

**CHAFFEY COLLEGE
ARTS BUSINESS MANAGEMENT
CTE ADVISORY COMMITTEE**

Meeting Summary Notes

November 19, 2018

Members in attendance:

Garrett Kenehan, Associate Professor, Commercial Music, Chaffey College
John Machado, Professor, Art History, Chaffey College
Sheila Malone, Associate Professor, Technical Theatre, Chaffey College
Leslie Matamoros, Assistant Curator, Ontario Museum of History & Art
Jonathan T. D. Neil, Director of Sotheby's Institute of Art, Los Angeles, at CGU
Amy Shimshon-Santo, Program Director and Professor, Arts Management, CGU
Frank J. Valverde, Owner/Music Director, Valverde School of Performing Arts
Michael VanHartingveldt, Collections Management Technician, LACMA

BUSINESS

1. Curriculum

Committee members discussed the proposed curriculum for the Arts Business Management certificate (attached) in the following areas:

- reviewing curriculum materials for outcomes, content, and scope
- identifying competency levels and performance standards
- identifying employability skills
- review of instructional materials, technology, and facilities

There was a consensus that this would be a sufficient initial offering of curriculum as the program starts out. Several members recommended that if demand grew additional courses could be offered and/or specialized versions of these courses. Some examples suggested: a class on Arts & Entertainment Law, or offering area specific sections, such as offering versions of ARTMGT 20 Introduction to Project Funding or ARTMGT 40 Creative Careers that focused on issues relevant to music business vs. visual art or theatre management. All members agreed to assist in recruiting instructors for the program.

The committee discussed the importance of workforce readiness in the creative industries. Amy Shimshon-Santo shared recent research on the career training, skills and knowledge theatre students need to step into the workforce.

2. Public Relations

All committee members agreed to participate in program public relations, outreach, and growth through:

- assisting in promoting the program
- recommending technical and educational resources
- providing classroom speakers from business and industry or providing tours and field trips

3. Internships and Mentoring

The committee members discussed internship and mentoring opportunities they could provide students through their businesses, organizations, and institutions. Members were in consensus that it was important to provide students with cooperative work force training opportunities and internships. Furthermore members will communicate potential opportunities to the college and provide information and data related to employment demands, trends, and needs in their areas of expertise.

4. Program Evaluation

Moving forward the committee will continue to review goals, objectives, topics, and scope of the program to assure it is current and meeting student needs.

Summary notes submitted by John Machado.

PROGRAM OF STUDY

Arts Business Management Certificate of Achievement

Provides students of the creative industries (those industries that comprise the creative economy, defined as the businesses, organizations, and individuals involved in producing cultural, artistic, and design goods and services) with an introduction to business management, finance and accounting, marketing strategy, and relevant legal issues to assist them in navigating the business side of the creative economy; while also providing business students the opportunity to expand their education into an additional area of the economy. The certificate prepares students for employment in, creation, or management of small business creative industry entities. It is also appropriate for students seeking to enhance their skills as a creative entrepreneur or freelance worker. The Arts Business Management certificate is also stackable with the Small Business Entrepreneur certificate.

Requirements for the Arts Business Management Certificate (15-16 units):

		Units
ARTMGT10	Introduction to Arts Management	3
BUSMGT45	Small Business Ownership and Management	3
BUSMKT40	Marketing Principles	3
	and	
ACCTGFS465	Financial Accounting for the Non-Accounting Major	3
	or	
ACCTG1A	Financial Accounting	4
	and	
BUSL28A	Business Law I	3
	or	
BUSL435	The Law of Marketing and Business Competition	3

Plus 1 course from the following (1-2 units):

		Units
ARTMGT20	Introduction to Project Funding	1.5
ARTMGT30	Introduction to Collection Management	1.5
ARTMGT40	Creative Careers - Discovering Self-Directed Pathways	1.5
ARTMGT496AB	Arts Business Management Cooperative Education Internship	1 - 2

Total Units

16 - 18

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