MASTER OF ARTS IN ARTS ADMINISTRATION
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A NOTE FROM THE DIRECTOR

Since 1971, the Master of Arts in Arts Administration (MAAA) Program at Indiana University has educated leaders in the cultural life of the U.S. and the world. Our program combines rigorous training in the key skills needed to launch a career in the arts, hands-on experiences with cultural organizations, and analysis of key issues in arts management and policy. Alumni have leading roles in museums, festivals, performing arts organizations and venues, government, and the technology sector.

Top scholars in arts management and cultural policy teach for the MAAA program and we are housed in IU’s renowned School of Public and Environmental Affairs. IU provides an intellectually and culturally stimulating environment on one of the nation’s most beautiful campuses. The city of Bloomington offers a wealth of arts attractions, and our students benefit from long-standing partnerships with leading arts organizations.

We also offer dual degree programs with public affairs and folklore/ethnomusicology on our campus, and a new international dual degree in cultural heritage with Australia National University.

Learn more about us – we welcome the opportunity to help you begin your career in arts administration.

Michael Wilkerson
Director | Arts Administration Programs
THE PROGRAM

You can complete your MAAA degree in three on-campus semesters, but many students plan to stay a fourth semester. There are opportunities to amend the length of the program to fit your needs. All students enter the program in the fall semester.

BRING ARTS AND CULTURE TO THE WORLD

Future arts administrators need the skills to tackle our communities' greatest challenges. The MAAA degree at the School of Public and Environmental Affairs (SPEA) will provide you with the foundational skills, core knowledge, and practical expertise necessary to become an effective arts advocate and leader of change.

JOIN THE EXPERIENCE

Educational opportunities outside of the classroom help prepare you to become a leader in the arts. We host events throughout the year that give you the opportunity to network with arts professionals, learn from the field's top practitioners, and socialize with each other and faculty members.

MAKE CONNECTIONS

Our alumni live and work all across the globe and play an active role in the success of MAAA graduates. Whether providing cover letter and resume critiques, introducing you to professional networks, or offering guidance with your job search, MAAA alumni remain involved.

“The MAAA program provided me with a core of high-quality, practical management courses accompanied with great case study opportunities across the visual and performing arts. The program prepared me well to meet the arts, business, and strategic challenges I face in my job today as President and CEO of the world’s largest children’s museum.”

Jeffrey Patchen, D.M.E. ’86
Doctoral Minor in Arts Administration
President & CEO | Children’s Museum of Indianapolis
COURSES & CURRICULUM

The MAAA degree requires a total of 45 credits for graduation. Of these, 30 credits are earned through core courses, 9 credits through elective courses, and 6 credits through experiential learning.

CORE
Organizational Behavior and Arts Management
Choose one POLICY course:
- Cultural Planning and Urban Development
- Public Policy and the Arts
Choose one PERFORMING ARTS MANAGEMENT course:
- Performing Arts Center Management
- Performing Arts Organization Management
- Programming the Performing Arts
Choose one VISUAL ARTS MANAGEMENT course:
- Museum Management
- Curating in Galleries and Museums
Financial Management for the Arts
Audience Development and Marketing the Arts
Legal Issues in the Arts
Arts Organizations in the Public and Private Sectors
Fund Development for Nonprofits
Seminar in Arts Administration

ELECTIVES
You can take electives in arts administration or you may choose any graduate-level course offered across the Indiana University campus. Current electives offered by the program include:
The Arts and Social Change
IT Applications for the Arts
Graphic Design
The Film Industry

EXPERIENTIAL COMPONENT
While you’re in the MAAA program you’ll gain professional experience, make valuable connections in the arts community, and sharpen your career focus through internships and practicum projects.

430
As a MAAA student you’ll gain a minimum of 430 hours of hands-on experience. You’ll learn more about the arts sector while expanding your resume and portfolio.
PRACTICUM

You’ll complete practicum projects with various campus and community arts organizations. The practicum consists of three different 50-hour arts or cultural management projects, and is worth three credit hours. Practica are completed throughout the three semesters of on-campus coursework.

“My practicum projects in the Bloomington community allowed me to work hands on with many different types of arts organizations in a short period of time. This opportunity assisted in my development of crucial skills necessary for today’s arts administration field.”

