

**SYLLABUS:**       **Arts Management Seminar II**  
**Course number:** 93-847 (0 units)  
**Meeting Times:** Thursdays, 11:50am -1:10pm  
**Zoom Meeting:** <https://cmu.zoom.us/j/99436622700?pwd=RTZmMUxuTTEvZGg1UW5lampsdW5XZz09>  
**Canvas Site:**   <https://canvas.cmu.edu/courses/22271>  
**Advisors:**       Jessica Bowser Acrie, Matthew Spangler, Dr. Brett Crawford, Leslie Donaldson  
**TA:**               Ross Reilly  
**Room:**           1202  
**Advisor Hours:** By Appointment

---

## COURSE DESCRIPTION

Success requires active engagement and investment in your life and career. Empowering students with a holistic perspective of their lives and careers, this seminar-style course will incorporate training elements of professional and career development, leadership development, and life skills in order to foster optimal professional and personal growth for Master of Arts Management students. With the guidance of MAM academic and career advisors, MAM students will learn to create both their experience as graduate students as well as their trajectory into their careers and transition into their roles as alumni. Self-assessment, guest speakers, lectures, workshops, industry field trips, conferences, and cross-cohort peer experiences will provide the basis for an engaging and reflective course to cultivate thoughtful investment of this essential component of success.

## LEARNING OBJECTIVES

By the end of this class, students will:

- Understand the job and internship search process
- Cultivate strong relationships with peers within and across cohorts
- Be prepared for planned and unplanned networking opportunities
- Demonstrate greater knowledge of various career paths and trajectories across the arts industry

## INFORMATION REGARDING REMOTE LEARNING

### *Class Modality*

This class will be delivered the *In-Person Rotation + Remote* (IRR) modality. It will use a combined approach of remote technology and rotating in-person attendance. The in-person rotation will be assigned after the first week of classes. During the semester, we will use the same zoom link available on Canvas in the first module of the landing page.

At any point during the semester, you may choose to participate in the class remotely. If you decide to switch to remote for one or more classes, please try to let Jessica Bowser Acrie know at least 24 hours in advance. In addition, if you are able, let Jessica Bowser Acrie know the expected length of your remote engagement (e.g., number of classes or for an extended period of time).

In order to attend class in person you will be expected to abide by all behaviors indicated in [A Tartan's Responsibility](#), including any timely updates based on the current conditions. In terms of specific expectations for in-person students, this includes:

- Entering the classroom via the designated ingress route with appropriate physical distancing,
- Wearing a facial covering throughout class,
- Sitting in the seats with appropriate spacing (and not moving furniture)

### *Facial Coverings*

If you do not wear a facial covering to class, I will ask you to put one on (and if you don't have one with you, I will direct you to a distribution location on campus). If you do not comply, please remember that you will be subject to student conduct proceedings, up to and including removal from CMU. Accordingly, I will be obliged to take other measures for the safety of the whole class.

### *Class Recordings*

All synchronous classes will be recorded via Zoom so that students in this course (and only students in this course) can watch or re-watch past class sessions. Please note that breakout rooms will not be recorded. I will make the recordings available on Canvas as soon as possible after each Class session (usually within 3 hours of the class meeting). Recordings will live in our Canvas website

<https://canvas.cmu.edu/courses/22271>. Please note that you are not allowed to share these recordings. This is to protect your FERPA rights and those of your fellow students.

### Camera Policy

In this course, being able to see one another helps to facilitate a better learning environment and promote more engaging discussions. Therefore, our default will be to expect students to have their cameras on during lectures and discussions. However, I also completely understand there may be reasons students would not want to have their cameras on. If you have any concerns about sharing your video, please email Jessica Bowser Acrie as soon as possible and we can discuss possible adjustments. Note: You may use a background image in your video if you wish; just check in advance that this works with your device(s) and internet bandwidth.

### ATTENDANCE, PARTICIPATION and EVALUATION

This is a pass/fail course. Successful completion of the course means you must meet the following expectations:

- **Attend 80% of sessions**
  - Attendance requires being present either in the classroom (as designated by IRR) or attending remotely through Zoom link to the Thursday sessions from 11:50am – 1:10pm.
  - This semester there will be 10 classes (including Speaker Series, workshops, and panels). Of the 10 classes, 5 classes are open to both cohorts, 2 classes are designated for MAM 2s and 3 classes are designated for MAM 1s.
    - This means there are 7 classes MAM 2s should attend and 8 classes that MAM 1s should attend
    - **For attendance purposes 80% of attendance for MAM 2s for Spring of 2021 will mean participating in 5 classes; 80% attendance for MAM 1s means attending 6 classes.**
    - You will note in the schedule that there are weeks listed as "Both", "MAM 1", "MAM 2", and "MAM 1\* ". Both means that both cohorts should plan to participate, MAM 1 means only MAM 1s should participate, MAM 2 means only MAM 2s should participate and MAM 1\* means this class is for MAM 1s but MAM 2s are welcome to attend if they want to revisit the class topic that day.
- **Submit 100% homework assignments on time.** Homework is not graded, but must be completed and turned in on time as specified below in Homework Section.
- Perform the appropriate deliverables for this semester as noted in the "Checklist for Success".
  - Some of the activities on the "Checklist for Success" can be counted as both (e.g., class attendance and attendance at a speaker series). This occurs by design and will make it easy for students to achieve the checklist requirements and the course attendance minimum.

