

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

THFM-2804-050 (3 credit hours) / PACE DPS-16069

INTRODUCTION TO ARTS AND CULTURAL MANAGEMENT

Fall, 2015

Time: Monday 6:00 pm-9:00 pm

Room: ~~3BC55~~ **2BC50 (Revised)**

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 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 21th, 2015** (2nd class). Price \$15.

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 **Wednesday, December 2, 2015** 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 19	20%
Test 2: November 9.....	20%
Test 3: December 2 (6:00-7:00 pm, Room 3BC55)	25%
Project 1: due Mon October 19	15%
Project 2: due Mon November 23	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 14 Introductions & course outline Canada's cultural industries Roles of cultural managers	Class 7, Nov 2 Human Resources Management <i>Guest Speaker: TBD</i>
Class 2, Sept 21 History of cultural management Arts organizations in a changing world	Class 8, Nov 9 Test 2: 6:00 – 7:00 p.m. Financial Management <i>Guest Speaker: TBD</i>
Class 3, Sept 28 Evolution of management Management theories Leadership	Class 9, Nov 16 Fund Development Proposal Writing <i>Guest Speaker: TBD</i>
Class 4, Oct 5 Group dynamics and communication Planning and decision-making	Class 10, Nov 23 Project 2 due Marketing <i>Guest Speaker: TBD</i>
Class 5, Oct 19 Test 1: 6:00 – 7:00 p.m. Project 1 due: 6:00 p.m. Planning and setting up a non-profit	Class 11, Nov 30 Volunteer Management Risk Management Review
Class 6, Oct 26 Non-profit management & governance <i>Guest Speaker: TBD</i>	Class 12, Wednesday, 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 (except where noted) during the free period (12:30-13:20) in Theatre 1T15. Please note the dates in your diary **NOW: FRIDAY** Sept 18, Oct 21, **FRIDAY** Nov 13, Jan 13, Feb 10, Mar 9. 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.

2015 ORIENTATION ASSEMBLY

Each year in September we hold an *Orientation Assembly* to welcome students to the new term, 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 16, 2015, 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.

BUILDING SECURITY

The Asper Centre for Theatre and Film (home to the Department of Theatre and Film) is open from 8:00 am and 5:30 pm weekdays only. Students are permitted to be in the building between 8:00 am and

10:00 pm 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 *Fire Safety Instructions in the Asper Centre for Theatre and Film*, *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.

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 with documented disabilities, temporary or chronic medical conditions requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 204-786-9771 or <http://www.uwinnipeg.ca/accessibility> to discuss appropriate options. All information about a student's disability or medical condition remains confidential.

Students are strongly advised to read the section of the *University of Winnipeg Calendar* (found on-line at <http://uwinnipeg.ca/new-faculty-handbook/appeals-and-academic-misconduct.html>) for information on Academic Misconduct including plagiarism, and Appeals.

Students facing a charge of academic or non-academic misconduct may choose to contact the University of Winnipeg Student's Association (UWSA) where a student advocate will be available to answer any questions about the process, help with building a case, and ensure students have access to support. For more information or to schedule an appointment, visit our website at <http://www.theuwsa.ca/academic-advocacy> or call 204-786-9780.

We ask that you please be respectful of the needs of classmates and instructors/professors by avoiding the use of unnecessary scented products while attending lectures. Exposure to scented products can trigger serious health reactions in persons with asthma, allergies, migraines or chemical sensitivities. Please consider using unscented necessary products and avoiding unnecessary products that are scented (e.g. perfume).

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities in class as a learning exercise. See <http://www.uwinnipeg.ca/research/human-ethics.html> for submission requirements and deadlines.

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

Students may choose not to attend classes or write examinations on holy days of their religion, but they must notify their instructors at least two weeks in advance. Instructors will then provide opportunity for students to make up work examinations without penalty. A list of religious holidays can be found at <http://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf>

THURSDAY, OCTOBER 29, 2015 is the final date to withdraw without academic penalty from courses which begin on September 9 and end on December 3, 2015 (Fall 2015 Term).