



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

Year

KEYSTONE COURSE:

ENTREPRENEURSHIP IN MUSIC

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.

R. Ricker

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ADVANCED GUIDE TO DIGITAL PORTFOLIO CREATION

(formerly THE MUSICIANS GUIDE TO ONLINE SELF-PROMOTION)

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.

McPeak 01-03
Vetter (Glossner)
N. Lapidus 04-

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Sp10

ARTS MEDIA & PROMOTION: “PERFECTING & PITCHING” YOUR MESSAGE

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.

Bednar/Lindsley
(00-04)
Brondyke (05)
Blum (08)

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F09

Course Title**Instructor****Year****CAREER SKILLS FOR THE 21ST CENTURY***(formerly GET A JOB! GET A LIFE!)*

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.

A. Daly
K. Liperote (F09)F00
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F09**GIFTS AND GRANT SEEKING IN THE NON-PROFIT ARTS WORLD***(formerly GRANTS 101 IN THE ARTS & CULTURE WORLD)*

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.

S. Stover
D. Camenga
L. Seischab

Sp09

GRANTSEEKING AND PROPOSAL WRITING FOR INDIVIDUALS*(formerly INDIVIDUAL GRANT SEEKING)*

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.

M. Futter
M. PowellSp09
Sp10**GRANTS 101 IN THE ARTS & CULTURE WORLD***(formerly GRANT WRITING FOR THE MUSICIAN)*

This course will offer a basic introduction to the grant-seeking process for arts and culture organizations, with an emphasis on cultivating support from private foundations. Students will learn about funding sources for arts programs; resources for foundation research; preparing an executive summary, letter of inquiry, and full proposal; developing grant budgets; and stewarding foundation relationships. The highlight of the course will be a "Meet the Donor" panel presentation by representatives from foundations that support arts and culture programs in Rochester.

S. Stover

Sp98
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Sp07**GRANTS PRACTICUM**

This class puts into action the principles learned and practiced in "Grants 101" through the full completion of an actual proposal from start to finish. Students will have the choice of working on a proposal that will seek funding for a project on behalf of a specific department within Eastman (that meets the approval of the corresponding department head), or an area of the student's interest which falls under the School's identified priorities. The instructor will provide guided instruction and discussion of the initial determination of the need for a grant and the researching of likely sources for a specific grant within the framework of the Eastman School of Music. As part of the process, the class will review draft grant submissions for clarity of structure, logical presentation and readability. When possible, students will participate in meetings with faculty and staff members involved with their individual grant. Packaging the grant request and attachments for submission will also be covered. PREREQUISITE: GRANTS 101. PERMISSION OF INSTRUCTOR REQUIRED.

J. Sutherland

Sp06

<u>Course Title</u>	<u>Instructor</u>	<u>Year</u>
INDIVIDUAL GRANT SEEKING Are you determined but ill equipped to find funding to support your education or a particular project? Structured for individuals not affiliated with non profits, such as students, musicians and researchers, this grant-writing course teaches you how to compile a reliable and current list of prospective funders and to structure compelling proposals, both of which will strengthen your capacity to support your studies and your work.	R. Schwartz	F06 F07
INTELLECTUAL PROPERTY & THE LAW: WHAT ARE YOUR DIGITAL RIGHTS? If Napster (ultimately) helped composers, did Grokster? What did the Sixth Circuit mean when it said "you need a license to sample"? The goal of this course is to learn about current legal issues affecting the creation and distribution of music. We'll read laws, cases, and blogs and attempt to stay abreast of legal developments relevant to musicians.	P. Durant	Sp05 Sp06 Sp07 Sp08 Sp09
INTERMEDIATE RECORDING 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.	J. Truebger	Sp09 Sp10
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.		
INTRODUCTION TO DIGITAL PORTFOLIO CREATION (formerly DIGITAL PORTFOLIO CREATION) REDESIGNED FOR FALL 2007 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 mini disc/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.)	K. McPeak (01-02) P. Ponella (03) H. Smith (04) Headlam/Scotto (05) H. Smith (07)	F01 F02 F03 F04 F05 F06 F07 F08 F09
INTRODUCTION TO RECORDING <i>(formerly INTRODUCTION TO RECORDING & SOUND REINFORCEMENT and Introduction to Recording – half semester)</i> 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.	D. Dusman J. Corcoran H. Smith (Sp05) M. Farrington (F08) R. Wattie (F09)	F99 Sp02 Sp03 Sp04 Sp05 Sp06 Sp07 Sp08 F08 F09

