

Arts Leadership Curriculum (ALC) Course Offerings Spring 2010



EASTMAN SCHOOL OF MUSIC
UNIVERSITY of ROCHESTER

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 <http://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>

Spring 10 Course Timeline:

<p>Full semester =</p> <p>Early Spring=</p> <p>Late Spring =</p>	<p>Monday, January 11 – Monday, May 3 No classes Monday, January 18 – Martin Luther King Day. Spring Break – March 6 – March 14</p> <p><u>Monday classes</u> January 11 – March 1 March 15 - May 3</p>	<p><u>Tuesday, Wednesday, Thursday, Friday classes</u> January 12 – February 26 March 2 – April 30</p>
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ALC 210 – Entrepreneurship & Careers

<p>11568</p> <p>11665</p>	<p>6ALC 211K</p> <p>6ALC 411K</p> <p>Full-semester</p>	<p>ADVANCED GUIDE TO DIGITAL PORTFOLIO CREATION</p> <p style="text-align: center;">1cr F 10:35-11:25</p>	<p>Lapidus, N.</p> <p style="text-align: right;">EC 103</p>
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Enrollment Limit: 15

Kauffman Entrepreneurial cluster course

Following on from the Introduction to Digital Portfolio Creation, in this 14-week advanced course, 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 and product creation/maintenance tools will be used to create the final project -- a professional digital portfolio for each member of the class. Students should have basic skills using their computer's operating system (Windows or Mac OS X) and familiarity with Web technologies and Web browsers. Some knowledge of HTML, JavaScript and CSS (Cascading Style Sheets) will be helpful. Although a computer lab is provided, a personal laptop computer may be preferable. Recommended: ALC 211/411 ARTS MEDIA & PROMOTION OR ALC 241/441 DIGITAL PORTFOLIO CREATION. *NOTE: EC 103 is the Media Lab in the Student Living Center.*

Noah Lapidus is Web Technician and Coordinator for the Eastman School of Music. He holds a BA from the University of Rochester in Psychology with a concentration in teaching. Prior to coming to Eastman in October 2001, he worked as a student web programmer and Network support technician at UR. He plays bass guitar for a local band.

ALC 210 – Entrepreneurship & Careers (continued)

11542	6ALC	211K	ENTREPRENEURSHIP IN MUSIC				Ricker, R./Stanton, C.
11699	6ALC	411K	Arts Leadership Basic Certificate Core Course Keystone Course Entrepreneurship & Careers				
	Full semester		1cr	W	12:30 – 13:25		Miller Center 320

Enrollment Limit: 16

Kauffman Entrepreneurial cluster course

An entrepreneurial person is one who transforms an idea into an enterprise that creates value. This broad definition includes the Arts. The value could result in a business, but it could also be socially beneficial. It is hoped that, by the end of the semester, you should be able to: Recognize the entrepreneurial potential within yourself and others in your environment; Appreciate the role of entrepreneurship within society, at the level of the organization, and in your own personal life; understand the process nature of entrepreneurship, and ways to manage the process; develop an appreciation for opportunity, how to recognize it, and how to evaluate it; have familiarity with 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; and to think entrepreneurially. . **(Cross-listed as JCM261/56589).**

Ramon Ricker is Senior Associate Dean for Professional Studies and Director of the Institute for Music Leadership at ESM. He has been Professor of Saxophone since 1972, and a member of the clarinet section of the Rochester Philharmonic Orchestra since 1973. A widely published and recorded performer, author and arranger, Professor Ricker's career and interests continue to include both the classical and jazz and commercial worlds.

Cheryl Stanton, Along with her current PhD work at the University of Rochester, Warner School of Education focusing on entrepreneurship, she is a graduate of the Price- Babson Symposia for Entrepreneurship Educators' (SEE) Program. Cheryl is also an adjunct faculty member at St. John Fisher College where she teaches in the Math, Science and Technology program. She holds a bachelor's degree in Business Administration from SUNY Albany and a master's degree in Math, Science and Technology Education from St. John Fisher College.

