THE 4905 Arts Administration Section 1936

3 Credit Hours
Spring Semester 2014
Location: 218 McGuire Theatre and Dance Pavilion
Class Meeting Times: Tuesday, 7 period (1:55-2:45), Thursday, 6-7 period (12:50-2:45)
Instructor: Kevin Marshall
Office: 204 McGuire Theatre and Dance Pavilion
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Email: kmmarshall@arts.ufl.edu
Office Hours: Monday 1-3 pm and by appointment


Course Description: This course will introduce students to the practical skills required for the successful management of arts organizations. Areas covered will include budgeting, marketing/publicity, fundraising, audience development, contracts, board governance, and issues associated with the founding of a nonprofit organization.

Course Objectives: By the end of this course, students will have developed an understanding of the critical areas which arts administrators must manage, including Development, Fundraising, Budgeting, Grant writing, Marketing and Audience Development. Additionally, students will discover advanced concepts applied by arts administrators.

As arts organizations become increasingly complex, they will demand knowledgeable and skilled individuals with an aesthetic sensibility, business acumen and a keen understanding of current issues and trends that are relevant to those organizations’ health, prosperity, and in some cases, survival. Designed primarily, but not exclusively, for students in the performing and visual arts, this class will complement their training as artists, teachers and practitioners, and help lay the foundation for their future participation in arts organizations either as leaders or as participants and supporters.

Attendance Policy: Regular and punctual class attendance is essential and that no assigned work is excused because of an absence, no matter what the cause. Records of class attendance will be kept. If it becomes necessary for a student to miss a class for any reason, the instructor must be contacted directly via email or phone prior to class time.

More than three absences will result in a reduction in your grade.

Email Notification and Policy: Only the official UF student email address will be used for course communication. It is the student’s responsibility to check UF email on a regular basis. All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. If the instructor deems any of them to be inappropriate or offensive, they will be forwarded to the Dean of the College
of Fine Arts and appropriate action will be taken, not excluding expulsion from the course.

**Grading:**

15% Arts Attendance Reports- all 15 reports must be completed by last day of classes April 23rd

5% Policy/Decision Making Tree due January 21st

10% A Whole New Mind Quiz January 28th

10% Arts Advocacy Paper due February 7th

10% Case Study Exam due March 18th

25% Grant Proposal due April 1st

25% Final Project April 17th

**Student Honor Code: Adoption and General Principles**

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Pledge:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

**Course Schedule/Syllabus:** This syllabus represents current plans and objectives. As the course proceeds through the semester, those plans may need to change to enhance the class learning opportunity. Such changes are not unusual and should be expected.

Week 1 Introduction/Public Policy and the Arts

Week 2 Decision Making

Week 3 Arts Advocacy

Week 4 Civic and Community Engagement through the Arts

Week 5 Arts and the Economy

Week 6 Fundamentals of Organizations and Organizational Design

Week 7 Board Development

Week 8 Strategic Planning (SWOT Analysis)

Week 9 Development

Week 10 Personnel Management

Week 11 Grant Writing
Week 12 Financial Management

Week 13 Arts in Education

Week 14 Marketing in the Arts

Week 15 Final Presentations

It is the intention of this course to focus on some, if not all, of the following areas:

- Overview of the arts administration field and its history
- Arts Management professions
- Online resources
- Starting a nonprofit organization
- Federal requirements for forming a 501(c)(3) nonprofit organization
- Articles of incorporation / Bylaws / Mission statement
- Board of directors / Board governance
- Nonprofit law and contracts
- Nonprofit accounting
- Intellectual property / Copyright law
- Marketing / Audience segmentation
- Branding
- Operations / Bricks and mortar issues
- Philanthropy
- Audience development / Advancement / Corporate and foundation support
- Fundraising fundamentals
- Technology
- Grant writing
- Arts in education
- Media and arts leadership
- Press releases
- Managing people and resources
- Arts professions