

University of Winnipeg Departments of
Theatre and Film and Professional and Continuing Education (PACE)

THFM-2804-050 (3 credit hours)

INTRODUCTION TO ARTS AND CULTURAL MANAGEMENT

Fall, 2013
Time: Monday 6:00 pm-9:00 pm
Room: 3BC56

Instructor: Vicki Young
Office: Manitoba Chamber Orchestra
Portage Place
Phone: 204-942-2185 (day)
204-794-9431 (eve to 10 pm)
Office Hours: as arranged
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COURSE DESCRIPTION

The objective of this course is to provide students with the basic concepts involved in arts and cultural management in a survey format. This course will provide a foundation to assist students in determining their developmental needs for meeting future career objectives in the arts.

The course is comprised of lecture and seminar sessions (approximately 30 hours) and these will cover basic concepts of management with an emphasis on not-for-profit organizations generally, and arts organizations more specifically. Lectures will frequently be augmented by guest speakers and discussions with members of the professional community. An examination of the basic structure of arts organizations will provide a platform from which the role of the arts and cultural manager can be studied.

The following topics* will be presented:

***Note:** due to the need to coordinate availability of guest speakers, some flexibility in the specific topics offered will be exercised over the term.

Canada's Cultural Industries
Arts Organizations in a Changing World
History of Arts Management
Management

Theories
Functions
Leadership

Non-profit Organizations

Incorporation
Structure
Governance

Planning and Strategic Planning

Fiscal Management

Sources of Revenue
Financial Statements
Budgets
Cash Flow
Business Planning

Development

Philanthropy in Canada
Private Sector Fundraising
Grant Funding
Ethical Fundraising
Proposal Writing

Marketing/Public Relations

Audience Identification
Marketing Principles and Strategies

Human Resources

Staffing
Legislation
Unions
Volunteer Management

TEXT

Optional: Students may wish to purchase *Management and the Arts*, 4th ed., by William J. Byrnes for reference. There will be a number of lectures based on sections from this text. As an alternative, a package of extracts from the text is available for purchase from the instructor for a nominal sum.

Additional reading materials are available from the instructor on a cost-recovery basis. The deadline to purchase this package is **Monday, September 16th, 2013** (2nd class). Price TBA.

Other reading materials will be distributed during class and all lectures will be accompanied by Power Point presentations.

ASSIGNMENTS

Assignments must be completed and submitted on time. Marks will be deducted for late submission unless prior arrangements have been made with the instructor. Work not submitted will be graded as 0%.

All work for this course will be completed by **Monday, December 2, 2013** at the latest.

The Project and Term Paper must be typed. They can be submitted electronically or in hard copy. If they are submitted electronically, please confirm that I have received it.

EVALUATION

Test 1: October 7.....	20%
Test 2: November 4.....	20%
Test 3: December 2 (6:00-7:00 pm, Room 3BC56).....	25%
Term Paper: due Mon October 7.....	15%
Project: due Mon November 25.....	15%
Class Participation – based on contributions to class discussion	5%
TOTAL.....	100%

CONVERSION SCALE

For the calculation of the final grade the following conversion table will be used:

A+	90 – 100%	GPA	4.5	C+	65 – 69.9%	GPA	2.5
A	85 – 89.9%	GPA	4.25	C	60 – 64.9%	GPA	2.0
A-	80 – 84.9%	GPA	4.0	D	50 – 59.9%	GPA	1.0
B+	75 – 79.9%	GPA	3.5	F	below 50%	GPA	0
B	70 – 74.9%	GPA	3.0				

Work not submitted will be graded as 0%.

TENTATIVE SCHEDULE	
Class 1, Sept 9 Introductions & course outline Canada's cultural industries Roles of cultural managers	Class 7, Oct 28 Non-profit management & governance Guest Speaker: TBD
Class 2, Sept 16 History of cultural management Arts organizations in a changing world Guest Speaker: TBD	Class 8, Nov 4 Test 2 Financial Management Marketing Guest Speaker: TBD
Class 3, Sept 23 Evolution of management Management theories Leadership	Class 9, Nov 18 Fund Development 1 Proposal Writing Guest speaker: TBD
Class 4, Sept 30 Group dynamics and communication Planning and decision making	Class 10, Nov 25 Project due Marketing Guest speaker: TBD
Class 5, Oct 7 Test 1 Term paper due Planning and setting up a non-profit	Class 11, Nov 27 Optional attendance of Manitoba Chamber Orchestra concert, 7:30 PM
Class 6, Oct 21 Human Resources Management Guest Speaker: TBD	Dec 2 6:00-7:00 p.m. Final test

"THE REAL THING" LECTURE SERIES

The Department of Theatre and Film is presenting a series of six lectures which will be held on Wednesdays during the free period (12:30-13:20) in Theatre 1T15. Please note the dates in your diary **NOW**: Sept 18, Oct 23, Nov 13, Jan 15, Feb 12, Mar 12. This series will feature speakers from a range of areas in the performing arts: technical, performance, design, management, film, directing, playwriting, etc. These speakers will specifically address issues related to "the business of the business."

Attendance for potential Theatre Honours/majors and for Film majors is optional but highly recommended.