### SUPPORTING RESOURCES

We will provide relevant articles, chapter excerpts, study guides and other content to enhance your professional and academic growth as a MAM student and arts manager in the field. Resources will be stored and shared in Canvas or on CMU Box.

### ACADEMIC CONDUCT

Students are subject to [Carnegie Mellon University's policies on academic integrity](#).

Plagiarism is a serious offense and can result in failing the course and other disciplinary action. Plagiarism includes, but is not limited to:

- Presenting another writer's work as your own;
- Cutting and pasting content verbatim without using quotation marks to indicate a direct quote or paraphrasing content without citing the source in-text using parenthetical references, footnotes, or endnotes in addition to listing each source on the Works Cited, References, or Notes page in a manner consistent with the format detailed in an approved style guide;
- Providing incomplete or incorrect information about the source cited.

Failure to comply with our academic integrity policies will result in a failed grade for the assignment, and the violation will be reported on your university academic record.

### RESPECT FOR DIVERSITY

It is our intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age,

socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups.

### SCHEDULE OF CLASSES & ASSIGNMENTS – *Subject to change*

Please be sure to consult the online version of the syllabus as schedules and reading assignments may change.

The in-person column refers to which students can be present in the classroom under the in-person rotation + remote modality.

Date	Topics	Which Cohort	In-person?
Feb 4	Overview of Spring Syllabus (15 mins) Cover Letter Workshop, Matt Spangler	Both	All remote
Feb 11	Interview Workshop, Matt Spangler	MAM 1*	All remote
Feb 18	<b>MAM Speaker Series:</b> <a href="#">Renee Vara</a>   The Importance of the 5Pointz Case & Its Impact on the Art Ecosystem	Both	All remote
Feb 25	MAM 2s Exit Strategy (MAM 2s only)	MAM 2	2 <sup>nd</sup> Years
March 4	LinkedIn & Leveraging Your Online Networking Workshop (Jessica Acrie) (MEIMS invited), Jessica Bowser Acrie	MAM 1*	1 <sup>st</sup> Years
March 11	Experience Ohio   Virtual Info sessions site visits with organizations in Ohio	Both	All Remote
March 18	<b>Midsemester Break No Class</b>		
March 25	<b>MAM Speaker Series: TBA</b>	Both	All Remote
April 1	<b>Pittsburgh Hires @ Heinz</b>		
April 8	Fall schedule and course option overviews (Jessica Acrie, 30 mins) - MAM 2s give MAM 1s advice about classes (30 mins)	MAM 1	1st Years
April 15	<b>Carnival – No Class</b>		
April 22	<b>MAM Alumni Panel:</b> Finding and Starting Your First Job After Graduation	MAM 2s	All Remote
April 29	<b>MAM Speaker Series:</b> <a href="#">Christy Coleman</a> , <a href="#">Kilolo Luckett</a> , and <a href="#">Kirk Savage</a>   A Time for Monumental Change: the role of public art in communities and collective memory	Both	All Remote

*\*Class schedule and assignments are subject to change.*

### Homework Assignments

Cohort	Assignment	Date Due
Both	Submit a sample Cover Letter to Canvas	February 18
MAM 1	Meet with your career advisor to discuss your internship goals	By March 18
MAM 1	Attend an academic advising meeting with your advisor before selecting F21 courses	By April 16
Both	Complete 1 Virtual Mock Interview (Opportunities to interview with Arts Management Professionals will be provided in April & May 2021)	By May 7
Both	Submit screenshot of your LinkedIn account to Canvas	May 7
MAM 2	Meet with your career advisor to discuss career goals	By May 7

**CHECKLIST FOR SUCCESS** By the end of your MAM academic career (**2 years!!!**), you should have completed the following activities (at minimum):

Description	Fall 1	Spring 1	Fall 2	Spring 2
<b>Academic Advising</b>				
Academic Advisor meetings	X	X	X	X
Program Director meeting (intro/exit interview)	X			X

<b>Attend a Speaker Series</b>				
Speakers (4)	X	X	X	X
<b>Career Services Activities</b>				
Mock interviews (4)	X	X	X	X
Career Services meeting (Can include: cover letter writing, salary negotiation, internship/job search, informational interview strategy) (4)	X	X	X	X
Resume review (2)	X		X	
<b>Professional Development</b>				
Arts industry conference (1)	X			
Professional association membership (1)	X			
MAM Experience trip (2 -- 1 each academic year)	X		X	
Attend a MAM Systems group final presentation	X			
Attend one CFA lecture series (Multiple. Attend 1 lecture over 2 years.) List of Lecture Series at CMU: - School of Art Lecture Series - Center for Arts & Society Lecture Series - Steiner Speaker Series (STUDIO for Creative Inquiry) - School of Architecture Lecture Series - Center for the Arts in Society Lecture Series	X			