

ARTS ADMINISTRATION (AAD)

AAD 100. Experiencing the Arts. 1 Credit Hour.

Students will be given the opportunity to view, evaluate, and critique the visual and performing arts in several different mediums. Course may not be repeated for credit. Students are required to also attend multiple arts events in the community and on campus as a component of their coursework. Course is only 5 weeks long. Please check course availability to see exact meeting dates.

Fulfills Core Requirement(s): Visual and Performing Arts (VPA).

Cross-listed Courses: MUS 103, THR 100, ART 100

AAD 201. Arts Administration I. 3 Credit Hours.

An introduction to the world of arts administration, focusing on not-for-profit organizations and exploring the various types of arts organizations and management principles applied therein. Students will participate in discussions both in class and online, and will prepare to apply their knowledge in real-world settings through the arts administration internship (AAD 490).

Fulfills Core Requirement(s): VPA.

AAD 202. Arts Administration II. 3 Credit Hours.

An exploration of the financial issues relevant to the not-for-profit arts industry, including budgeting, financial management, and fund-raising. Students will actively participate in financial analysis activities, the creation of grant proposals, and the drafting of fundraising appeal letters.

AAD 220. Special Topics. 3 Credit Hours.

A course sequence that offers thematically focused elective courses of current interest to instructors and students. Topics may include (but not limited to) fundraising, social media in the arts, or arts advocacy.

AAD 490. Arts Administration Internship. 3 Credit Hours.

Students will have the opportunity to complete a semester-long internship with a cultural organization as a part of this required course for the arts administration minor. Students will work closely with the faculty member supervising the internship, reporting to the faculty member as the internship progresses. Students will also evaluate the experience and relate it to their course of study in the arts administration program. Pass/fail grades only.

Prerequisites: AAD 201.

AAD 501. Introduction to Creative and Not-For-Profit Administration. 3 Credit Hours.

An introduction to the world of creativity, focusing on not-for-profit organizations and exploring the various types of creative organizations and management principles applied therein. Students will participate in discussions applying knowledge gained through readings and guest lectures by working professionals in order to conceptualize the interconnected and diverse world of creative and not-for-profit administration.

AAD 502. Marketing and Public Relations Strategies in Creative Industries. 3 Credit Hours.

An in-depth exploration of Marketing and Public Relations strategies, tactics and tools in the not-for-profit and for-profit creative industries. Students will analyze texts, case studies and real-world examples and will apply their knowledge by creating a marketing plan and materials for an organization, event, service, or product.

AAD 503. Governance & Board Development. 3 Credit Hours.

In addition to governing, the board of directors of a not-for-profit organization sets the tone and influences the culture of the institution. During this course, students will explore the role of the board of directors as the guiding force of the organization. Students will develop strategies to foster productive and beneficial relationships with members of the board of directors, and develop strategies for board recruitment, training and retention.

AAD 504. Financial Management in Creative Industries. 3 Credit Hours.

An exploration of the financial issues relevant to the not-for-profit creative industries, including budgeting, financial management, and financial planning (both short-term and long-term). Students will develop a strong familiarity with financial statements, with the objective of gaining the skills necessary to oversee the financial operations of a not-for-profit creative organization.

AAD 505. Fundraising. 3 Credit Hours.

A holistic approach to the development of funds for creative and not-for-profit organizations, including the exploration of techniques to facilitate individual contributions, corporate and foundation grants, and government grants. Students will participate in multiple projects, including the drafting of appeal letters to individuals and corporations, digital campaign development, application of grant writing techniques, and completion of government grant applications.

AAD 590. Arts Administration On-Campus Practicum. 3 Credit Hours.

Students will have the opportunity to complete a semester-long practicum on the campus of Le Moyne College. Students will work closely with the faculty or staff member supervising the internship, reporting to the faculty member as the internship progresses. Students will also evaluate the experience and relate it to their course of study in the arts administration program. Pass/fail grades only.

AAD 601. Globalization of the Arts. 3 Credit Hours.

The multi-billion dollar arts industry is a global force, enabled by technology and a growing trend toward creating works with a global appeal. In this course, students will gain a broader perspective of the arts world, including the exploration of new distribution methods as well as comparative study of arts funding models in different parts of the world. This course includes a required short-term study abroad component.

AAD 602. Engaging the Community Through Creativity. 3 Credit Hours.

An in-depth exploration of the intertwined nature of communities and creativity. Through readings, viewings, discussions and lectures (including visits with arts and culture practitioners), students will gain insight into the interconnected nature of creativity and the community, and the strategies and tactics used by organizations wishing to weave their operations into the fabric of the communities they inhabit.

AAD 603. The Art Museum Today. 3 Credit Hours.

An exploration of the various types, sizes and definitions of art museums with a specific focus on contemporary issues facing these institutions. The course familiarizes students with the theories and practice surrounding current (and shifting) topics of interest in the larger art world, and their effects on the museum as an institution. Students will examine the history of art museums, discuss contemporary practice, and explore current issues in the profession as it faces the future of art museums in the twenty-first century.

AAD 604. Inside the Orchestra: Why Offstage Relationships Matter. 3 Credit Hours.

During this course, students will develop an understanding of how the relationships of the board, staff, musicians, and volunteers are connected and dependent upon each other. Students will explore the impact of various perspectives each individual and each constituency brings to the work. Students will also learn strategies for effective conflict resolution, communication and team building that will ultimately support the mission of the professional orchestra.

AAD 605. The Orchestral Evolution. 3 Credit Hours.

During this course, students will develop an understanding of the evolution of US orchestras over the last 75 years including the presence of the orchestra online and in the community. Students will analyze how orchestras can be socially responsible organizations at both a local and national level and explore the variety of careers available with orchestras. Students will have an opportunity to interview professionals working in the orchestral field in an effort to research more deeply the history of orchestras on a local level. The culmination of this research will be a set of recommendations for a selected orchestra that encompass ideas for programming, organizational tradition, or schooling/network engagement work.

AAD 690. Arts Administration Consulting Practicum. 3 Credit Hours.

Having completed the majority of coursework in the graduate arts administration curriculum, students will apply their knowledge through an in-depth consulting practicum with a cultural institution. Students will work with the cultural organization to identify a project and will see the project to completion during the course of this consultancy.

Prerequisites: AAD 501, AAD 502, AAD 503, AAD 504, & AAD 505 (all foundation courses).

AAD 701. Arts Administration Seminar. 3 Credit Hours.

This capstone course for the M.S. in Arts Administration offers students the opportunity to synthesize concepts covered in previous coursework. The course will rely heavily on case study discussion and will further explore the many challenges and opportunities for arts organizations in the twenty-first century, including strategic planning, organizational dynamics, globalization and other topics.

Prerequisites: AAD 501, AAD 502, AAD 503, AAD 504 & AAD 505 (all foundation courses).