

DANCE/THEATRE 658: BUSINESS FOR THE ARTS

Jhalak Kara Miller, **Email:** jhalak.miller@hawaii.edu

Seminar: 1:30pm – 4pm

TH: DB Seminar Room

Office Hours: By Appointment

Overview

The Business for the Arts course offers an overview and foundation for students interested in developing, launching, or advancing enterprises in performance making and education. The current state of funding in the arts requires the artist to be entrepreneurial. Students learn the unique contexts and challenges of creative careers. The course will focus on the nature and structure of arts enterprise – for-profit, non-profit and in between – while cultivating a career vision and creative project production goals. Topics include the study of processes and methods for developing economically successful grants and project development applications.

The course will be divided into lecture/discussions and hands-on project time. Guest lectures by working artists, arts educators, and creative professionals ensures ongoing connections between theory and practice.

Objectives

This course seeks to help students gain knowledge and skills in the following domains:

1. Imagining or recognizing enterprise opportunities in the arts including projects, partnerships, initiatives, and organizations;
2. Assessing those opportunities and developing them into project concepts;
3. Equipping artists with marketing, entrepreneurial knowledge and strategic thinking to develop a business plan and effectively focus time and talent on marketing work
4. Developing a professional portfolio that includes an artist biography, a professional resume, artist and teaching statement, samples of the artist's works;
5. Discovering, acquiring, and aligning the key resources necessary for a concept's success (time, money, space, equipment, talent);
6. Presenting a clear and compelling project plan in written, visual, and spoken form;
7. Evaluating a project's outcomes in ways that foster learning and promote future success;
8. Identify and write grants for graduate fellowships, scholarships, and research.

Grading and Assignments

Method of Evaluation

Attendance and Participation	20%
Weekly Exercises: Reflections and Connections (Assignments provided weekly in class sessions)	10
Project 1: Organization Profile	15

Project 2: Group Project Initiative Funding Proposals - SAPFB, UROP, Local, National, or International Grants	15
Project 3: On Campus Grants for Individual Conference or Festival Presentation GSO (Grads) and UROP (Undergrads)	15
Final Project: Online Professional Portfolio	15
Part One: CV/Resume and Employment Cover Letters	
Part Two: Video and Photo Work Samples of Performance, Choreography, and Teaching	
Part Three: Development of Online Site and Portfolio	
Part Four: Class presentation of Portfolio (15 minutes each)	
Performance Attendance (Support and Attend 5 shows –Winter Footholds at the Earle Ernst Lab Theatre, Rise Up! at Kennedy Theatre, Pau Hana at Orvis Auditorium, and 2 performances of your choosing – Fill out UHM Dance Program Survey for each production and submit by the end of the semester)	10

Grading Policy

A=90-100%

B=80-89%

C=70-79%

D=60-69%

F=0-59%

Late assignments will be lowered one letter grade per day.

*Projects will not be accepted late.

Reflections & Connections

Each week you will be assigned a reading or an online video to review. We'll start each class period with a discussion of the video or article. The course requires participants to conduct weekly internet research and work on specific assignments in order to develop their digital and print portfolio. You will also be given weekly handouts with exercises and worksheets to complete.

Project 1: Organization Profile

Work in teams of two. Complete an organizational profile of a dance organization, entity or festival.

Project 2: Group Project Initiative Proposal

Working in teams of two, prepare a group project initiative proposal for SAPFB, UROP, and local, national, or international grants that will benefit the class participants and the theatre and dance program in 2020/2021. Possibilities include support for FESTPAC in June 2020, international exchange with K'Arts Student Performers and the UHM Dance program in January/February 2021, attendance and performance at the a Corp Festival in Poitiers in France

in March 2021, attendance and performance at the Seoul International Dance Festival in Korea in July 2021, or a project of your choosing.

Project 3: On Campus Grants for Individuals for Conference and Festival Presentation

Each participant will prepare a proposal for a individual conference or festival performance presentation. Write an on campus grant for the Graduate Student Organization (GSO) or Undergraduate Research Opportunities (UROP) individual conference/festival presentation funding for a 2020/2021 project.

