

8/22 Monday Introduction Day

- Syllabus Activities and Paperwork
- Major Project Overview
- **Homework:** Read/View all What is Arts Management Module due next class 8/24
What is Arts Management Admin Ticket due next class 8/24
This will take you about 30-45 minutes to complete

8/24 Wednesday What is Arts Management?

- Admin Ticket Due in Class
- Lecture – What is Arts Management (What purpose does this class fill your degree plan)
- Go through the Discussion Questions and Reflective Activity and Textbook Questions
- **Homework:** Read/Listen to ALL content in the “The Business Structure” Learning Module up to the Banner about the Admin Ticket - due next class 8/29
This will take you about 1-1 ½ hours to complete

8/29 Monday The Business of the Arts: An Overview

- Admin Ticket question in class
- Look over the Profit Not for Profit Chart
- Mini Lecture on Non Profits
- Go over Admin Ticket
- Discuss Build Your Organization #1
- **Homework:** Read through ALL content in the “Career in Arts Administration” Learning Module up to the Banner about the Admin Ticket – due next class 8/31
This will take you about 1-1 ¼ hours to complete
- **Homework:** Build Your Organization #1: Your Dream – due Wed 9/7 at the start of class

8/31 Wednesday Careers in Arts Administration

- Admin Ticket: question in class
- Discuss the admin ticket
- Build a T-Chart/Fishbowl Activity – Where does this job title go?
- Handout – staff chart and the commercial/non-profit personnel chart
- Short Lecture – go over staffing chart
- **Homework:** Read the required chapters – stop at the Banner about the Admin Ticket on 9/7
This will take you about 30 min to 1 hour to complete
- **Homework:** Build Your Organization #1: Your Dream – due Wed 9/7 at the start of class

9/5 Monday (Labor Day) No Class

9/7 Wednesday Establishing and Planning an Arts Organization: Purpose, Mission, Vision and Values

- Collect Build Your Organization #1 – in folders
- Admin Ticket: Question in class
- Lecture (no PPT): What are you doing art, what is your company’s purpose and goal
- Lecture on Mission Vision and Value Statement with PPT
- **Homework:** Brainstorm see Blackboard for Instructions
This will take you about 1 – 1 ½ hours to complete

9/12 Monday Establishing and Planning an Arts Organization: Mission, Vision and Values

- Return Build Your Organization #1 – in folders
- Admin Ticket: Turn in Assignment from Module
- Lecture: Continue if needed - What are Mission Statement and Vision Statements?
- Work in class on Mission Vision and Value Statement
- Explain Mission Vision and Values Assignment #2
- **Homework:** Complete Part II Reading/Websites – Do not do the Power Point. Prepare for Admin Ticket on Wednesday - ***This will take you about 1 hour to complete***
- **Homework:** Begin working on your Build your Organization #2- Mission Vision and Values – due 9/21

9/14 Wednesday Establishing and Planning an Arts Organization: Strategic Planning

- Admin Ticket: Question in Class
- Lecture: Theatre Management Today
- Explain: Develop a SWOT #3
- **Homework:** Build your Organization #3 – Develop a SWOT – due 9/26

9/19 Monday Catch up and In Class Work

- No Admin Ticket Today
- Finish up lectures or activities as needed
- Work in class on #2 and #3
- **Homework:** Look at the weblink and then do the Admin Ticket in the Organization Structure Learning Module - ***This will take you about 1 hour to complete***
- **Homework:** Finish you Mission, Vision and Values #2 – due 9/21

9/21 Wednesday Organizational Structure

- Collect Build Your Organization #2 – in folders
- Admin Ticket: Turn in Question from Learning Module
- Lecture on Organization Structure
- Explain: Build your Organization #4 – Create an organizational chart and job announcements
- **Homework:** Finish your SWOT #3 – due 9/26 in class
- **Homework:** Begin working on Create and Organization Chart/Job Descriptions #4 – due 10/3 in class
- **Homework:** Begin reading the material in the Board of Directors Learning Module – due 9/28

9/26 Monday Catch up and In Class Work

- Return Build Your Organization #2 – in folders
- Collect Build Your Organization #3 – in folders
- No Admin Ticket today
- Finish any remaining teaching
- Work on Organizational Chart/Job Announcement #4 – in class
- **Homework:** Read the material presented in the Board of Directors Learning Module – due 9/28
- **Homework:** Complete Admin Ticket in Board of Directors Learning Module – Due 9/28
This will take you about 2 hours to complete

9/28 Wednesday Board of Directors

- Return Build Your Organization #3 – in folders
- Collect Admin Ticket from Board of Directors
- Lecture: Board of Directors
- Explain Build Your Organization #5 – Governance Descriptions

- **Homework:** Finish Create and Organization Chart/Job Descriptions #4 – due 10/3 in class
- **Homework:** Begin Governance Descriptions #5 – Due 10/10 in class
- **Homework:** Read the Material up to the Power Point in the Programming Learning Module. Prepare to have an Admin Ticket at the Start of Class on 10/3 – **This will take you about 1 ½ hours to complete**

