

SPEA A 241 Inside Community Arts Organizations

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Materials:

Bringing the World to Our Neighborhood. LuAnne Holladay. Quarry Books, 2005.

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.

Midterm Exam	100 points
Two Event Reviews (2)	200 points
Assignments on current issues (3)	300 points
Book Report	100 points
Arts Organization Analysis/ Volunteer Project	200 points
Attendance	100 points
Total possible points	1000 points

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.

Date	Topics
Aug 31, Sep 2	Arts Mean Business, Class Intro – Spirit of Monroe County Reading: Arts & Economic Prosperity III by Americans for the Arts "Defining the Creative Economy: Industry and Occupational Approaches." 2008. Markusen, Ann, Gregory Wassall, Doug DeNatale and Randy Cohen. <i>Economic Development Quarterly</i> , Vol. 22, No. 1: 24-45. [268] Documentary: Jazz in the Schools/ Future of Jazz
Sep 7	Zero Hour Tango Fest Guest: Alfredo Minetti www.zerohourtangofest.com
Sep 9	Lotus Festival www.lotusfest.org
Sep 14	Indiana Arts – Economics and Support Organizations Reading: Arts & Economic Prosperity, local findings, Creative Industries charts by Americans for the Arts Nonprofit Capacity Assessment: Indiana's Arts and Culture Organizations, Final Report Special guest Gerry Sousa http://www.nea.gov/ http://www.artsmidwest.org http://www.in.gov/arts www.indyarts.org
Sep 16	Bloomington Symphony Orchestra - Charles Latshaw http://bloomingtonsymphony.com/
Sep 21	Lotus Festival Reflections Guest: LuAnne Holladay Book Report due - see guidelines on Oncourse
Sep 23	Shakespeare behind Bars
Sep 28	Visit Bloomington Playwrights Project – 107 W 9 th St www.newplays.org
Sep 30	Cardinal Stage Productions- 115 N. College Ave, Uptown Plaza, Suite 210 http://cardinalstage.org/
Oct 5	MAYO - Kristen Bellisario www.mayomusic.org
Oct 7	Current Issues Discussion – Audience Development Reading: Developing Next Generation Arts Audiences Audience 2.0: How Technology Influences Arts Participation 2008 Survey of Public Participation in the Arts See guidelines on Oncourse and in Syllabus for preparing your assignment
Oct 12	Review
Oct 14	Midterm Exam
Oct 19	The Venue- 114 S. Grant Street www.thevenuebloomington.com
Oct 21	WTIU – Radio & TV Building – CLASS WILL MEET AT 1:30!! http://www.indiana.edu/~radiotv/wtiu/index.shtml Event Report #1 due

- 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.artswweek.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

Accountants for the Public Interest. *What a Difference Preparation Makes: A Guide to the Nonprofit Audit*. Accountants for the Public Interest, 1012 - 14th Street, N.W., Suite 906, Washington, DC 20005 tel: 202-347-1668

Allison, Michael & Kaye, Jude, Support Center for Nonprofit Management. *Strategic Planning for Nonprofit Organizations*. New York: John Wiley & Sons, 1997.

Barrentine, Pat. *When the Canary Stops Singing--Women's Perspectives on Transforming Business*. San Francisco: Berrett-Koehler Publishers, 1993

Barry, Bryan. *Strategic Planning Workbook for Nonprofit Organizations*. St. Paul, MN: Amherst H. Wilder Foundation, 1986.

Bryson, John M. *Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement*. San Francisco, CA : Jossey-Bass, 1988.

Creighton, James. *Involving Citizens in Community Decision Making: A Guidebook*. Washington,DC Program for Community Problem Solving, 1992.

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

Doyle, Michael and Strauss, David. *How to Make Meetings Work*. New York: Jove Books, 1982.

Fisher, Roger and Ury, William. *Getting to Yes*. New York: Penguin, 1981.

Grenzeback, Juliana. *Arts Manager's Toolbox: Financial Management*. San Francisco, CA : available from National Endowment for the Arts. Revised Edition, 1994.