Final Project: Professional Portfolio

The professional portfolio will include the development of your CV or resume, a letter of introduction, and video/photo samples of your work submitted as both a digital online and print portfolio.

Each student will give a fifteen minute oral presentation of their portfolio.

Required Text

Weekly Texts will be found in the course books available at the bookstore. Additional articles are online pdf articles available on the Laulima course website. You are encouraged to research business techniques, as well as dance, theatre design and business issues at the university and public libraries, galleries, museums, businesses, non-profit organizations and through the Internet.

Coursebooks

Arts & Numbers: A Financial Guide for Artists, Writers, Performers, and Other Members of the Creative Class by Elaine Grogan Luttrull

The Artist's Guide to Grant Writing: How to Find Funds and Write Foolproof Proposals for the Visual, Literary, and Performing Artist by Gigi Rosenberg

Progressive Business Plan for a Dance Studio: A Targeted Fill-in-the-Blank Template with a Comprehensive Marketing Plan by Nat Chiaffarano

Course Attendance and Participation

Regular class attendance will be crucial to your achievement in DNCE/THEA 658. Each student will be allowed one excused absence. Each additional absence will result in a 5% grade deduction. Tardiness will result in a 3% grade deduction. Classes are synchronous and may also be attended remotely by live zoom video conference online if arrangements have been made with the instructor at the beginning of the semester.

ASSIGNMENT SCHEDULE

January 16

Productive Thoughts: Syllabus and Overview

Get Real: Legal Considerations for Artists, Developing Mission Statements, Project and Grant Overviews, Fundraising

January 23

1:30 – 2:30pm Seminar Room – Creating Organizational Profiles

2:30 – 4pm Dance Studio – Work in teams of two. Complete an organizational profile of a dance organization, entity or festival.

READ: Arts and Numbers – Chapter One, The Creative Class, pgs. 13 – 28

The Artists Guide to Grant Writing – Introduction: Find the Money, pgs. 1 – 10

The Artists Guide to Grant Writing – Chapter One: Start the Research with You, pgs. 11 – 25

Online Articles Provided in Class

January 30

UROP Grant Information Session (attend as a class from 1:20 – 2:20pm)

PROJECT ONE DUE: ORGANIZATIONAL PROFILES

Presentation of Profiles (5 minutes each)

READ: Arts and Numbers – Chapter Two, Risky Rewards, pgs. 29 – 35

The Artists Guide to Grant Writing – Chapter Two: Make Grant Writing Work for You, pgs. 27 – 34

Online Articles Provided in Class

February 6

Picture This/Let's Make a Toast to Love: Starting an Arts Business, Promotional Toolkit, Umbrella Organizations, Presenting Organizations

Listening to Your Heart: Project Funding

READ: Arts and Numbers – Chapter Three, Goal Setting, pgs. 36 – 46

The Artists Guide to Grant Writing – Chapter Three: Build Your Team, pgs. 35 – 47

Online Articles Provided in Class

Guest Lecturer: Mark Branner, UHM 1:30pm – 2pm (UROP Project)

February 13

Presenting and Funding Performance in Non-Traditional Venues, International Festivals,
Elevator Pitches

An Aerial State of Mind: Artist in Residence Programs, Commissions, Fundraising Events

READ: Arts and Numbers – Chapter Four, Disciplined Saving, pgs. 47 – 55

The Artists Guide to Grant Writing – Chapter Four: Decipher the Applications, pgs. 49 – 63

Online Articles Provided in Class

Guest Lecturer: Moonea Choi, Artistic Director of the Seoul International Dance Festival, South
Korea, 3pm – 4pm

February 20

PROJECT TWO DUE ONLINE FOR REVIEW: GROUP PROJECT INITIATIVE PROPOSALS

Peer Review of Grants Online

READ: Arts and Numbers – Chapter Five, Practical Budgeting, pgs. 56 – 70

The Artists Guide to Grant Writing – Chapter Five: Write Your Proposal Step By Step,
pgs. 65 – 79

Online Articles Provided in Class

Festpac Project

February 27

*PROJECT TWO FINAL DUE ONLINE FOR SUBMISSION: GROUP PROJECT INITIATIVE
PROPOSALS*

Meet with a faculty member outside of class to have them review your grant proposal.
Guidelines will be discussed in class.

