

## MUSIC AND ENTREPRENEURSHIP FELLOWS

### Project Summary:

Musicians must be creative entrepreneurs, by the nature of the profession. As performers, conductors, and composers, the market requires that we promote ourselves, develop networks of support from varied sources, and create a market for our work. As music educators, we must know how to mobilize community and institutional support for our efforts to create the next generation of professionals and avid amateurs.

The music faculty believe it is essential to provide music students with entrepreneurial training and a support structure for leadership opportunities during their undergraduate years. Music as a profession requires entrepreneurial thinking, and providing opportunities for students to learn to recognize problems (and strategize and implement solutions) builds confidence and skills they will need as they enter a very competitive field. Building on the groundwork of our earlier enterprises, a theme in departmental discussions for the past year has been developing student leadership in the department through creating opportunities within our department and at UMBC as a kind of “incubator” for entrepreneurial activities in music. Currently student leaders occasionally emerge in certain areas, but then graduate and the results of their good creative efforts disappear or falter. We would like to weave together into one program the many internship opportunities, volunteer efforts, and entrepreneurship curricula that constitute elements of our program that have provided mentorship and hands-on experiences into a self-sustaining enterprise, the **Music and Entrepreneurship Fellows**. This program falls under the category of “Enterprise Creation” outlined by the committee as a priority area.

### Project Background and Proposal:

The Music Department at UMBC has a long history of recognizing the importance of these entrepreneurial activities and has always taken the lead as the campus formalized these activities. During the academic planning exercise lead by the Provost in 2005, our department put forth a proposal entitled “Musicians as Entrepreneurs: Creative Career Development.” The music department chair co-directed the Arts and Entrepreneurship Summer Institute for faculty in the arts departments, and 2 junior faculty members from our department (Dr. Lisa Cella and Dr. David Kim-Boyle) participated in that institute. Since then, we have instituted an upper level course entitled “Careers in Music” taught by Dr. Cella (now in its second year), and Dr. Kim-Boyle has re-written one of his music technology classes to include entrepreneurial activities. Our department provides numerous paid and un-paid internship opportunities for students in music management and music technology.

The **Music and Entrepreneurship Fellows** program is designed to seek out student leaders in the music department, and to mentor them as they create projects in their area of interest (currently we have majors in music technology, music performance, jazz, music education, and composition) designed to support both musical training and entrepreneurial thinking in all areas of our curriculum. The Fellows would be mentored in creating a business plan for their projects that would involve leading other students in carrying out the plan and generating revenue streams so that their work will be able to continue through future generations of music majors

The Fellows would be selected by competition in collaborative teams of 2 in May of 2008 to begin projects in the fall of 2008. One of the most important criterion for selection would be the likelihood for sustainability of the projects, as we expect the projects to develop a tradition of leadership as well as revenue streams that could support the next generation of Fellows. As our student leaders develop skills to recognize problems and analyze where they have a contribution to make, our faculty will mentor them in developing strategies to implement those ideas in ways that can continue to create opportunities and revenue streams for other students who follow them. This mentorship exists now in our current internships and our "Careers in Music" course, which this year will focus on projects that can be accomplished at UMBC, and will continue in a more formalized way through individual faculty members who agree to serve as mentors for our undergraduate Music and Entrepreneurship Fellows.

The music department faculty have already discussed some suggested projects that would be refined if we receive the grant, and students in our current "Careers in Music" class will also be generating possible projects during the spring semester. Once we have received confirmation of receipt of the DIG grant, the music student body at large would receive notification immediately so that they might generate their own ideas. Some examples of possible fellows' projects include:

- **Concert Marketing and Management:** Currently our Recital Preparation course (MUSC 191.0201) provides opportunities for students to learn back-stage and front-of-house management through our professional and student concert series. A Music and Entrepreneurship Fellow in this area would manage and train these students, and explore on and off- campus marketing to increase ticket sales, or perhaps to produce a fund-raiser concert. The increased revenues or proceeds could provide a stipend for the next Fellow in this position.

- **Ensemble Management:** We currently have students who volunteer to assist with managing our large ensembles (Orchestra, Camerata, Jubilee Singers, Wind Ensemble, and Jazz Ensemble). Again, these students might organize fundraising concerts or explore marketing to increase ticket sales to provide sustainable funding.

- **Music Technology:** Entrepreneurial activities in music technology might involve studio management, concert/studio recording, or live sound reinforcement. Creating a "small business" making use of our excellent recording facilities, using some of the funding available from this grant to purchase a small location recording or sound

reinforcement kit would provide support and “real world” training for this program, and could generate revenue streams to continue the fellowships in this area.

- Chamber Music “Gigging” Management: Currently our small ensembles (including the UMBC String Quartet and the UMBC Jazz Trio) are in demand across campus for numerous official functions. Our students are paid for these performances, and a Fellow who developed this program could market and expand this program while developing a fee structure through which a percentage would provide for future Fellows.

- Teaching Artist: Students in the “Arts in Education” class receive training in presenting their performances to children through the Lincoln Center Institute model. Many performance grants available to professional musicians require an educational outreach component, and a Fellow in this area could explore possible grant funding and grant writing for this program.

All students would be expected to make a one-year commitment to the program, as well as a commitment to mentoring those who come after them in the position. All students would be eligible to receive a stipend of \$900 for the year, and could apply for additional funding up to \$400 for supplies, equipment, printing and photocopying, travel support, etc. Guest speakers would bring all the fellows together under our required MUSC 191 course (a 1-credit course required for all music majors every semester) to discuss their projects and to generate ideas through discussion with professionals in the field. These guest speakers would also be open to the music major undergraduate population at large to generate continued interest in the “Careers in Music” class and in the continuance of the **Music and Entrepreneurship Fellows** program.

Budget:

10 year-long fellowships @ \$1000 each (5 teams of 2)	\$10,000
Guest speakers honoraria (4 @ \$250)	1000
Materials and expenses (up to \$800 per team)	4000
<b>TOTAL:</b>	<b>\$15,000</b>