ORIENTATION ASSEMBLY

Each year in September we hold an *Orientation Assembly* to introduce our new students to faculty and other students; to provide information about the department, its various activities and those of its professors; and to provide news about what's coming up. This year our *Orientation Assembly* will be held on **Wednesday, September 11, 2013, 12:30-13:20 in Theatre, 1T15. ATTENDANCE IS COMPULSORY** for all Majors and Honours students. Those considering Honours are strongly recommended to attend. All others are welcome and encouraged to attend.

SERVICES FOR STUDENTS WITH DISABILITIES

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., access to volunteer note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or email accessibilityservices@uwinnipeg.ca to discuss appropriate options. Specific information about AS is available on-line at <http://www.uwinnipeg.ca/accessibility>. All information about a student's disability or medical condition remains confidential.

BUILDING SECURITY

The Asper Centre for Theatre and Film (which houses the Department of Theatre and Film) is open from 8:00 a.m.-5:30 p.m. weekdays. Students are permitted to be in the building between 8:00 a.m. and 10:00 p.m. seven days per week (except statutory holidays when the University is closed) **BUT PLEASE NOTE:** outside of regular building hours, it is **MANDATORY** that everyone in the building **EITHER** carry an access card **OR** have a booking confirmation form in their possession (hard copy or electronic). **ALL EVENING STUDENTS in the building for classes MUST have an access card.** If a Security Guard checks and you do not have proper accreditation, **you may be evicted.**

These rules are in place to protect our students and our equipment; please respect them.

ELECTRONIC COURSE OUTLINE ADDENDA

Students must check our website at <http://theatre.uwinnipeg.ca/tbooking.htm> and read the menu items called **Access Card/Building Use Policy AND Room Booking Instructions**. The link to the electronic **Online Room Booking Form** is also found at this location. Please read and note all instructions carefully.

GENERAL NOTES

This course outline should be considered a guideline only. Time constraints and other unforeseen factors may require that some topics be omitted or covered in less detail than indicated.

Archival records such as videotapes, sound recordings, and photographs may be made or taken during class or lab times. The University uses such materials primarily for archival, promotional, and teaching purposes. Promotional use may include display at open houses or conferences, or use in advertising, publicity, or brochures. In reading and accepting the terms in this course outline, students acknowledge consent for such use by the University. Should a student not wish to convey such consent, s/he should withdraw from this course immediately.

The University of Winnipeg promotes a scent-free environment. Please be respectful of the needs of fellow classmates and the instructor by avoiding the use of scented products while attending lectures. Exposure to perfumes and other scented products (such as lotion) can trigger serious health reactions in persons with asthma, allergies, migraines, or chemical sensitivities.

Cellular phones **MUST** be turned off during classes and examinations; texting is **NOT** permitted in class.

Any student attending a test or final examination may be required to present proof of identity; photo identification is preferred.

It is the student's responsibility to retain a photocopy or computer disk copy of **ALL** assignments submitted for grading; in the event of loss or theft, a duplicate copy is required.

Students are strongly advised to read the section of the *University of Winnipeg Calendar* (found on-line at <http://www.uwinnipeg.ca/index/cms-filesystem-action/pdfs/calendar/RegulationsandPolicies.pdf>) for information on Registration, Grading, Academic Misconduct including plagiarism, and Appeals.

THURSDAY, OCTOBER 24, 2013 is the final date to withdraw without academic penalty from courses which begin in September and end in November, 2013 (Fall 2013 Term).

STUDENT PARTICIPATION POLICY

Theatre is a communal art form in which a number of interdependent artists and crafts people co-operate to create a work of art. This fact is necessarily transferred to the learning situation, and is reflected in many of the Department's courses. Consequently, it is the Department's policy that students are required to: complete homework such as reading, line-learning, script analysis, prop lists, design drawings, etc.; attend classes; attend rehearsals both within and outside of class times; and, in short, to exhibit commitment towards the inevitably shared endeavours of our field of study.

Any student failing to fulfil these requirements is harmful to the progress of dedicated students and may, after due warning, be asked to withdraw from any individual Departmental course.

COURSE CONTENT NOTE

All Theatre and Film Classes

Dramatic Literature depicts a wide variety of human action, both elevated and base, public and private, physical and psychological, sexual and non-sexual, etc. The Department of Theatre and Film will not undertake to censor the subject matter of dramatic works.

Students who have concerns about dealing with the full range of content and style in drama/film are urged to discuss these concerns with the course instructor.

Performance-Related Classes

Much of an actor's work is based upon actual experiences of life which become translated into fictional circumstances. Because of this, the teaching of acting may involve encouraging the student to examine personal and even intimate areas of life to help him or her access life experiences appropriate to the demands of the work.

Dramatic literature depicts a wide range of human actions, both elevated and base, public and private, physical and psychological, sexual and non-sexual, etc. Acting students must learn to simulate life truthfully in interaction with other students in the safety of the acting class and the rehearsal hall through exercises, discussions, and directions which address rather than avoid truthful, particularized, personalized action.

Performance classes often require strenuous physical activity. Classes may also involve physical interaction between students as part of class exercises or character development and occasional physical contact by instructors for purposes such as the demonstration of a technique or to make a posture correction. Students are responsible for wearing clothing appropriate to these activities.

Students who have concerns about dealing with the full range of actions and subject matter involved in drama are urged to discuss these concerns with their course instructor.