READ: Arts and Numbers – Chapter Six, What if Analysis, pgs. 71 – 80

The Artists Guide to Grant Writing – Chapter Six: Stand Out from the Crowd, pgs. 79 – 88

Online Articles Provided in Class

Festpac Project

March 5

Funding your Creative Work Locally, Nationally and Internationally, Presenting and Touring a
Dance Company

A Little Help for the Time Change: Academic Funding for the Arts, Conference and Festival on
campus grants

What is Philanthropy? Developing Relationships with Donors

READ: Arts and Numbers – Chapter Seven, Budget Variances, pgs. 80 – 91
Arts and Numbers – Chapter Eight, Personal Financial Statements, pgs. 92 – 104
Online Articles Provided in Class

Guest Lecturer: SarahLyn, University Hawaii Foundation, 3pm – 4pm

March 12

PROJECT THREE DUE: ON CAMPUS GRANTS FOR INDIVIDUAL CONFERENCE OR FESTIVAL PRESENTATION, GSO (GRADS), UROP (UNDERGRADS)

For Profit Arts Business Strategies, Developing a Commercial Dance or Arts Business, Branding, Marketing, Commercial Design, Contracts and Creative Services

READ: Progressive Business Plan for a Dance Studio – Chapter worksheets will be assigned in class
Online Articles Provided in Class

Guest Lecturer: Neelanthi Vadivel, Still and Moving Center Studio Director of Hoa Hele Retreats, Former Cirque du Soleil Performer, Hawaii, 3pm – 4pm

Guest Lecturer: Renee Tillotson, Still and Moving Center Studio CEO, Hawaii 3pm – 4pm

March 19

Spring Break

March 26

Kuhio Day – No School

April 2

You Had Me at Hello: Finding a Job as a Lecturer or Full Time Tenure Track Position, Weighing the Pros and Cons of Teaching, Employment Applications, CV's/Resumes, Behind the Scenes – Faculty/Lecturer Hiring Process, The Job Interview and Presentations

READ:

The Artists Guide to Grant Writing – Chapter Seven: Craft Your Artist Statement, Bio and Resume, pgs. 89 – 105

The Artists Guide to Grant Writing – Chapter Eight: Showcase Your Work with a Stellar Work Sample, pgs. 105 – 117

Online Articles Provided in Class

Guest Lecturers: Payal Kumar, Marketing Director of Communications at the Wooden Floor, California, 3pm – 4pm

April 9

Work Samples for Grants, Reels, Website Design, and Auditions

READ: Arts and Numbers – Chapter Nine, Cash Challenges, pgs. 105 – 120
The Artists Guide to Grant Writing – Chapter Nine: Budget Fearlessly, pgs. 119 – 134
Online Articles Provided in Class

Guest Lecturer: Guest Lecturers: Kenny and Chizuko Endo, Taiko Center of the Pacific, Hawaii
1:30pm – 2:30pm

April 16

FINAL PROJECT PART ONE: CV/RESUME AND JOB COVER LETTER OF INTRODUCTION DUE

Avoiding Burnout – Success Beyond Money and Power, Making Positive Change in Self and Community

READ: Arts and Numbers – Chapter Ten, Make More Money, pgs. 121 – 135
The Artists Guide to Grant Writing – Chapter Ten: Make Friends with Funders, pgs. 135 – 148
Online Articles Provided in Class

Guest Lecturer: Dr. Betsy Fisher, UHM 1:30 – 2:30pm

April 23

FINAL PROJECT PART TWO: ARTISTIC PERFORMANCE OR TEACHING SAMPLES OF WORK IN VIDEO AND PHOTOGRAPHY DUE

READ: Arts and Numbers – Chapter Eleven, Understanding Taxes, pgs. 136 – 148
Arts and Numbers – Chapter Twelve, Financial Management Systems, pgs. 149 – 163
The Artists Guide to Grant Writing – Chapter Eleven: Fundraise Strategically, pgs. 150 – 173
Online Articles Provided in Class