Sarah Lempke O’Hare, MAAA ’12
Manager of School Programs | Jacob Burns Film Center
MAAA students complete internships all over the United States and abroad. The internship consists of at least 280 hours of work in an arts or cultural organization or related position. It is worth three credit hours. The internship can be completed after two full-time semesters of degree coursework.

"Steppenwolf did a fantastic job of making me feel as though I was a part of their artistic community. It was incredible to learn from an organization that is considered a leader in the field. From being a part of their staff, I was a part of their artistic community. It was like making the feel as though Steppe..."

Michelle Young, MAAA '13
General Manager | Paprika Festival | artsadmin.indiana.edu | School of Public and Environmental Affairs | 6

RECENT INTERNSHIPS

* Smithsonian Institution
* Bravo! Vail Music Festival
* Indianapolis Museum of Art
* New York City Ballet
* National Endowment for the Arts
* Museum of Contemporary Art, Chicago
* Americans for the Arts
* The Phillips Collection
* EMP Museum
* Seattle Opera
* Children's Theatre of Cincinnati
* Seattle Opera
* Children's Museum of Indianapolis
* Santa Fe Opera
* John F. Kennedy Center
* Jacob's Pillow Dance Festival
* Santa Fe Opera
* Indianapolis Symphony Orchestra

...AND MORE!

Partner organizations that guarantee internship placements for MAAA students.
MICHAEL RUSHTON | PROFESSOR
Michael Rushton is the former director of the Arts Administration programs at Indiana University. He teaches and writes on arts economics and policy. From 2006-2012 he co-edited the Journal of Cultural Economics. He is the editor of Creative Communities: Art Works in Economic Development (Brookings Institution Press, 2013), and the author of Strategic Pricing in the Arts (Routledge, 2014). Rushton holds a Ph.D. in Economics from the University of British Columbia.

artsjournal.com/worth | @RushtonIU

JOANNA WORONKOWICZ | ASSISTANT PROFESSOR
Joanna Woronkowicz served as the senior research officer at the National Endowment for the Arts from 2012-2013. Her research interests include cultural facility projects and artist employment. She is the author of Building Better Arts Facilities: Lessons from a U.S. National Study (Routledge, 2015). Woronkowicz received her Ph.D. in Public Policy from the University of Chicago.

@cultureispolicy

MONIKA HERZIG | SENIOR LECTURER
Monika Herzig teaches classes on the music industry, creativity, programming, and community arts organizations. She is the co-founder of Jazz from Bloomington and currently serves on the board of the Jazz Education Network. As a jazz pianist and composer, she regularly tours and performs internationally. Groups under her leadership have toured Germany, Italy, and Japan and have opened for acts such as Tower of Power, Sting, Yes, the Dixie Dregs, and more. Herzig holds a D.M.E. in Jazz Studies from Indiana University.

monikaherzig.com | @mherzig2
MICHAEL WILKERSON | LECTURER

Michael Wilkerson has taught writing, arts administration, literary interpretation, and other subjects for more than two decades, principally at Indiana University, American University and the University of Wisconsin-Madison. He was executive director of two artists’ residency programs, Ragdale near Chicago and The Fine Arts Work Center in Provincetown, Mass. Educated as a journalist and fiction writer, Michael was the founding editor of the literary magazine Indiana Review and was the founding chair of the Alliance of Artists’ Communities. He has served as a university arts administrator and as board member for several other organizations. His research on artists’ support, finances, and the future of the arts has been presented at several conferences. He is currently writing about the role of arts administrators in shaping the future of the arts.

culturalpolicyissues.blogspot.com | @mnwilkerson

FRANK LEWIS | LECTURER

Frank Lewis comes to SPEA from Lawrence University in Appleton, Wisconsin, where he was the director of exhibitions and curator of collections for the Wriston Art Galleries. He taught art history, theory and criticism, and museum studies and practice for almost 30 years at the School of the Art Institute of Chicago; University of Chicago; University of Wisconsin, Madison, Milwaukee, and Parkside; and Lawrence University. Lewis was also an art critic for the Milwaukee Sentinel, New Art Examiner, Dialogue, and After Image. He holds an M.A. in Art History from the University of Chicago.

