SPEA A 241 Inside Community Arts Organizations

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Materials:

Description:
Students will get to know arts organizations and music business entities in the area in order to gain awareness about the role of the Arts in a community as a cultural, social, as well as economic force. Class instruction includes lectures, guest speakers, field trips, and practical experiences.

Objectives:
The students will
- demonstrate awareness of many arts-related organizations and business structures in the community
- witness and review at least two events staged by local arts organizations
- complete a 3-5 hours volunteer project with a local arts organization or business
- research and discuss current issues and tendencies related to public arts support, policy, career opportunities, arts administration
- experience different career opportunities in the arts
- interact with professionals and volunteers in the Bloomington Arts community
- research in depth all aspects of one local arts organization
- compare experiences in the local community to other communities of different size and demographics
- gain awareness of the crucial role of volunteers and continued activism in a vital arts community

Grading:
There will be one exam based on assigned readings and class discussions. In addition you will complete two event reviews, one volunteer report, active class discussions, and a term paper. Guidelines and forms for the assignments can be found on Oncourse under Assignments as well as in the syllabus. The attendance points will be deducted after three absences and/or repeated tardiness and lack of preparation. We will have multiple guests as well as field trips and the websites for the organizations are listed accordingly. Please gather information from those links previous to our visits and be ready to ask informative questions as part of your participation/ attendance grade. Also keep track of places and times for our field trips and watch for reminder announcements.
<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>100</td>
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<tr>
<td>Two Event Reviews (2)</td>
<td>200</td>
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<tr>
<td>Assignments on current issues (3)</td>
<td>300</td>
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<tr>
<td>Book Report</td>
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<td>Arts Organization Analysis/ Volunteer Project</td>
<td>200</td>
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<tr>
<td>Attendance</td>
<td>100</td>
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<td>Total possible points</td>
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**Grading Scale:**

- **A+ 975**  **A 925**  **A- 900**
- **B+ 875**  **B 825**  **B- 800**
- **C+ 775**  **C 725**  **C- 700**
- **D+ 675**  **D 625**  **D- 600**
- **F 599 and below**

**Note:**

No exam will be made up unless the instructor is notified in advance. There is no need to use a computer during class time. Class lectures can be downloaded from Oncourse/Resources after class meetings as needed and websites for the different organizations should be visited BEFORE class meetings. Please refrain from using laptops and other electronic devices during class time.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Aug 31, Sep 2</td>
<td>Arts Mean Business, Class Intro – Spirit of Monroe County</td>
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<tr>
<td></td>
<td>Reading: Arts &amp; Economic Prosperity III by Americans for the Arts</td>
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<td></td>
<td>&quot;Defining the Creative Economy: Industry and Occupational Approaches.&quot;</td>
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<td>Documentary: Jazz in the Schools/ Future of Jazz</td>
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<td>Sep 7</td>
<td>Zero Hour Tango Fest</td>
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<td></td>
<td>Guest: Alfredo Minetti</td>
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<td></td>
<td><a href="http://www.zerohourtangofest.com">www.zerohourtangofest.com</a></td>
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<td>Sep 9</td>
<td>Lotus Festival</td>
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<td><a href="http://www.lotusfest.org">www.lotusfest.org</a></td>
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<td>Sep 14</td>
<td>Indiana Arts – Economics and Support Organizations</td>
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<td>Reading: Arts &amp; Economic Prosperity, local findings, Creative Industries charts by Americans for the Arts</td>
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<td>Nonprofit Capacity Assessment: Indiana's Arts and Culture Organizations, Final Report</td>
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<td></td>
<td>Special guest Gerry Sousa</td>
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<td><a href="http://www.artsmidwest.org">http://www.artsmidwest.org</a></td>
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<td><a href="http://www.in.gov/arts">http://www.in.gov/arts</a></td>
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<td><a href="http://www.indyarts.org">www.indyarts.org</a></td>
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<td>Sep 16</td>
<td>Bloomington Symphony Orchestra - Charles Latshaw</td>
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<td>Sep 21</td>
<td>Lotus Festival Reflections</td>
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<td>Guest: LuAnne Holladay</td>
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<td><strong>Book Report due - see guidelines on Oncourse</strong></td>
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<td>Sep 23</td>
<td>Shakespeare behind Bars</td>
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<td>Sep 28</td>
<td>Visit Bloomington Playwrights Project – 107 W 9th St</td>
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<td><a href="http://www.newplays.org">www.newplays.org</a></td>
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<td>Sep 30</td>
<td>Cardinal Stage Productions- 115 N. College Ave, Uptown Plaza, Suite 210</td>
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<td><a href="http://cardinalstage.org/">http://cardinalstage.org/</a></td>
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<td>Oct 5</td>
<td>MAYO - Kristen Bellisario</td>
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<td><a href="http://www.mayomusic.org">www.mayomusic.org</a></td>
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<td>Oct 7</td>
<td><strong>Current Issues Discussion – Audience Development</strong></td>
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<td>Reading: Developing Next Generation Arts Audiences</td>
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<td>Audience 2.0: How Technology Influences Arts Participation</td>
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<td>2008 Survey of Public Participation in the Arts</td>
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<td>See guidelines on Oncourse and in Syllabus for preparing your assignment</td>
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<td>Oct 12</td>
<td>Review</td>
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<td>Oct 14</td>
<td><strong>Midterm Exam</strong></td>
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<td>Oct 19</td>
<td>The Venue- 114 S. Grant Street</td>
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<td><a href="http://www.thvenuebloomington.com">www.thvenuebloomington.com</a></td>
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<td>Oct 21</td>
<td>WTIU – Radio &amp; TV Building – CLASS WILL MEET AT 1:30!!</td>
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<td><strong>Event Report #1 due</strong></td>
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Oct 26  Local Print Media – Nicole Brooks, Arts Editor Herald Times
http://www.heraldtimesonline.com/
Oct 28  IU Arts Museum-1133 E 7th St
http://www.indiana.edu/~iuam/iuam_home.php
Nov 2  Current Issues Discussion – Arts Volunteers
Reading: Volunteers with Arts or Cultural Organizations: A 2005 Profile
See guidelines on Oncourse and in Syllabus for preparing your assignment
Nov 4  City Council with Assistant Economic Development Director for the Arts
Miah Michaelson-401 N Morton St
www.visitbead.com
Nov 9  Current Issues Discussion - Cultural Tourism, Arts Districts
Reading: Arts and Culture in Urban or Regional Planning: A Review and Research Agenda
Arts Neighborhoods, and Social Practices: Towards an Integrated Epistemology of Community Arts
See guidelines on Oncourse and in Syllabus for preparing your assignment
Nov 11  Indianapolis Symphony Orchestra
3-5pm, please clear the afternoon, starting at 1.30pm, drive in groups
www.indianapolissymphony.org
Nov 16  Jazz from Bloomington
Nov 18  Melody Music Shop - Michelle Giansante – 402 W 6th St
http://www.melodymusicshop.com/
Nov 30  Arts Week - Sheryl Knighton-Schwandt
www.artsweek.indiana.edu
Dec 2  Live from Bloomington
Event Review #2 due
Dec 7, 9  Reports on Organization Analysis/ Volunteer Project due
See Oncourse and Syllabus for guidelines
Guidelines for Book Report on
“Bringing the World to Our Neighborhood”
Answer the following questions.