Guest Lecturer: Alex Schlemp, NYC/Paris, CEO Anti-Gravity Fitness

April 30

FINAL PROJECT PART THREE: ONLINE SITE DUE

Topics – Auditions, Personal Branding, Longevity, The Art of Gratitude – Handling Criticism/Rejection

READ: Arts and Numbers – Chapter Thirteen, The Business Plan, pgs. 164 – 177

SYLLABUS – Dance/Theatre 658
Dance M.A./M.F.A. Program, University of Hawai'i at Manoa
Spring Semester 2020

The Artists Guide to Grant Writing – Chapter Twelve and Thirteen: Overcome Psychological Roadblocks, Make Great Art , pgs. 175 – 188
Online Articles Provided in Class

Guest Lecturer: John Heginbotham, NYC Dance Heginbotham

May 7

FINAL PROJECT: CLASS PRESENTATIONS OF ONLINE PROFESSIONAL PORTFOLIO INCLUDING WORK SAMPLES WITH VIDEO AND PHOTO, CV, BIO PAGE

MAY 14 – FINALS WEEK

Create a folder on google docs title “Last Name_Business for the Arts”
Include all course assignments in the folder. Share the folder with the instructor.

Open Auditions Spring 2020

UHM Dance Winter Footholds Lab Theatre Student Concert Audition directed by Peiling Kao

Audition for Student Showcase by Undergraduate and Graduate Students (open to majors and non-majors)

Tuesday January 21, 6pm Dance Building Studio

UHM Dance Fall 2020/Spring 2021 Mainstage Annual Dance Concert Audition "Breath" directed by Jhalak Kara Miller

Audition for Dancers/Performers

Thursday May 7, 6pm Dance Building Studio

UHM Dance Spring Semester Performances

Winter Footholds at the Earle Ernst Lab Theatre directed by Peiling Kao

February 26, 27, 28, 29 & March 1, 2020

WED-SAT at 7:30pm

SUN 10/27 at 2:00pm

Dance Concert – Student Showcase

Tickets: <http://manoa.hawaii.edu/liveonstage/wfoot2020/>

Rise Up! Annual Dance Concert at Kennedy Theatre directed by Betsy Fisher

April 24, 25, 26 & May 1, 2, 2020

FRI/SAT at 7:30pm

SUN 4/26 at 2:00pm

Tickets: <http://manoa.hawaii.edu/liveonstage/riseup/>

Pau Hana Dance/Music Class Performances

Sunday, May 3, 3pm

Orvis Auditorium

Free: <https://manoa.hawaii.edu/music/events/>

Additional UHM Theatre Performances

The Last King of Bali at Kennedy Theatre

February 7, 8, 14, 15, 16, 2020

FRI/SAT at 7:30pm

SUN 2/16 at 2:00pm

Tickets: <http://manoa.hawaii.edu/liveonstage/lastking/>

Sueño at the Earle Ernst Lab Theatre

March 25, 26, 27, 28, 29, 2020

WED-SAT at 7:30pm

SUN 3/29 at 2:00pm

Tickets: <http://manoa.hawaii.edu/liveonstage/sueno/>

UHM Student Resources

Health Statement: Please notify the instructor if there are any particular physical concerns that affect your ability to dance. Acknowledgment of Risk/Medical Consent Form must be completed and submitted to the instructor on the first day of class. Any student who feels they may need an accommodation is invited to contact the instructor privately.

Statement on Disability: KOKUA Program

As each Student has unique backgrounds, we intend to support all students in dance courses. If you have a disability and related access needs, please start by contacting either the Instructor or the KOKUA program (UH Disabled Student Services Office) at 956-7511, KOKUA@hawaii.edu, or go to Room 013 in the Queen Lili'uokalani Center for Student Services.

Statement on Title IX: The University of Hawai'i is committed to providing a learning, working and living environment that promotes personal integrity, civility, and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. If you or someone you know is experiencing any of these, the University has staff and resources on your campus to support and assist you. Staff can also direct you to resources that are in the community. Here are some of your options:

If you wish to remain ANONYMOUS , speak with someone CONFIDENTIALLY , or would like to receive information and support in a CONFIDENTIAL setting, contact the confidential resources available here: <http://www.manoa.hawaii.edu/titleix/resources.html#confidential>

Lesbian, Gay, Bisexual, Transgender (LGBT) Student Services: Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) Student Services strives to maintain a safe and inclusive campus environment that is free from harassment and discrimination. The office provides direct services to students of the University of Hawai'i at Mānoa to confidentially discuss or seek advocacy and support for mistreatment due to their actual or perceived sex, gender identity, gender expression, or sexual orientation.