Handy, Charles. *The Age of Paradox*. Boston: Harvard Business School Press, 1994

Howard, V.A. and J.H. Barton. *Thinking Together: Making Meetings Work*. New York: William Morrow and company, Inc., 1992.

Kaner, Sam. *Facilitative Guide to Participatory Decisionmaking*. New Society Publisher, 1996.

Kao, John. *Jamming: The Art and Discipline of Business Creativity*. New York: Harper Collins, 1996.

Katz, Neil and Lawyer, John. *Communication and Conflict Resolution Skills*. Dubuque, IA: Kendall/Hunt Publishing Company, 1985.

- Kayser, Thomas. *Mining Group Gold*. El Segundo, CA: Serif Publishing, 1990.
- Kinlaw, Dennis. *Facilitation Skills: The ASTD Trainer's Sourcebook*. McGraw Hill companies, 1996.
- Knowles, Malcolm. *The Adult Learner, A Neglected Species*. London: Gulf Publishing, 1990.
- Kretzmann, John and McKnight, John. *Building Communities from the Inside Out*. Evanston, IL: Center for Urban Affairs and Policy Research, Northwestern University, 1993.
- Kroehnert, Gary. *100 Training Games*. Sydney, Australia: McGraw-Hill, 1991.
- Lang, Andrew. *The Financial Responsibilities of Nonprofit Boards: An Overview of Financial Management for Board Members*. National Center for Nonprofit Boards. 2000 L Street, NW, Suite 510, Washington, DC 20036. tel: 202-452-6262. fax: 202-452-6299.
- Mintzberg, Henry. *The Rise and Fall of Strategic Planning*. New York: The Free Press, 1994.
- Moore, Carl. *The Facilitator's Manual*. Chattanooga, TN: Chattanooga Venture, 1992.
- Pokras, Sandy. *Team Problem Solving: Reaching Decisions Systematically*. Menlo Park, CA: Crisp Publications, Inc., 1989.
- Ray, Micheal and Rinzler, Alan. *The New Paradigm in Business, Emerging Strategies for Leadership and Organizational Change*. New York: Putnam, 1993
- Rosen, Robert. *The Healthy Company*. New York: G.P. Putnam's Sons, 1991.
- Schrage, Michael. *Shared Minds*. New York: Random House, 1990.
- Schein, Edgar. *Organizational Cultural and Leadership*. San Francisco: Jossey-Bass, 1992 (second edition).
- Schwartz, Peter. *The Art of the Long View*. New York: Doubleday, 1991.
- Schwartz, Roger M. *The Skilled Facilitator*. San Francisco: Jossey-Bass, 1994.
- Senge, Peter. *The Fifth Discipline Fieldbook*. New York: Doubleday Books, 1994.
- The Stevens Group. *All the Way to the Bank: Smart Money Management for Tomorrow's Nonprofits*. The Stevens Group, 1997. Order from: The Stevens Group at LarsonAllen, 950 Minnesota World Trade Center, 30 East 7th Street, St. Paul, MN 55101-4910, 651-641-0398

Tregoe, Benjamin and Zimmerman, John. *Vision in Action--How to Integrate your Company's Strategic Goals into Day-to-Day Management Decisions*. New York: Simon and Schuster, 1990

Turk, Frederick J. and Robert P. Gallo. *Financial Management Strategies for Arts Organizations*. New York, NY: American Council for the Arts Books. 1984.

Wheatley, Margaret and Kellner-Rogers, Myron. *A Simpler Way*. San Francisco: Berrett-Koehler Publishers, 1996.

Winer, Michael and Ray, Karen. *Collaboration Handbook*. St. Paul, MN: Amherst H. Wilder Foundation, 1994.

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).

Wing, R.L. *The Art of Strategy: A New Translation of Sun Tzu's Classic The Art of War*. New York: Doubleday, 1988.

Wolf, Thomas. *Managing a Nonprofit Organization*. New York, NY: Prentice-Hall Press. 1990.