

Apr 19th, 2:00 PM

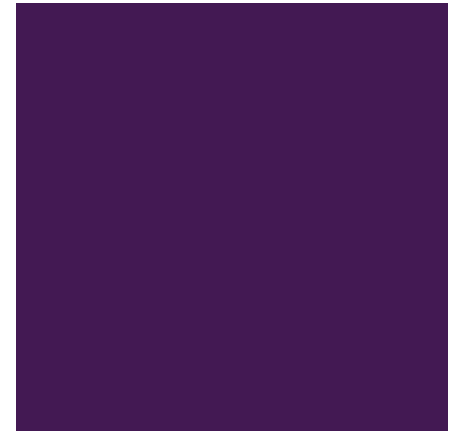
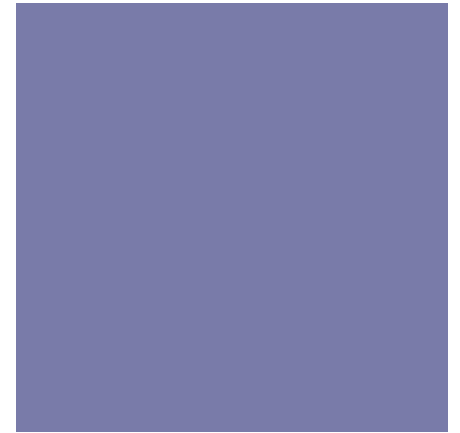
Arts Administration: What is it and How do you Make a Career out of it?

Andrea McDermott
Susquehanna University

Follow this and additional works at: <http://scholarlycommons.susqu.edu/ssd>

McDermott, Andrea, "Arts Administration: What is it and How do you Make a Career out of it?" (2016). *Senior Scholars Day*. 5.
<http://scholarlycommons.susqu.edu/ssd/2016/April19th/5>

This Event is brought to you for free and open access by Scholarly Commons. It has been accepted for inclusion in Senior Scholars Day by an authorized administrator of Scholarly Commons. For more information, please contact sieczkiewicz@susqu.edu.



Arts Administration: What is it and How do you Make a Career out of it?

Andrea McDermott

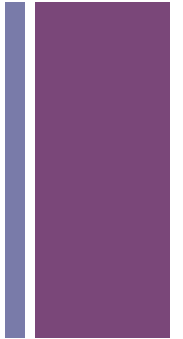
B.A. in Music and Communications '16

What is Arts Administration?





What is “Arts Administration”?



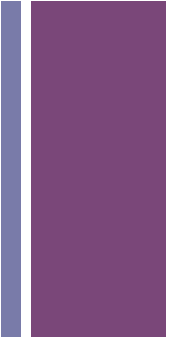
- A subcategory of non-profit management which focuses on the managerial aspects of arts centers and communities
- Google: “Arts administration (alternatively arts management) is the field that concerns the business operations around an arts organization. Arts administrators are responsible for facilitating the day-to-day operations of the organization and fulfilling its missions.”

Types of Jobs



+ Examples of Jobs in Arts Administration

- Executive Director
- Education or Outreach
- Development or Fundraising
- Communications and Marketing
- Event Planning
- Higher Education

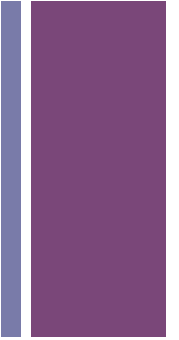


Typical Job Descriptions



+ Expected Duties:

- Logistics
- Budgeting
- Office/Administrative work
- Writing
- Planning (meetings, events, goals)

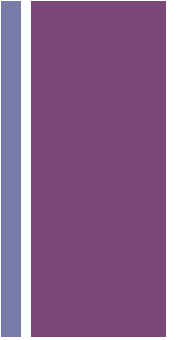


Places of Employment



+ Where Can I Work?

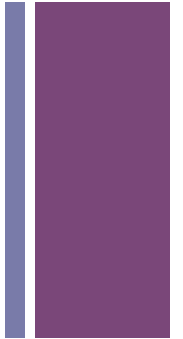
- Theaters
- Galleries
- Museums
- Arts Festivals and Centers
- Community and/or Disability Arts Organizations
- Arts Counsels
- Touring Dance, Theater, Orchestra Companies
- Concert Venues



Arts Centers in the USA



+ Where Can I Work?



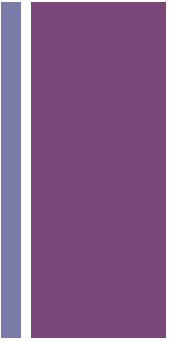
- Boston, MA
- Washington, D.C.
- Charleston, SC
- New Orleans, LA
- Minneapolis, MN
- Denver, CO
- Seattle, Washington

Arts Organizations in Central PA



+ Local Arts Organizations:

- Hershey Theater
- Theatre Harrisburg
- Slifer House
- The Children's Museum
- Harrisburg Midtown Center for the Arts
- Art Alliance of Central PA

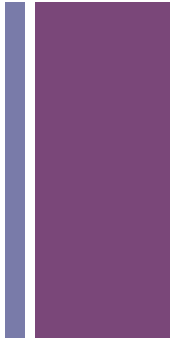


Interviewed Arts Professionals





Interviews:



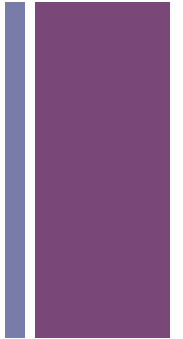
- Susquehanna University (Selinsgrove, PA)
 - Event Management
 - Lore Degenstein Gallery
- Art Alliance of Central PA (Lemont, PA)
- The Children's Museum (Bloomsburg, PA)
- Ephrata Performing Arts Center (Ephrata, PA)
- Susquehanna Valley United Way (Sunbury, PA)
- The Fulton Theatre (Lancaster, PA)

First Interview: Brenda Mull

Director of Event Management and General Services at
Susquehanna University



+ What Did I Learn?