1. What is “World Music”?
2. Provide some information on the beginnings of Lotus (when, who, where, how..).
3. What are some challenges, tasks for the organizers?
4. List some of the responsibilities for volunteers.
5. Provide some samples for unique political, social circumstances.
6. What kind of impact does Lotus have on a community such as Bloomington?
7. What are your personal reactions to the book?

Guidelines for Event Reports (1-2 pages)
Provide the following information:

1. Detailed info on time, place, presenters of concert.
2. Detailed info on performers
3. Program selections with a 2-3 sentence description for each program item
4. Personal reactions, observation on organizational details/ obstacles

Guidelines for assignments for Inside Community Arts Organizations:
Audience Development- October 7
Arts Volunteers – November 2
Cultural Tourism/ Arts Districts – November 9

Prepare a 3-5 page proposal following these guidelines:

1. Identify yourself in a fictionary position as a proponent or opponent of the issue, i.e. the director of marketing for theatre company x who is proposing a strategic plan for developing new audiences, or citizen x who is in need of social support and is against spending more money on developing a downtown arts district.

2. State clearly the thesis you’re arguing for, i.e. I would like to present the following strategies to develop larger audiences for our mainstage series, or I would like to present the following arguments against spending further tax money on the development of cultural tourism
3. In paragraph form, present at least five arguments/strategies in support of your thesis (no upper limits). Throughout this section make sure to cite at least once all readings attached on Oncourse to this assignment as well as at least one more outside resource. For each argument/strategy cite at least one source.

4. Conclude with a summary of your arguments for your thesis and a final call for action, i.e. based on the evidence presented, I would like to ask the board for a 10% budget increase for our website development.

5. List all your references including the assigned readings

**Guidelines for Organization Analysis/ Volunteer Project (5-10 pages)**
Contact an Arts Organization and arrange for a Volunteer Project with a minimum time involvement of five hours. From website info, organization leaders, and materials gather the following info and reflect on your volunteer involvement:

1. Name of organization, founding dates and circumstances, mission, location
2. Board structure, bylaws, current executive personnel
3. Yearly activities, programs
4. Financial support system, yearly budget, paid personnel, volunteers
5. Size of membership/ participants
6. Description of your volunteer project and how it relates to the overall structure/programming of the organisation
7. Personal impressions, opinions, thoughts
SPEA faculty do not tolerate cheating, plagiarism, or any other form of academic dishonesty. If you have not done so, you should read the IUB Code of Student Rights, Responsibilities, and Conduct, which can be accessed at http://dsa.indiana.edu/Code/ so you will be sure to understand what these terms mean and what penalties can be issued for academic dishonesty. Academic dishonesty can result in a grade of F for the class (an F for academic dishonesty cannot be removed from the transcript). Significant violations of the Code can result in expulsion from the University.

Plagiarism is using another person's words, ideas, artistic creations, or other intellectual property without giving proper credit. According to the Code of Student Rights, Responsibilities, and Conduct, a student must give credit to the work of another person when he does any of the following:

a. Quotes another person's actual words, either oral or written;
b. Paraphrases another person's words, either oral or written;
c. Uses another person's idea, opinion, or theory; or
d. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.

I will make accommodations for students registered with Adaptive Educational Services (AES) on the Indianapolis campus (Phone: 317-274-3241 or e-mail AES@iupui.edu) or the Disability Services for Students Office in Franklin Hall on the Bloomington campus (Phone: 812-855-7578).
Recommended Reading


Cruikshank, Jeffrey L. and Korza, Pam. *Going Public: A field guide to developments in art in public places*. Arts Extension Service, Division of Continuing Education, University of Massachusetts, Amherst, MA, 1988


Wagner, Laura N. *Writing Effective Survey Questions*, a "How-to Guide" available from: Stanford Center for Research in Disease Prevention, Stanford University School of Medicine, 1000 Welch Road, Palo Alto, CA 94034-1885 (415.723.0003).
