



ARTS MANAGEMENT

DEPARTMENT HIGHLIGHTS

The Arts Management program at B-W prepares you to integrate the artistic and business elements of a career in the arts. Graduates of this program look to careers in the marketing, public relations, development, operations, fundraising, curatorial, front-of-house and education departments of not-for-profit and for-profit arts organizations including symphony orchestras; theater, opera and ballet companies; private dance studios; art museums and galleries; national, state or local arts councils; foundations; presenting organizations; broadcast and cable television stations; film companies; concert venues and record labels.

Students enrolled in the program choose a major field of study, a minor field of study, and complete the dedicated Arts Management classes. The program consists at its minimum of an art, dance, music or theatre minor and a business minor. Minors may be replaced by a major in the same area where available.

Arts Management Association. This is a student organization whose mission is to provide:

- service to area arts organizations and the Baldwin-Wallace community
- professional development opportunities for its members including all the arts (art, dance, music, theatre), as well as both not-for-profit and for-profit arts topics.

The association has partnerships with various organizations in the Cleveland-area including The Cleveland

Orchestra and assists in promotion and operation of college sponsored arts events and festivals.

Recent AMA events include:

- Networking Trips to New York City, Toronto and Chicago
- Arts Advocacy Day Conference in Washington, D.C.
- Grant Writing Workshop including panelists from the National Endowment for the Arts and the Ohio Arts Council
- Not-for-Profit Budgeting Workshop

Guest Artists visit B-W for workshops and presentations throughout the year, which is a great way for students to learn more about arts management from professionals in the field. Recent guests have included:

- **Larry Bole**, Marketing Director, Telarc / Head Up International Records
- **Kathleen Cerveny**, Senior Program Officer for Arts and Culture, The Cleveland Foundation
- **Marlene Kelly**, Programming Producer, Oprah.com / Harpo Inc.
- **Chris Riemenschneider**, Owner & Founder, Brother's Lounge Concert Club
- **Bob Taylor**, Executive Director, Great Lakes Theater Festival
- **Gina Vernaci**, Vice President for Theatricals, PlayhouseSquare Foundation
- **Thomas Welsh**, Associate Director of Music, Cleveland Museum of Art

WHAT CAN I Be WITH THIS MAJOR?

Careers in...

Marketing	Operations	Curatorial	Production
Public Relations	Education	Booking	Box Office
Development	Community Outreach	Artistic Administration	Touring
Artist Management	Fundraising	A & R	Grant-making

RECENT INTERNSHIPS

Agora Theater and Ballroom (OH)
Akron Symphony Orchestra (OH)
Art House (OH)
Ashland Community Arts Center (OH)
Beck Center for the Arts (OH)
Berea Arts Fest, Inc. (OH)
Central City Opera (CO)
Cleveland Contemporary Dance Theater
The Cleveland Orchestra (OH)
The Cleveland Play House (OH)
Cleveland Pops Orchestra (OH)
Csardas Dance Company (OH)
Erie Playhouse (PA)
Glimmerglass Opera House (NY)
Great Lakes Theater Festival (OH)
Interlochen Center for the Arts (MI)
Museum of Contemporary Art
National Endowment for the Arts (DC)
New Albany Arts Council (OH)
Ohio Dance (OH)

Ohio Light Opera (OH)
Opera Cleveland (OH)
Pittsburg Symphony Orchestra (PA)
PlayhouseSquare Center (OH)
Rock and Roll Hall of Fame (OH)
Sankofa Fine Arts Plus (OH)
Sculpture Center (OH)
Shattered Glass Theatre Company (IL)
Sony Entertainment (CA)
Spaces Gallery (OH)
Stephen Joseph Theatre (Scarborough, England)
Telarc / Heads Up International Record Label (OH)
The Talent Group (OH)
Toledo Museum of Art (OH)
Unicorn Theatre for Children (London, England)
Walt Disney World (FL)

OUTCOMES

Alumni often serve as guest speakers in classes and provide a vital link to the arts management field in helping to connect students with possible internships and career opportunities upon graduation. Alumni include:

Judith Horvath
Assistant Director,
Czardas Dance
Company

Jennifer Naso
Owner and Manager,
Dance Dimensions
Studio

Executive Director,
Boston Gay Men's
Chorus

Lisa Judge
School and Community
Partnerships Manager,
The Cleveland Orchestra

Sarah Lynne Nicholas
Office Manager
Cassidy Theatre

Scott Walton
Executive Director,
Communications,
KQED Public Broadcasting
System for Northern
California

Marilyn Ladd-Simmons
Gallery Manager,
SPACES Gallery

Lisa Reichel
Director of Extended
Studies and Community
Outreach,
Cleveland Institute of Art

Liz Zeman
Communications and Web
Coordinator, George
Eastman House

MJ Mennella
Former Vice President for
Music, Fox Entertainment
and Founder, Music Asset
Management

Theresa Schneider
Development Associate,
Cleveland Zoological
Association

Martins Daukss
Production Coordinator
Apollo's Fire

Kristen Muslusky
Assistant Box Office
Manager, Virginia Stage
Company

Valerie Schumacher
Program Coordinator,
Community Partnership
for Arts and Culture

Sonny Russo
Marketing Assistant
CENTERSTAGE

Steve Smith

FACULTY

Bryan Bowser, Director
Assistant Director of the
Conservatory for External
Affairs

Business and Arts classes are taught
by the faculty of those respective
academic divisions.

MANAGEMENT PROFESSIONALS

Cleveland-area professionals teach
individual arts management classes,
directly linking students with
professionals in the field. Current
adjunct faculty teaching in the
program include:

Autumn Kiser
Director of Sales and Marketing
PlayhouseSquare

Heather Sherwin
Development Director
Great Lakes Theater Festival

Megan VanVoorhis
Vice President
Community Partnership for
Arts and Culture.

SENIOR CAPSTONE EXPERIENCE

During the final semester at B-W, arts
management seniors participate in a
culminating project. In 2007, the
Conservatory began a collaboration
with PlayhouseSquare. In a multi-tiered
partnership, B-W music theatre
students stage a production at
PlayhouseSquare while B-W senior arts
management students conduct
marketing research, administer the
business operations, implement the
marketing plan and manage the arts
education aspects of the engagement
with the assistance of PlayhouseSquare
personnel.