- Director of Event Management Duties:
 - Manage the University Calendar
 - Organization of events at Susquehanna
 - Oversee contracts of guests
- Working with agents for guests
- Most important skills:
 - Being detail-oriented
 - Teamwork skills

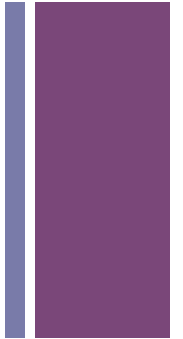


Second Interview: Marie Doll

Executive Director of the Art Alliance of Central
Pennsylvania



+ What Did I Learn?



- Executive Director's Duties:
 - Collaborating with Board of Directors
 - Fundraising

- Formed the Alliance in 1968

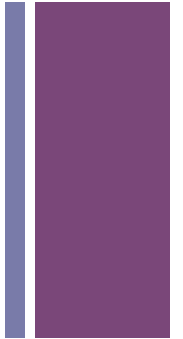
- Most Important Skills:
 - People skills
 - Organizational skills

Third Interview: Joanne Troutman

President and CEO of the Susquehanna Valley United Way



+ What Did I Learn?



- President and CEO Duties:
 - Administrative and office work
 - Supervise and attend meetings
 - Respond to urgent community needs
- The legal aspects of non-profit organizations
- Most important skills:
 - Communication skills
 - People skills

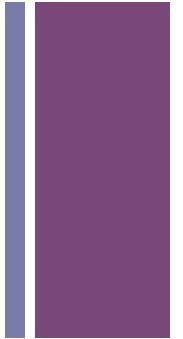


Fourth Interview: Dan Olivetti

Director of the Lore Degenstein Gallery



+ What Did I Learn?



- Gallery Director's Duties:
 - Plan and organize all exhibitions
 - Manage student staff
 - Publicity
- The Annual Figurative Drawing and Painting Exhibition
- Most important skill:
 - Organizational skills

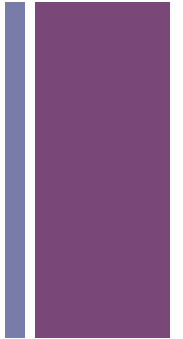


Fifth Interview: Deb Bielek

Spot Operator and Assistant Company Manager for the
Fulton Theatre



+ What Did I Learn?



- Spot Operator and Assistant Company Manager's Duties:
 - Monitor Auditions
 - Office Work
- Worked as teacher for 35 years before this job
- Most Important Skills:
 - Communication Skills
 - Listening Skills

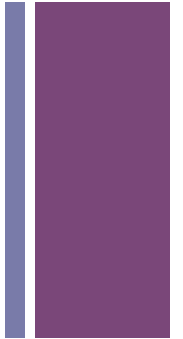


Interview Six: Chiara Whitmoyer

Lead Office Assistant at The Children's Museum



+ What Did I Learn?



- Lead Office Assistant's Duties:
 - Oversee programs, classes, clubs, and visits
 - Assign Staff
 - Keep Records

- Started in gift shop one day per week

- Most important skill:
 - Adaptability

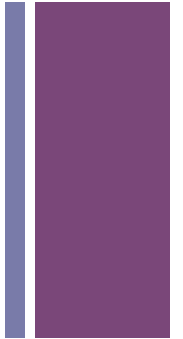


Interview Seven: Edward Fernandez

Artistic Director of the Ephrata Performing Arts Center



+ What Did I Learn?



- Artistic Director Duties:
 - Oversee artistic direction of Ephrata's season
 - Interview and hire all employees
 - Direct majority of shows
- “Performing Arts Center” as a more inclusive term
- Most important skills:
 - Communication skills
 - Teamwork skills

How Do I Make a Career Out of This?





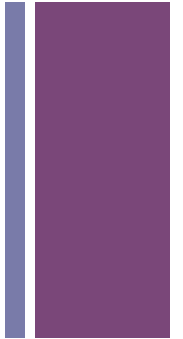
Conclusions:

■ Ranking:

- Musical/Artistic Background
- Marketing and Advertisement Experience
- Non-profit Organization Experience
- Communication Skills
- Undergraduate Degree/Major
- Development Experience

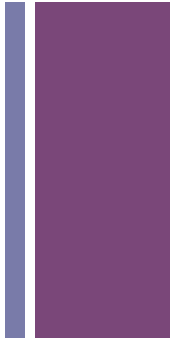
■ Useful Skills Needed:

- Communication skills
- Being detail-oriented and organized
- Interpersonal and networking skills





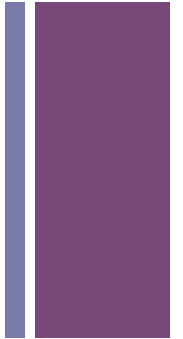
Conclusions:



- Personality, Persistence, and Your Network
- “Be your passion and embrace it early.”
- “Always follow your dreams, not the job market. The job market will inevitably change, but your dreams will always be what makes you happy.”



Sources:



- <https://www.prospects.ac.uk/job-profiles/arts-administrator>
- <https://bigfuture.collegeboard.org/careers/management-arts-administrators>
- <http://galadarling.com/article/i-want-to-be-an-arts-administrator/>
- www.americanforthearts.com
- www.artsadministration.org