Camaron Miyamoto

Queen Lili'uokalani Center for Student Services 211 2600 Campus Road

(808) 956-9250

email: lgbtq@hawaii.edu <http://manoa.hawaii.edu/lgbt/>

Office of Gender Equity: The Office of Gender Equity offers direct services to victims and survivors of sexual harassment and sexual assaults. Brief descriptions of services offered are available here:

Jenna Friedman
Queen Lili'uokalani Center for Student Services 210 2600 Campus Road
(808) 956-9499
email: geneq@hawaii.edu www.manoa.hawaii.edu/genderequity

Prevention, Awareness, and Understanding (PAU) Violence Program: Prevention, Awareness, and Understanding (PAU) Violence Program exists to inspire, educate, and empower students and campus communities to build safe living-learning environments, end interpersonal violence, and encourage holistic well-being in ways that are supportive, collaborative, student-centered, and strengths-based. PAU Violence Program staff provides direct services to all University of Hawai'i at Mānoa students including crisis response, safety planning, academic support, and referrals to campus and community resources.

Jennifer Barnett and Leslie Cabingabang
Queen Lili'uokalani Center for Student Services 211 2600 Campus Road
(808) 956-8059
uhmpau@hawaii.edu

Student Parents At Mānoa (SPAM): Student Parents At Mānoa (SPAM) seeks to increase the visibility of and resources for student parents at UH Mānoa as they pursue education while parenting. SPAM staff provide advocacy, support, and referrals for pregnant and parenting students to help them succeed in their educational goals.

Teresa Bill
2600 Campus Road
Queen Lili'uokalani Center for Student Services 211
(808) 956-8059
gotkids@hawaii.edu <http://manoa.hawaii.edu/studentparents/>

Counseling and Student Development Center (CSDC): The Counseling and Student Development Center (CSDC) offers support to UHM students, staff, and faculty to assist with personal, academic, and career concerns. All services are confidential and most are free of charge for Mānoa students. They also offer free consultation to faculty and staff on personal and student-related issues as well. CSDC office hours are from 8:00 a.m. to 4:30 p.m., Monday through Friday. They also offer immediate walk in appointments for urgent or emergency/crisis services during their regular daily hours.

Queen Lili'uokalani Center for Student Services 312 2600 Campus Road
(808) 956-7927
uhmcsdc@hawaii.edu www.manoa.hawaii.edu/counseling

University Health Services Mānoa (UHSM): The University Health Services Mānoa (UHSM) is staffed by physicians, nurse clinicians, nurses, and other support staff, and offers a wide range of medical services and programs to UH Mānoa students, with many of the services also available to UH Mānoa faculty and staff and students from other UH campuses. Services include general medical care on a walk-in basis; women's health, sports medicine, psychiatry, and

dermatology clinics by appointment; pharmacy and clinical laboratory; and student training, employment and volunteer opportunities.

1710 East West Road
(808) 956- 8965
www.hawaii.edu/shs/

Academic Integrity and Misconduct: Please become familiar with the University's policies regarding academic misconduct. Plagiarism and cheating represent violations of University policies and can have serious consequences. In short, plagiarism means using words, ideas, materials or work, often from other sources, without properly acknowledging and documenting the sources. Students are responsible for knowing the rules governing the use of another's work or materials and for acknowledging and documenting the source appropriately. Although we encourage collaboration with peers, all work that candidates ultimately submit must be their own in their own words. If you are in doubt about whether your work is paraphrased or plagiarized, see the UH General and Graduate Information Catalog under "Student Regulations" and the UH Student Conduct Code for specific guidelines related to ethical behavior. Violations of academic integrity include, but are not limited to, cheating, fabrication, tampering, plagiarism, or facilitating such activities. Failure to meet these expectations can result in failure of the course and possible dismissal from the program.