreneur who has served as Music Administrator in the Penfield Central Schools, taught at all levels of public school and at Eastman as Director of the Eastman New Jazz Ensemble and various undergraduate and graduate classes. He is co-owner of *Tritone Music, Inc.*, a company specializing in jazz instruction for adults. Mr. Doser holds degrees in Music Education, Jazz and Contemporary Media, and the Performer's Certificate from Eastman, and is recipient of the *Smithsonian Award in Education* for his work on the Smithsonian's traveling exhibit *The Jazz Age In Paris*.

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| 11238 | 6ALC | 211K | ARTS MEDIA AND PROMOTION: "PERFECTING & PITCHING YOUR | | | | Blum, A. |
| 11381 | 6ALC | 411K | MESSAGE" | | | | |
| | Half-semester | | Late Fall 10/20-12/8 | 1cr | R | 5:00 – 7:00 pm | MC 320 |

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. In lieu of a textbook a subsidized professional photographic session is required of this course. **It is highly recommended that students who take this class also take ALC 210 – "INTRODUCTION TO DIGITAL PORTFOLIO CREATION".**

Amy Blum, Former director of public relations for the Rochester Philharmonic Orchestra, Amy was responsible for helping to craft and "pitch" the RPO's "message" to the media, whether about concerts, events, recordings or other newsworthy activities. She also wrote and was 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, representing chamber ensembles, record labels, music festivals, orchestras, singers and composers. She currently is director of marketing and public relations at Ganondagan State Historic Site.

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|-------|---------------|------|--|-----|---|----------------|--|------------|
| 11269 | 6ALC | 211K | GIFT AND GRANT SEEKING IN THE NON-PROFIT ARTS WORLD: | | | | | Powell, M. |
| 11408 | 6ALC | 411K | A PRIMER FOR FUNDRAISING IN THE 21 ST CENTURY | | | | | |
| | Half-semester | | Early Fall (9/1–10/13) | 1cr | R | 5:00 – 7:00 pm | | MC 320 |

Enrollment Limit: 15

Kauffman Entrepreneurial cluster course

This course will offer an introduction to the gift, earned, and grant income seeking process for non-profit arts organizations, as well as introduce the mechanisms by which a successful arts organization maintains its mission, scope, and most importantly, its funding. We will examine the various avenues of non-profit support, how to cultivate them, when and how to engage an organization's mission to enhance donor relationships, and how to strategically highlight your organization's value. The course will include a grantmaker's forum, in which you will learn about the mechanics and procedures of the funding side of these relationships, as well as an opportunity to evaluate the proposals we create during the class.

Mark Powell has served as the Managing Artistic Director of the Hobby Center for the Performing Arts' Uniquely Houston Series and is the Founding Music Director of ARCO, the American Radio Chamber Orchestra. A Ford Foundation conducting prize winner, he has also authored development and public engagement materials for organizations as diverse as the Grand Teton Music Festival and the Houston Center for Contemporary Craft and has served on the juries of the Metropolitan Opera Quizkids program and the Young Texas Artists Competition. He has lectured on non-profit management for the University of Houston, St. Mary's University, Eastman's Institute for Music Leadership, and currently serves the Rochester area as principle of Powell and Associates, a non-profit consultation consortium.

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| 11252 | 6ALC | 211K | INTRODUCTION TO RECORDING: A BEGINNER'S GUIDE | | | | | Wattie, R. |
| 11394 | 6ALC | 411K | | | | | | |
| | Half-Semester | | Early Fall (8/31-10/12) | 1cr | W | 8:35 - 10:25 am | | ESM 120 |

Enrollment Limit: 15

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

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| 11295 | 6ALC | 221K | LEADERSHIP ISSUES IN MUSIC | | | | | Rossi, J. |
| 11431 | 6ALC | 421K | (formerly <i>TRENDS IN AMERICAN MUSIC PRESENTATION & TEACHING</i>) | | | | | |
| | Half-semester | | Early Fall (9/2-10/14) | 1cr | F | 1:35 – 3:25 pm | | MC 320 |

Arts Leadership Certificate Core Course

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, Executive Associate Dean of the Eastman School of Music.

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| 11283 | 6ALC | 221 | THE JOYS & OPPORTUNITIES OF STUDIO TEACHING | | | | | Cahn, R. |
| 11424 | 6ALC | 421 | | Early Fall (9/1 – 10/13) | 1cr | R | 9:35 - 11:25 am | ESM 209 |
| | | Half-semester | | | | | | |

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.

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| 11303 | 6ALC | 222 | PREPARING FUTURE MUSIC FACULTY | | | | | Silvey, P. |
| 11445 | 6ALC | 422 | | | 2cr | T | 12:35 - 2:25 pm | ESM M 9 |
| | | Full Semester | | | | | | |

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 504/51742.** 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.

Dr. Philip Silvey is Assistant Professor of Music Education at the Eastman School of Music. Prior to this, he taught at Baldwin-Wallace Conservatory, the University of Maryland, and Hope College. He holds degrees from Houghton College, the Pennsylvania State University, and the University of Illinois. He was selected as a Lilly Teaching Fellow at the University of Maryland.

ALC 230 – Performance

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| 11329 | 6ALC | 232 | HOW TO WIN AN ORCHESTRAL AUDITION | | | | | Kemp, K. |
| 11462 | 6ALC | 432 | | | 2cr | W | 12:35 – 2:25 pm | ESM 320 |
| | | Full Semester | | | | | | |

Arts Leadership Certificate Core Course

Enrollment Limit: 15

In this class we will learn how to develop both the internal and external skills to achieve optimal audition performance; Internal: a state of presence, allowing thought and action to be calm, integrated, and accurate. External: the practical tools toward a clear and balanced preparation of instrument, materials, body, and logistical needs. Guest speakers will include professionals in the areas of Eurythmics, Stress management, Health and Wellness, as well as resume and cover letter preparation. Live mock auditions will be experienced as well

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.

ALC 240 – Contemporary Orchestral Issues

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| 11330 | 6ALC 241 | REALITIES OF ORCHESTRAL LIFE | | | | Angus, D. |
| 11477 | 6ALC 441 | Late Fall (10/31 -12/12) | 1cr | M | 10:35 am - 12:25 pm | MC320 |

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.

ALC 250 – The Healthy Musician

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| 11348 | 6ALC 251 | KEYS TO HEALTHY MUSIC | | | | Callan-Harris, S |
| 11486 | 6ALC 451 | Full Semester | 1cr | T | 1:35 - 3:25 pm | 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

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| 11356 | 6ALC 280 | ARTS LEADERSHIP INTERNSHIP | | | | |
| 11490 | 6ALC 480 | | 1cr | Scheduling flexible | | Scatterday, L. |

(Undergraduates sign up for 280; Graduates see note below)

Required for ALP Certificate Students

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.