10/3 Monday Season Planning

- Collect Build Your Organization #4 – In folders
- Admin Ticket: Question in Class
- Lecture: Season Planning
- Video on Programming
- Explain Build Your Organization #6 – Plan your Season
- **Homework:** Begin researching to create your season – Due 10/17
- **Homework:** Read text book chapter and Company Budgets in the Budget Learning Module, prepare for an admin ticket on 10/10 – **This will take about 1 hour.**
- **Homework:** Complete Governance Descriptions #5 – Due 10/10 in class

10/5 Wednesday No Class

10/10 Monday Budgeting

- Return Build your Organization #4 – in folder
- Collect Build your Organization #5 – in folder
- Admin Ticket: Question in class
- Lecture on Budgeting with PPT
- Start discussing Ticketing pricing and budgeting if time allows
- **Homework:** Read it is the ticket price and Building the Base in the Budget Learning Module. Prepare for a Admin Ticket on 10/12
- **Homework:** Do “Discover Ticket Price” assignment in the Budget Learning Module
Both Homework assignments will take about 1-1 ½ Hours complete

10/12 Wednesday Ticket Pricing and Audience Management

- Return Build your Organization #5 – in folder
- Collect Ticket Price
- Admin Ticket: Question in class
- Lecture on Ticket Pricing and Audience Management
- Do sample on how to figure out estimated income with tickets
- Explain Build your Organization #7 - Budgeting
- **Homework:** Complete Planning a Season #6 – Due 10/17 in class
- **Homework:** Come to class ready to work on budget – have ideas in your head, bring computers

10/17 Monday Catch up and In Class Work

- Collect Build your Organization #6 – in folder
- Finishing anything from previous day
- Work on budget and ticket pricing in class
- **Homework:** Work on Budgeting #7 - due 10/24 in class
- **Homework:** Read Chapter 7 in *Introduction to Arts Management* and The Buzz from *How to Start Your Own Theatre Company* in Marketing Learning Module. Prepare for Admin Ticket Question next class.
This should take you 1 ½ hours to complete

10/19 Wednesday Marketing and Promotion

- Return Build your Organization #6 – in folder
- Admin Ticket in class
- Lecture on Marketing with PPT
- **Homework:** Finish on Budgeting #7 - due 10/24 in class
- **Homework:** Read Chapter 10 “Creating Promotional Material” in Marketing Learning Module
- **Homework:** Promotional Admin Ticket in Marketing Learning Module – due 10/24 in class

10/24 Monday Marketing and Promotion

- Collect Build your Organization #7 – in folder
- Admin Ticket: Turn in Promotional Question from Learning Module
- Lecture on Creating Promotional Material with PPT
- Explain Build your Organization #8 – Marketing and Promotion
- **Homework:** begin working on Build your Organization #8. In class work on Wed. Due 11/7

10/26 Wednesday Catch up and In Class Work Borderline Matinee

- Return Build your Organization #7 – in folder
- Finishing anything from previous day
- Work on Marketing and Promotional
- **Homework:** Read the first two library text book readings in the Fundraising Learning Module. Due next class, prepare for an Admin Ticket.

10/31 Monday Fundraising

- Admin Ticket: Question in class
- Lecture: Fundraising with PowerPoint
- Discuss Admin Ticket
- **Homework:** Read the three articles after the banner in the Fundraising Learning Module. Due next class, prepare for an Admin Ticket

11/2 Wednesday Fundraising

- Admin Ticket: Question in class
- Discuss Admin Ticket/Articles
- Explain Build your Organization #9 – Fundraising – due 11/14 in class/office
- **Homework:** Complete Build Your Organization #8 – Marketing Due on 11/7

11/7 Monday Catch up and In Class Work

- Collect Build your Organization #8 – in folder
- Work in class on Build your Organization on Fundraising assignment
- **Homework:** Website/reading & Admin Ticket in Advocacy, Engagement and Education Learning Module

11/9 Wednesday Advocacy and Community Engagement

- Turn in Admin Ticket from Learning Module
- Return Build your Organization #8 – in folder
- Collect any redo work from #1-#7 for final review – in folder
- Lecture with PPT on Advocacy and Community Engagement
- Explain Build your Organization #10 – Advocacy and Community Engagement
- **Homework:** Reading in the Education section of Advocacy, Engagement and Education Learning Module
- **Homework:** Admin Ticket for 11/14

11/14 Monday Theatre Education

- Collect Build your Organization #9 – in folder
- Return redone work #1-#7 – in folder
- Lecture with PPT on Education in the Arts

11/16 Wednesday Final Project Review

- Collect redo work for #8 for final review – in folder
- Return Build your Organization #9 – in folder

11/21 Monday Back up day

- Return redone work for #8 (in office)
- Collect redone work for #9 for final review – in folder (in office)
- Collect outline of Build your Organization #10-11 if you want it reviewed – Not Required

11/23 Wednesday Back up day *Day before Thanksgiving*

11/28 Monday In class work

- Return redone work and outlines #9-#11
- We will go over how to present your projects on finals day
- Bring computers, bring questions, bring all your project assignments

11/30 Wednesday In class work *Zoot Suit Matinee*

- Bring computers, bring questions, bring all your project assignments

12/7 Final Presentation of your project

- 10:00a-12:45p / 10 minute slots (exactly 16 slots)