WELCOME PROSPECTIVE STUDENTS!

Carnegie Mellon University

Heinz College MAM Webinar
November 18, 2015
Hello, my name is Kathryn!

**Current Role**
- Director, Master of Arts Management Program at Carnegie Mellon University
- Art Commissioner, City of Pittsburgh
- Board Member, Association of Arts Administration Educators

**15 Years of Arts Mgmt Experience**
- Festival Operations
- Arts Programming
- Education/Community Engagement
- Marketing/Audience Development
- Fundraising

**Education**
- MAM, Carnegie Mellon University
- BA, Columbia College Chicago

**Prior Arts Organizations**
- The Pittsburgh Cultural Trust
- Edinburgh Festival Fringe
- Jacob’s Pillow Dance Festival
- IMG Artists
- Carnegie Mellon School of Music
- Old Town School of Music
- Chicago Academy for the Arts

**Raised Internationally**
- Australia/Venezuela/Germany/USA
- Passion for cultural diplomacy

**Artist/Performer**
- Former dancer (modern)
- Active musician
So what’s our curriculum all about?

- **Practical** - Focus on quantitative management, experiential learning, leadership, and technology/data in the arts
- **Flexible and Versatile** — Multi-disciplinary, multi-functional, cross-sector, customizable
- **Proactive and Innovative** — Being a part of the change before it happens
- **Relevant and Responsive** — What’s happening in the industry? What does the industry need/want for its future leaders?
Core Curriculum: Overview

• Degree Tracks
  – MAM / MAM-JD / MAM-AMP / MAM-GIOCA

• Core curriculum
  – Heinz and MAM core (70%)
  – Electives (30%)

• Summer internship

• Capstone : Systems Synthesis

• 2\textsuperscript{nd} year apprenticeship

• Practicum
Core Curriculum: Overview

MAM Core Classes
- Arts Enterprises Management
- Technology Planning in the Arts
- Fundraising Fundamentals
- Grants, Sponsorships and Gifts
- Arts Marketing and PR
- Cultural Economics
- Database Management for the Arts
- Exhibitions Management
- Museum Operations
- Performing Arts Management
- Human Resources in the Arts
- Law and the Arts

Heinz Core Classes
- Financial Analysis
- Professional Writing
- Strategic Presentation Skills
- Organizational Design & Implementation
- Empirical Methods (Statistics)
- Principles of Marketing
- Systems Synthesis
Curriculum: MAM Electives

- Cultural Policy and Advocacy in the U.S
- Managing Cultural Heritage
- Dealers, Galleries & Auction Houses
- Public Art
- Arts in Education
- Audience Engagement & Participation
- Arts Facilities Management
- Advanced Topics in Fundraising
- Aesthetics & Critical Judgment
- Festival Management
- Entrepreneurship in Creative Enterprises
- Research Seminar in Arts Management & Technology
- Visual/Perf. Arts Management Courses
- Independent Study (Research)
Curriculum: Popular Heinz Electives

- Negotiation
- Program Evaluation
- Project Management
- Management Science
- Interactive Marketing
- Survey Design and Analysis
- Sustainable Community Development
- Social Innovation
- Acting for Management
- Strategy Development
- Urban Development
- Multimedia
- Geographic Information Systems (GIS)
- Accounting and Control for Nonprofits
Classes Across the University
...And Pittsburgh!
Curriculum: Systems Synthesis

- Capstone project that synthesizes skills learned in curriculum
- Real life client (local/regional/national)
- Team of 6-8 students and one faculty advisor
- Teams work as consultants to develop a set of solutions or recommendations for a given problem
- Work with advisory board of industry leaders
- Project proposals submitted by students, faculty, alumni or community
- Deliverables include presentations and final report
- Real world team experience in lieu of individual paper
- Vote on top choices in summer prior to 2nd year
Curriculum: Systems Synthesis

- Carnegie Museum of Art: Quantifying the Intrinsic Impact of Visual Art
- Americans for the Arts: Optimizing Arts Education at a Local Level
- Greater Pittsburgh Arts Council: Technology Motivators and Usage in Nonprofit Arts Organizations
- Pittsburgh Cultural Trust: Audience Development & Diversification
- Barnes Foundation: Assessment for Future Opportunities
- Brew House Art Association: Developing a Framework for Sustainable Arts Programming
- Arts Impact on Community Revitalization
Curriculum: Summer Internship

