Arts Leadership Course Descriptions

TA 5614 Topics in Arts Leadership I: Leadership and Community Engagement (3 credits)
This course explores leadership theory through class discussion and hands-on projects. As part of the course, you will be assigned to work on a community engagement project for the Moss Arts Center. The project may be connected to specific events, performances, and exhibitions, or independently designed to broaden or deepen the Center's engagement mission in new ways.

TA 5614 Topics in Arts Leadership I: Board Governance and Leadership (3 credits)
This course provides an in-depth look at aspects of nonprofit board governance and leadership. Governance is distinguished here by an in-depth look at the structural aspects of nonprofit work including legal framework, history, legal requirements federal and state, fiduciary responsibility, and other aspects of nonprofit board governance. Leadership is distinguished by an in-depth look at the work done within that structure to ensure mission accomplishment including definition of roles and responsibilities, board and executive relationship, ethics, performance evaluation, and other aspects of board leadership.

TA 5614 Topics in Arts Leadership I: Arts Advocacy and Political Change (3 credits)
Arts advocacy exists at every level of our society - from local to national. This course provides the opportunity for both theoretical exploration and hands-on practice in arts advocacy. Topics include: current climate and trends in arts advocacy and policy; arts education and policy; creative placemaking and cultural tourism; and social justice and community dialogue. Guest speakers augment readings and research.

TA 5624 Topics in Arts Leadership II: Development (fundraising) (3 credits)
The topics course in development is designed to introduce terms and concepts; examine traditional development strategies and tactics; research and explore new trends in the field; and study the use of data in fundraising. The following facets of development will be included in the class: individual giving, foundation and government support, corporate sponsorships, special events, and capital and endowment campaigns. Field projects (pro-bono consulting for area arts organizations) and guest speakers augment readings and discussion.

TA 5624 Topics in Arts Leadership II: Arts Marketing and Publicity (3 credits)
This course is designed to provide the opportunity for an examination of both traditional marketing tactics and new trends in the field (including dynamic pricing and data analysis). Guest speakers and field projects (pro-bono consulting for area arts organizations) augment readings and class discussions.

TA 5634 Topics in Arts Leadership III: Financial Management in the Arts (3 credits)
This course is designed to introduce terms and concepts; provide hands-on practice in budget development; and present a survey of financial considerations and financial reporting for nonprofit and commercial performing arts organizations.
TA 5634 Topics in Arts Leadership III: Strategic Management and Long-Range Planning in the Arts (3 credits)
This course is designed to introduce terms and concepts; analyze planning processes; research trends in developing and implementing organizational strategies (including capacity building, change capital, and balancing artistic and administrative initiatives); and examine how data is used in the strategic and long-range planning process. Hands-on projects and guest speakers augment readings and class discussions.

TA 5634 Topics in Arts Leadership III: Human Resources in the Arts (3 credits)
This course provides opportunities for study and exploration of topics including: team building and organizational culture, organizational structures, recruitment and hiring, terminations/layoffs, managing volunteers, and contract/union negotiation. Hands-on projects, class discussions, and readings are augmented through class visits by professionals working in human resources.