<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. Undercofler J. Rossi (F06)	F98 F00 F01 Sp04 F04 Sp05 F05 Sp06 F06 Sp07 F07 Sp08 Sp09 F09
MUSIC OUTREACH: PERFORMANCE, MASTER CLASSES & MUSIC APPRECIATION This class is designed to give hands on experience in presenting music to young people. It will consist of 14 hours, with the first 7 sessions comprised of instruction in how to present an effective master class, lecture recital, and class for elementary school students. These 7 sessions will take place at ESM during a regularly scheduled class time. Of the first 7 sessions, 2 or 3 class times will be set aside for individual coaching sessions with the instructor for those students who would like additional assistance in preparing their outreach programs. The second half of the course will consist of 3 required visits/presentations (total of 6 hours) that take place in a local school district. The presentations will not occur during the normal class time period, and will be coordinated with the local schools and students' class schedule. Dave Mancini will accompany the students to provide on site feedback and guidance. After completion of the presentations, a final class at Eastman will summarize the course, share experiences, and discuss how each of the students can continue to fine tune and improve their presentations. <i>Also cross listed in ALC210 Entrepreneurship & Careers.</i>	D. Mancini	F04 F05 F06
MUSIC PRESENTATIONS THAT CONNECT: HOW TO ENGAGE YOUR AUDIENCE Through identifying key elements in music, using different musical exercises, connecting with people on different intelligence levels and basic public speaking techniques, students will be given tools to help them create presentations that allow the audience to have a personal connection to the music.	Smith, Herbert	Sp07 Sp08 Sp09
NEW SKILLS, NEW CHOICES, NEW CAREERS FOR MUSICIANS <i>(formerly CREATIVITY & TRADITION: EXPANDING CAREER OPPORTUNITIES IN MUSIC)</i> This will be a highly interactive class focusing on creative thinking, innovative use of media and technology, and new resource materials. Individual attention and career direction is paramount. There will be two class projects in which students develop and present plans for "real-life" music series, with accompanying budgets and publicity campaigns.	VanDemark/Blum	Sp97 Sp99 Sp01 Sp04
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.	P. Kodzas	F08 F09
PR AND DEVELOPMENT: CAREER ESSENTIALS For individual musicians and ensembles alike, public relations and development are essential elements in launching, building and refining a performance career. When musicians are able to use PR and fund raising with skill and creativity, the results can be dynamic. This course will examine concepts and practices of these related areas (such as branding, media relations, networking and donor relations) in an arts environment. Several musicians, at different points in their careers, will be guest speakers for the course.	S. Robertson	Sp04 Sp05 Sp06

SECRETS WITHIN THE STAVES: HIDING DATA WITHIN MUSIC FILES

D. Headlam

F08

This course has two components: a music-technical aspect and an entrepreneurial study; students should have some background with programming and web techniques. We will learn about the data-hiding programs and develop a strategy for an effective entrepreneurial web-information campaign to get the idea out to the open-source community. We will develop tools to measure the progress of this campaign by using web-monitoring tools and by monitoring blogs, social sites, etc. Students will chose an aspect of either the technical or entrepreneurial components and present and write a 10-page paper on the topic.

SPEAK FOR YOURSELF: PUBLIC SPEAKING FOR MUSICIANS

J. Stetzer

S10

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.

TUNE IN, LOG ON, & DROP OUT: TECHNOLOGY AND MUSIC IN THE NAPSTER WORLD

K. McPeak
(Sp01 to Sp03)
P. Ponella (Sp04)
H. Smith

Sp01
Sp02
Sp03
Sp04
Sp05

The relationship between music and technology is as old as music itself; however, developments in digital technology and network delivery have the potential to impact music and music making as dramatically as the development of Edison's phonograph. From peer-to-peer environments such as Napster and Gnutella to audio codes such as mp3 and RealAudio, new technologies offer musicians and consumers new and heretofore unimagined ways to create and experience music. This course will explore current and future technology and its impact on music, musicians, and listeners.