- Full time during the summer (400 hours)
- Administrative role in and arts organization (for profit or non-profit)
- Funding available
Sample Summer Internship Partners

- Guggenheim
- Smithsonian Institution
- The Metropolitan Museum of Art
- Christie's
- London 2012
- Jacob's Pillow Dance
- Aspen Music Festival
- CIRQUE DU SOLEIL
- JOYCE
- The Kennedy Center
- South Arts
Curriculum: Double Degree & Exchange Programs

Double Degree Programs

- University of Bologna (Italy) Graduate program in Innovation and Organization of Culture and the Arts (GIOCA)
- University of Pittsburgh School of Law

Exchange Programs

*Fall Semester, 2nd year:*

- University of Bologna (GIOCA), in Italy
- University of Ludwigsburg’s Institut fur Kulturmanagement in Germany
Experiential Learning: Future Tenant

- MAM/Cultural District Partnership
- Exhibition/Performance Space for Emerging Artists
- “Laboratory” for Putting Theory into Practice
- Work/Study + Summer Internship + Apprenticeship
- 2nd year Executive Director fellowship
- www.futuretenant.org
Experiential Learning: AMT Lab

Research initiative of MAM program
Blog includes case studies, best practices, trend analyses, and more
White paper/extended research
Webinars
Lectures

International reach and visibility
Leading resource of arts management and technology
Course (for credit) and/or paid positions
2nd year Chief Editor fellowship
www.amt-lab.org
Experiential Learning: CFA Fellows

- School of Music
  - Box office
  - Communications
- School of Drama
  - Box office
  - Communications
  - Front of House
- CFA Dean’s Office
  - Media relations
  - Development
- Miller Gallery
- STUDIO for Creative Inquiry
- Center for Iranian Music
Experiential Learning: Academic Year Work-Study & Apprenticeships in Pittsburgh

• Part time, approximately 12 hours/week
• $12/hour (maximum of $4K per school year)
• Federal Community Service Work Study (FCSWS) with nonprofit organization
• Positions posted during beginning of school year
• Teaching Assistant (TA) opportunities also available
Pittsburgh Apprenticeship Partners
Experiential Learning: Study Trips and Site Visits

- New York
- Washington, DC.
- Cleveland, Philadelphia, Detroit, Other
- Alumni panel and networking reception
- Career fair
- Site visits to arts organizations
Experiential Learning:
MAM Speaker Series

Example speakers:

• Terre Jones, CEO, Wolf Trap Foundation for the Performing Arts
• Rick Lester, CEO, TRG Arts
• Betty Siegel, Director of VSA and Accessibility, Kennedy Center
• Donna Williams, Chief Audience Development Officer, The Metropolitan Museum of Art
• Max Wagner, Managing Director, Gaertnerplatz Opera, Munich

• Maria Rosario Jackson, Senior Arts and Culture Advisor, Kresge Foundation
• Ella Baff, Executive Artistic Director of Jacob’s Pillow Dance Festival
• Erwin Maas, Consulate General for the Kingdom of the Netherlands, Department for Cultural Affairs
• Stephanie Pereira, Art Program Director, Kickstarter
• Tracy Nolder, Director of David Zwirner Gallery and Former VP of Christie’s
Experiential Learning: Conferences

FUNDED CONFERENCES

In 2013 alone, MAM program funded 44 students to attend 14 conferences in 13 cities worldwide!

