Embedding Outside Your Comfort Zone: Reference & Instruction for Arts Management

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Overview

• Setting the scene
• Relationship between the Library and the AMG department
• Becoming embedded
• The future
Institutional Context

- "Art school" of SUNY
- Most popular majors consistently include music, graphic design, & painting and drawing
- Certificate program expanded into a degree program
What is arts management?

• Concerns business operations around an arts organization
• The major at Purchase integrates:
  o business courses focused on building core knowledge and skills vital to leading and supporting a variety of arts-based initiatives
  o history and current issues relevant to visual and performing arts
  o opportunities to pursue career interests and gain practical experiences via internships, interactions with field professionals, and a yearlong independent project
Business, Law, & Technology

- Creative Producing
- Arts and Entertainment in Economics
- Finance for the Arts
- Fundraising and Development in the Arts
- Arts and Entertainment Law
- Marketing the Arts
- Gallery Management
- Strategic/Business Planning
- Social Media and the Arts
- Renowned Arts Leaders of the 20th-Century
Growth of the Program

Declared Arts Management Majors

- 2007: 40
- 2008: 60
- 2009: 80
- 2010: 100
- 2011: 150
- 2012: 200
Help!

• No business librarian
• No law librarian
• Disconnected performing arts librarian
Library Resources

- Core Bibliography via AAAE
- Core academic journals
  - International Journal of Arts Management
  - International Journal of Cultural Policy
  - The Journal of Arts Management, Law and Society
  - Journal of Cultural Economics
  - Museum Management and Curatorship
  - Music & Entertainment Industry Educators Association Journal
  - Journal of Cultural Management and Policy (open access)
  - American Journal of Arts Management (open access)
  - Artivate: A Journal of Entrepreneurship in the Arts (open access)
Resources that are used in the field not "library friendly."

- PollStar Pro
- Nielsen Reports
- Opera America
- Guidestar
- artnet
- Billboard Charts for Professionals
From Outsider to Embedded

• Conceptualization of research assignments for
  o Introduction to Arts Management
  o Fundraising in the Arts
  o Renowned Arts Leaders

• Multiple in-class visits throughout the semester

• BOS-wide workshops

• Development of the curriculum for Junior Seminar
Junior Seminar & the Senior Project

Senior Project:
- Collegewide requirement for all BA, BFA and BS degrees
- Two semesters of in-depth, original, and creative study
- Includes Arts Management production project and a written thesis
Junior Seminar & the Senior Project

After completing Junior Seminar, students will be able to:

• contextualize their Senior Project within broader concepts and theories within Art Management
• appropriately identify and evaluate Arts Management research relevant to their Senior Project.
• conceptualize and prepare an effective Senior Project proposal.
• formulate a research question(s) and problem statement.
• discuss their Senior Projects clearly and concisely.
• apply a citation system (APA or MLA) to their thought and research process in order to use information ethically and legally.
Consequences of Embedding

- Time & workload
- Balance
- Boundaries
Going forward

• Junior Seminar transformed into Senior Seminar
  ○ *Taken in conjunction with the first semester of the senior project, this seminar is designed to assist students in generating a proposal and action plan while advancing writing, research, and analytic skills. Content and assignments provide opportunities to develop project ideas, practice job-applicable skills, and interact with field professionals.*
Going forward

• Junior Seminar transformed into Senior Seminar
• Hybrid Master's Degree in Entrepreneurship in the Arts
  ○ Students will be able to develop entrepreneurial and managerial skills necessary to succeed as creative individuals in the increasingly complex economic environment of contemporary art-making. Students will attain business acumen and expertise necessary to operate arts and cultural institutions in the specific role of arts administrator.
Thank you!

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