



Arts Enterprise at the University of Michigan

What is Arts Enterprise?

Arts Enterprise (AEI) provides a forum for students at the University of Michigan to work together to discover and develop ideas that will enhance productivity, improve profitability, and enrich lives in the public and private sectors through cultural engagement, social entrepreneurship, and creative leadership.

Working with students across UoM, and with artistic and creative professionals from across the arts and business worlds, we provide opportunities for students to bring their creative spark and talents to organizing and participating in performances, leadership education events and workshops, community collaborations and new enterprise ideas.

What kinds of Activities does AEI do?

- Provide & organize campus and community arts/cultural performance and engagement opportunities
- Develop arts-based leadership development workshops for students
- Network with organizations, companies and professional artists who value creativity
- Partner with other University organizations and units
- Support members' events and artistic ventures

2007 – 08 AEI Programs

Leadership, Skills and Career Development

Habits of Mind of Cultural Diversity

AEI is excited to bring Eric Booth, an internationally renowned arts education and business consultant, to the University of Michigan campus in November, in conjunction with Ann Arbor arts presenter UMS. During the four-day event, Eric will participate in speaking engagements, classes, and workshops for administrators, faculty, students and community members. We are especially interested in using this event to help AEI further connect students in the Schools of Business, Music, Theatre & Dance, and Education to one another as well as with community members throughout Southeast Michigan.

Beyond Talent Workshops

These workshops provide a way for SoMTD students to be proactive in jumpstarting their careers in the arts. .BTW also connect students with faculty, alumni, and guest speakers as they learn basic business and arts entrepreneurial skills. Some of this year's workshop topics include: "Career Strategies for The 21st-Century Artist" (faculty panel), "Do What You Love and Get Paid For It" (business school faculty speaker) "Crafting Your Resume" (Mark Clague, SoMTD faculty speaker) and "Using the Internet to Meet Your Audience" (SoMTD alumni speaker).

AEI Ideas

Develop and launch your own arts & business-related program at the school and in the community through Arts Enterprise. Students are provided mentorship, support services, and a small grant to launch programs.

Speaker Series

The AEI Speaker Series involves intimate discussions of various formats with entrepreneurs, practitioners & leaders working in the arts. The goal of this series is to focus on diverse speakers in a way that inspires arts-related enterprise options while also delivering a message relevant to arts-based innovation. Past speakers have included Ken Fischer and Aaron Dworkin.

Performances & Education

Music 101

Music 101 at Ross has partnered with the University Musical Society (a local presenting agency) in an effort to help business school students engage in learning & experiencing art presentations. Further, this program offers community engagement training for performers in the SOMTD, effectively helping them develop arts-based, entrepreneurial tools. Through Music 101 at Ross, AEL hopes that business and music students gain a deeper level of community engagement through learning and participation.

Global Coffee House

This event will celebrate the diversity and talent of the UofM student community in a laid back coffee house atmosphere. Through cross-cultural collaborations aimed at celebrating our diverse student life, this event will bring non-music majors and musicians together for a unique performance opportunity.

Community Engagement

Arts Enterprise for New Orleans

AEANO is a two-part cultural immersion project designed to help with the arts-related rebuilding efforts in New Orleans. Students will work on a comprehensive program that evaluates and documents a community engagement program called New Orleans Outreach. A second part of this program will have music students participating in research in order to gather knowledge about the educational system and its outcomes and benefits to students. Chosen students will be active in a NO immersion experience to gain a deeper understanding of New Orleans's heritage, current climate, education system, and community.

Enharmonia

Enharmonia is a community engagement project that creates a sense of ownership within large ensembles at the University of Michigan School of Music, Theatre & Dance (SOMTD) by establishing communication between performers and audience members, and in turn fosters enthusiasm for classical music. Through community engagement, audience education, and development of arts entrepreneurial skills, Enharmonia connects participating SOMTD ensemble members to their local audience, and increases enthusiasm for classical music.

Timeline:

August 2006: Nate Zeisler and Kelly Dylla, both students, meet to discuss the need for music and business to have a better connection on the U of M campus.

October 2006: Nate Zeisler, Kelly Dylla, Chris Genteel and Prof. Mark Clague have an initial meeting to discuss first steps in creating a music and business collaboration on campus.

December 2006: Team listed above holds its first informational session to identify interest in the AE endeavor. Thirty students from the Ross School of Business and the School of Music, Theatre and Dance attend.

January 2007:

- Founding team holds their second and third informational sessions. At least twenty students come to each event.
- Founding team settles on the name Arts Enterprise Club for campus-wide recognition.
- AEC holds its first event. Music 101: A Very Open Rehearsal. Twenty MBA students attend and then purchase tickets to a UMS concert.

February 2007: AEC launches their Speaker Series: UMS President Ken Fischer

March 2007:

- Speaker Series: Aaron Dworkin
- Initial meeting with SOMTD Dean Christopher Kendall

Summer 2007:

- \$23,000 secured for AE's 2007–2008 events
- Eric Booth invited for the first annual AE week at the University of Michigan
- Solidified the AE board structure:
 - Strong Five-Member Executive Board
 - General Board
 - External Advisors
- Diverse programmatic offerings developed based on student needs
- Membership drive develops over 150 on the Facebook page and 300 on the e-mail list.
- Dean Kendall's support serves as a catalyst for over \$10,000 in funding.
- Name change to Arts Enterprise (AE)

Fall 2007:

- September promotion drive at both schools and in cross-campus communities.
- Beyond Talent Workshops held at the SOMTD have 30–50 students at each event.
- Experiential Music 101 events with Yo-Yo Ma and Shen Wei Dance Arts.
- Speaker Series: Uphaval in the Record Industry; Ghostly Records.
- Enharmonia launches its community engagement program in Ann Arbor.
- Arts Enterprise week set to launch in November with guest speaker Eric Booth.

Contact Information

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