Examples conferences include:

- National Arts Marketing Project Conference
- National Arts Advocacy Day
- Association of Performing Arts Presenters
- American Association of Museums
- Americans for the Arts
- International Society for the Performing Arts
- South by Southwest
- Museums and the Web
- Arts Education Partnership
- Theatre Communications Group
Who We Are: Sample MAM Faculty

- Jerry Coltin – MAM faculty (full-time)
- Brett Ashley Crawford, PhD – MAM faculty (full-time)
- Kathryn Heidemann – Program Director (full-time)
- Dan Martin – Dean, College of Fine Arts / MAM Faculty Chair (full-time)
- Allison Lee Mann – Director of HR and Administration, Hill House Association
- Jamie McMahon – Director of Development, Carnegie Museum of Natural History
- Kevin McMahon - CEO, Pittsburgh Cultural Trust
- Renee Piechocki – Director, Office of Public Art
- David Pankratz, PhD – Research and Policy Director, Greater Pittsburgh Arts Council
- Sarah Tambucci, PhD – Executive Director, Arts Education Collaborative
- Chris Siefert – Deputy Director, Children’s Museum of Pittsburgh
- Andrew Swensen – Executive Director, Pittsburgh Music Alliance
- Germaine Williams – Senior Program Officer, Pittsburgh Foundation
- Luca Zan – Distinguished Professor, University of Bologna (Italy)

www.heinz.cmu.edu/faculty-and-research/faculty-profiles
Who We Are: Class of 2017

Quick Facts

- Class Size: 29
  - 25 MAMs
  - 4 MAM-AMPs
  - Plus 3 Exchange Students
- Average Age: 25
- 57% Domestic / 43% International
  - Countries represented: USA, Canada, China, Palestine, S. Korea, Japan, (Italy, Germany, UK)
- Background:
  - Performing Arts – 50%
  - Visual Arts – 45%
  - Other – 5%

Sample work experience:
- ODC Theater
- Deloitte Consulting
- Shanghai Museum
- StageWest Theatre Company
- Trinity Irish Dance Academy
- Ministry of Culture of Peoples Republic of China
- Andy Warhol Museum

Sample universities:
- University of North Carolina
- New England Conservatory of Music
- Fudan University
- University of Pittsburgh
- Baylor University
- University of Notre Dame
Who We Are: MAM Alumni
MAM Alumni: Where Are They Working?

International MAM Alumni*

Author: Eric Gerdts
Source: Alumni Office
*Based on reported data submitted by alumni
MAM Alumni: Where Are They Working?
MAM Alumni: Where Are They Working?

- Opera and Choral Organizations
- Symphonies and Music Orgs
- Dance Companies
- Arts Education Centers
- Community Development Companies
- Museums of all kinds
- Theatre companies
- Arts Service Organizations
- Grantmakers/Philanthropy
- Presenters
- Galleries
- Other Sectors
MAM Alumni:
Common Job Function Areas*

ART = JOBS

General Management
Operations
Education/Community Engagement
Marketing and Public Relations
Development/Fundraising
Artistic Administration
Artist Management
Exhibition Coordination
Programming
Government Affairs/Advocacy
Grantmaking/Philanthropy
Data Analysis & Research
Consulting

*Title/level and salaries depend on student’s prior experience
MAM Alumni: Sample First Positions after Graduation

- **Museum of Modern Art**, Information Technology Assistant
- **Americans for the Arts**, Government & Public Affairs Associate
- **Barrington Stage Company**, Director of Marketing
- **James Cohan Gallery**, Gallery Manager
- **Art Asia Fair**, Exhibitions Manager
- **Pittsburgh Public Theater**, Assistant Director of External Relations
- **Barrington Stage Company**, Director of Marketing
- **National Alliance of Musical Theater**, Executive Director
- **Interlochen Center for the Arts**, Charitable Giving Coordinator
- **Aspen Music Festival**, Operations Manager
- **Walker Art Center**, Performing Arts Coordinator
- **Apsen/Santa Fe Ballet**, Director of Marketing
- **Schauer Art & Activities Center**, Executive Director
- **Sarasota Opera**, Grants Officer
- **Institute of Museum & Library Services**, Financial Analyst
- **Arena Stage**, Development Coordinator
- **Arts Education Partnership**, Project Manager
- **Los Angeles Philharmonic**, Audience Development Coordinator
- **New York Foundation for the Arts**, Program Associate for Asian Affairs
- **IMG Artists**, Artist Manager
- **Elliott Marketing Group**, Marketing Analyst
- **Getty Museum**, Exhibitions Fellow
- **Banff Centre for the Arts**, Registrar
- **British Council (India)**, Senior Project Manager
MAM Alumni: Sample Positions 5+ Years After Graduation