URSULA KUHAR | LECTURER

Dr. Ursula M. Kuhar is a Lecturer in the Arts Administration Program at IU’s School of Public and Environmental Affairs. Prior to this appointment, she was Executive Director of Washington Concert Opera in Washington, DC and Director and Assistant Professor of Arts Management at Sweet Briar College in Virginia. An active musician and teaching artist, she has performed professionally around the globe, and has worked with elementary, secondary, and collegiate arts programs throughout the United States. Kuhar holds a D.M. in Voice from Indiana University Jacobs School of Music, a M.M. in Music Education and B.S. in Arts Administration with Honors from Butler University. She is a member of Americans for the Arts, Association of Arts Administration Educators, and National Guild for Community Arts Education.

@Doc_UKu

* Our program also works with several talented adjunct professors working in the field of arts administration and cultural policy. Please check our website for more info.
The MAAA alumni network has been a valuable resource throughout my graduate studies as I sought out opportunities for employment and internships. Each alumni I reached out to was generous with their time and provided me with incredibly useful insights. The willingness to help out a fellow IU student is something I will be forever grateful for.

-Sean Benolken, MAAA-MPA ’17 | Current Student

2014 domestic alumni job placement within six months of graduation
ALUMNI JOB PLACEMENTS

1-3 YEARS OUT
Assistant, Corporate & Foundation Relations | World National Opera, The Kennedy Center
Curatorial Assistant | Grand Rapids Art Museum
Donor Relations Manager | Connor Prairie Interactive History Park

5 YEARS OUT
Cultural Affairs Specialist | City of Columbia, MO
Marketing Manager | Cal Performances

10 YEARS OUT
Director of Digital Content & Engagement | Carnegie Hall
Senior Associate, Education Commission of the States | Arts Education Partnership

20 YEARS OUT
Chief Development Officer | Museum of Contemporary Art, Chicago
Director of Marketing | Hollywood Pantages Theater

INSTITUTIONS

ASPEN MUSIC FESTIVAL AND SCHOOL /
BLOOMINGTON ECONOMIC DEVELOPMENT CORPORATION /
CHICAGO SYMPHONY ORCHESTRA /
CHINA BROADWAY ENTERTAINMENT /
CLEVELAND PLAYHOUSE /
EXPLORATORIUM /
FORT WORTH SYMPHONY ORCHESTRA /
GLIMMERGLASS OPERA /
HOUSTON GRAND OPERA /
INDIANA ARTS COMMISSION /
INDIANAPOLIS MUSEUM OF ART /
INTERLOCHEN CENTER FOR THE ARTS /
LINCOLN CENTER FOR THE PERFORMING ARTS /
LYRIC OPERA OF CHICAGO /
MIAMI INTERNATIONAL FILM FESTIVAL /
MUSEUM OF MODERN ART /
MUSEUM OF POP CULTURE /
NATIONAL ENDOWMENT FOR THE ARTS /
NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY /
NEW WORLD SYMPHONY /
SHANGHAI DEPARTMENT OF CULTURAL AFFAIRS /
SMITHSONIAN INSTITUTE

CAREER AREAS

ECONOMIC AND CULTURAL DEVELOPMENT
SPECIAL EVENTS COORDINATION
EDUCATION AND OUTREACH
FUND DEVELOPMENT
COMMUNICATIONS
DIGITAL MEDIA
ARTISTIC COORDINATION
CURATORSHIP
PROGRAMMING
MANAGEMENT
MARKETING

“The education I received at SPEA was invaluable. My knowledge, qualifications, and experience allow me to be competitive in the job market.”

Kathryn Rudolph, MAAA ’12
Director of Education and Community Engagement
Jacksonville Symphony
Jacksonville, Florida
CAMPUS

Indiana University attracts students from around the globe who want the ideal college experience—great traditions, a gorgeous campus, international culture, Big Ten sports, and an active academic climate.

OUTSTANDING EDUCATION

Innovation, creativity, and academic freedom are hallmarks of IU and its exceptional contributions in research and the arts. The School of Public and Environmental Affairs, where the MAAA is housed, is one of the most highly ranked schools of public affairs in the nation. It is known for its strong and diverse academic offerings, opportunities to become involved in the community, vibrant student culture, and various active professional student organizations.

SPECTACULAR ARTS ON CAMPUS

Among the arts offerings on campus is IU’s Jacobs School of Music (JSoM), which consistently ranks among the very best in the country. JSoM offers seven fully-staged operas, three ballets, and over 1,100 performances each year. The IU Auditorium is a 3,200 seat theater which hosts a variety of speakers, artists, entertainers, musicians, and full-scale Broadway musicals. The IU Cinema hosts over 120 screenings each year, as well as guest lectures from actors, filmmakers, and scholars. You can also attend dance productions, musicals, and plays at the IU Department of Theatre, Drama, and Contemporary Dance.