11539	6ALC	211K	GRANTSEEKING AND PROPOSAL WRITING FOR INDIVIDUALS	NEW INSTRUCTOR	Powell, M.	
11680	6ALC	411K				
	Half-semester	Early Spring (1/12 – 2/23)	1cr	T	18:00-20:00	MC 320

Enrollment Limit: 20

Kauffman Entrepreneurial cluster course

In an unusually competitive landscape of grants, sponsorship, and strategic partnerships, your edge will come from the ability to make your case in a compelling way. This course is structured for those not affiliated with a non-profit organization and will teach you research techniques to find potential funding sources, how to assess prospective funders, author a funding request, and prepare a project budget. The course will also offer basic information for individual artists navigating the larger non-profit grant landscape and its concomitant practices.

Mark Powell is the former Managing Director of the Hobby Center for the Performing Arts *Uniquely Houston* Series and the Founding Music Director of ARCO, the American Radio Chamber Orchestra. A Ford Foundation prize winner, he has authored development materials for organizations as diverse as the Grand Teton Music Festival and the Houston Center for Contemporary Craft and 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 and St. Mary's University and currently serves the Rochester area as the Development Director of the Landmark Society of Western New York.

11584	6ALC	212K	INTERMEDIATE RECORDING			Truebger, John
11724	6ALC	412K				
	Full Semester		2 cr	M	9:35-11:25	ESM 120

Enrollment Limit: 10

Kauffman Entrepreneurial cluster course

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.

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.

John Truebger has worked as an audio/multimedia engineer in the Technology and Media Production department at the Eastman School of Music since 1998. He holds a Bachelor of Commercial Music degree with an emphasis in Recording Technology from the University of Memphis. His work as recording, mixing, and post production engineer can be found on labels such as ECS Publishing (Arsis Audio), Summit Records, International Trumpet Guild, Cantaloupe, Inside Sounds, HMG, Albany Records, ArkivMusic, and Eastman in Concert. John also is involved with freelance engineering for the Rochester Philharmonic Orchestra and Chamber Music Rochester. John is one of four engineers that handles a myriad of audio and video requests from faculty and students at the Eastman School of Music.

11550	6ALC	211K	SPEAK FOR YOURSELF: PUBLIC SPEAKING FOR MUSICIANS	<u>NEW COURSE</u>	Stetzer, J.
11678	6ALC	411K			
	Half semester		Late Spring (3/2 – 4/27)	1cr	T 18:00 – 20:00 MC 320

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

Jay Stetzer has extensive experience in public speaking. He is an award-winning storyteller who has performed extensively in a variety of venues around the world, including orchestras throughout the US. He holds a BM and MA in music theory from the Eastman School and has completed doctoral course work there as well. This year he celebrates his 39th year as a master teacher at the esteemed Harley School in Brighton, NY, where he has established a nationally acclaimed performing arts program for elementary school students. As a presenter, Jay has served as teacher and coach to countless organizations in the area, providing participants with skills and exercises that lead toward successful public speaking. He has worked with professionals at Kodak, Xerox, the New York State Association of Independent Schools, the Western New York Council of Churches, and the University of Rochester Warner School.

ALC 220 – Leadership & Administration

11596	6ALC	221	PROBLEM SOLVING IN THE ARTS		Hildebrandt, N.
11731	6ALC	421			
	Half-Semester		Early Spring (1/14 – 2/23)	1cr	R 18:00- 20:00 MC 320

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.

ALC 230 – Performance

11626	6ALC	232	HOW TO WIN AN ORCHESTRAL AUDITION		Kemp, K./Ross, C.
11762	6ALC	432			
	Full Semester			2cr	W 12:35 – 14:25 ESM 320

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.

ALC 240 – Contemporary Orchestral Issues

No courses offered this semester in this cluster.

ALC 250 – The Healthy Musician

11634	6ALC	251	KEYS TO HEALTHY MUSIC				Callan-Harris, S
11777	6ALC	451		1cr	T	13:35- 15:25	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.

11643	6ALC	252	INTRODUCTION TO MUSIC THERAPY				Hunter, L.
11786	6ALC	452		2cr	M	18:45- 20:45	ESM 320
		Full Semester					

Enrollment Limit: 18

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. (Attendance is an important factor in determining grade.)

Leslie Hunter received both her undergraduate and graduate degrees from the University of Kansas. Certified in both Music Therapy and Music Education, Mrs. Hunter has taught at the University of Kansas, Maryville College, Nazareth College and Eastman School of Music (summer session). She has worked as a Music Therapist at Monroe # 1- BOCES since 1984.

Internships

93744	6ALC	280	ARTS LEADERSHIP INTERNSHIP				
93757	6ALC	280z		1cr		Scheduling flexible	Scatterday, L.

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.