- Consulate of Mexico, Cultural Attache
- GlobalFest, General Manager
- Guggenheim Museum, Director of Corporate Giving
- Smithsonian Museum, Director
- Heinz Endowments, Arts and Culture Program Officer
- Alvin Ailey American Dance Theater, Director of Special Events
- Google, Head of Leadership Development
- TheatreWorks USA, Chief Operating Officer
- Idaho Commission on the Arts, Executive Director
- Korean Chamber Orchestra, General Manager
- Salzburg Festival, Director of Concert Planning
- Washington Performing Arts, Director of Programming
- Philadelphia Museum of Art, Director of Annual Giving
- Government of Malaysia, Director General of Arts & Culture
- National Endowment for the Arts, Division Coordinator
- Mori Art Museum (Japan), Exhibitions Manager
- Boston Philharmonic, Development Associate
- Pittsburgh Symphony Orchestra, General Manager
- Guildhall School of Music & Drama (London), Director of Development
- Elliott Marketing Group, Senior Data Analyst
- Carnegie Mellon University Heinz College, Associate Dean
- City of Austin, Cultural Planner
- Kaufmann Center for the Performing Arts, Theater Manager
- Art with Impact, President & CEO
- Santa Fe Opera, Director of External Affairs
Get Involved: Heinz Opportunities

ACADEMIC ACTIVITIES
• MAM Speaker Series
• Case Challenges
• Lectures and Workshops

SOCIAL ACTIVITIES
• Happy Hours
• Winter Formal
• Cultural Activities

STUDENT CLUBS
• Association of Fundraising Professionals
• Heinz Consulting Club
• Digital Marketing Club
• Policy & Politics Club

APPLIED RESEARCH
• Heinz Journal (publication)
• Arts Management & Technology Lab
# Get Involved: College of Fine Arts

## School of Art
- Exhibitions
- Openings and Receptions
- Lecture Series

## School of Design
- Lecture Series

## School of Drama
- 5-6 Mainstage Productions
- Readings

## School of Music
- Concerts: Carnegie Mellon Philharmonic, Wind Ensemble, Baroque Ensemble, Concert Choir, Repertory Chorus, Guitar Ensemble
- Performance Opportunities
- Masterclasses

## Miller Gallery
- Exhibitions
- Openings and Receptions
- Artist Talks

## Studio for Creative Inquiry
- Lecture Series

## School of Architecture
- Lecture Series
- WatsON Festival

## University-Wide
- Scotch n’ Soda
- All University Orchestra
Pittsburgh Is Awesome!

- Most Affordable City, *Slate Magazine*
- Most Liveable City, *Forbes* and *The Economist*
- Most Liveable City (worldwide), *Economic Intelligence Unit*
- Best City to Relocate to in USA, *CNBC*
- Top Affordable Cities in the World, *Mercer Rankings*
- Top 10 Hottest Areas for Jobs, *Yahoo*
- Top Ten Most Hipster Campus, *College Magazine*
- Best of the World 2012, *National Geographic*
- Best 100 Places to Live, *CNN Money*
- Top Ten Under-the-Radar cultural destinations, *Departures*

* MANY more at www.visitpittsburgh.com/news-room/press-kit/rankings
Why MAM @ Carnegie Mellon?

- **Over 25 years** of excellence
- Management core > competitive edge
- Focus on practical and experiential learning
- Relevant and responsive curriculum
- Pittsburgh’s thriving arts community
- Systems Synthesis
- Acclaimed research centers
- Speaker series with field leaders
- Renowned exchange programs
- Strong international networks

- Robust career services resources
- Cohort model
- Accomplished and engaged alumni
- Quality faculty
- Networking opportunities and conferences
- Cross-program > college > university collaborative learning opportunities
- Incubator of leadership and innovation
- International reputation as a leader in field
GOT QUESTIONS?

MAM Program Office
Kathryn Heidemann, Program Director
heidemann@cmu.edu
www.heinz.cmu.edu/mam
@CMU_MAM