Museums at IU provide opportunities to engage in research and explore a diverse array of artifacts and works of art. Designed by famed architect I.M. Pei, the Eskenazi Art Museum houses over 40,000 objects, including ancient gold jewelry, African masks, and works by Monet, Picasso, and Matisse. At the Mathers Museum of World Cultures, you can examine artifacts from both ancient and modern cultures, including a large collection of ancient musical instruments.

BREATHTAKING SCENERY

The IU campus was named one of the five most beautiful in the nation in *The Campus as a Work of Art*. Abundant trees, flowers, and Indiana limestone buildings dating back to the late nineteenth century cover its nearly 2,000 acres.
CULTURE

Live music, coffeehouses, open-air farmer’s markets, eclectic restaurants, more than 30 festivals, and picturesque scenery are just part of what makes Bloomington, Indiana a thriving cultural hub.

COMMUNITY

IU’s amazing arts and entertainment offerings play a large role in Bloomington’s cultural atmosphere. Residents and IU students, faculty, and staff form a vibrant, active community that enjoy the metropolitan qualities of a large city and the easy pace of a small town.

Experience the performing and visual arts through world music, nationally-recognized theater companies, and local galleries. The Lotus Education & Arts Foundation produces one of the nation’s most prominent world music festivals and offers educational programs throughout the year. Cardinal Stage Company and the Bloomington Playwright’s Project present exclusive performances to the community through professional theater and never-seen-before plays. The John Waldron Arts Center is home to multiple galleries, and Pictura Gallery offers a selection of works by contemporary artists from around the globe.

VIBRANT CULTURE

THE GREAT OUTDOORS

Lake Monroe, Griffy Lake, the Hoosier National Forest, and a variety of parks and trails provide opportunities for hiking, fishing, boating, biking, horseback riding, and kayaking. Next door, the Brown County State Park offers 15,000+ acres – the largest in the state.

"No matter what your passion is, Bloomington offers something for everyone. I've truly broadened my knowledge through volunteering and attending local arts events. From film festivals to opera to art openings, there are always plenty of events every weekend. What I love most is that all these events are affordable!"

Emily Wilson, MAAA ’17 | Current Student
ADMISSIONS

CHECKLIST
• Online Application
• Two Letters of Recommendation
• Personal Statement; Approx. 500 words
• Official Transcripts
• Official GRE or GMAT Scores
• TOEFL Scores (International Applicants)
• Departmental Questions
• Resume

“One of the MAAA program’s greatest assets is the outstanding faculty and staff. Inside and outside the classroom, they challenge, support, and encourage us. We are led by some of the best and brightest in the field, and it is inspiring to know that they are in our corner advocating for our success as future leaders in the arts.”

Katie Skayhan
MAAA ’18 | Current Student
Financial aid for MAAA students comes from a combination of merit aid and graduate assistantship positions offered by the program in various arts venues on campus and in the Bloomington community.

**MERIT AID**
All full-time Arts Administration students that have applied by the priority deadline (February 1st) are awarded a fee remission. The amount of fee remission is determined by the merit and need of each individual student.

Students will receive their assigned fee remission for three (3) on-campus semesters, provided they stay in good standing with the college (3.0 GPA) and continue in the program.

**ASSISTANTSHIPS**
The MAAA program coordinates assistantships with several local and campus arts partners. These positions average 10-15 hours per week and are funded through the federal work-study program. In order to be eligible for these positions, you must submit a FAFSA form and qualify for federal work-study aid.

**HOURLY POSITIONS**
The program offers several Teaching Assistant positions in addition to the above assistantships. These positions are paid hourly and are subject to availability based on courses offered each semester.

**ASSISTANTSHIP PARTNERS**
- IU Cinema
- IU Auditorium
- Eskenazi Museum of Art
- Cardinal Stage Company
- Indiana Arts Commission
- Buskirk-Chumley Theater
- Bloomington Playwrights Project
- Mathers Museum of World Cultures
- Lotus Education and Arts Foundation
- Bloomington Entertainment and Arts District
- WonderLab Museum of Science, Health, and Technology
- IU Department of Theatre, Drama, and Contemporary Dance