

# Nonprofit Arts Management

## 133-362 and 100-362

**Class time:** Monday/Wednesday 1:10--2:00 p.m.

**Place:** CA11

**Instructor:** Megan Matthews

**Office:** CA 2075

**Phone:** 262/472-1142

**Mailbox:** Theater/Dance office

**E-mail:** [matthewm@mail.uww.edu](mailto:matthewm@mail.uww.edu)

**Office Hours:** Available by appointment

**Prerequisite:** Junior standing, or consent of instructor

### Required texts:

Assigned readings will be available online

This course will use the Desire2Learn program, which can be accessed by looking under the e-learning tab on the UW-W home page.

### Course objectives:

Students should understand the duties and required skills of managers of non-profit arts organizations, as well as those of volunteers and members of the Board of Directors.

<b>Assignments:</b>	% of grade
Board project (group)	20
Grant writing project (group)	20
Case Study	20
Letter to the Editor	15
Final Exam	15
Participation/Attendance	10

### Attendance policy:

Attendance is necessary and mandatory. A student's final grade will be lowered one letter grade for every three unexcused absences.

### Grading policy:

100—97% A  
96-92% A-  
91—90% B+  
89-85% B  
84-82% B-  
81—79% C+  
78-72% C  
71-70% C-  
69—67% D+  
66-64% D  
63-61% D-  
<60% F

**Schedule (Subject to change):**

Week	Subject	Readings
1	Introduction	
2	Understanding nonprofits	Rosewall 1, 3
3	Management/management styles	Rosewall 2
4	Board of Directors	Rosewall 5
5	Board of Directors	Board group project Due
6	Human Resources	Rosewall 6
7	Marketing	Rosewall 11
8	Development	Rosewall 9
9	Development	
10	Financial Management	Rosewall 8 Grant writing project Due
11	Technology Management	
12	Strategic Planning	Rosewall 4
13	Programming (Inc. Arts Education and Community Outreach)	Rosewall, 7, 10
14	Program evaluation	Case study due
15	Arts Policy/Leadership	Rosewall 12 Letter to the Editor
16	TBA	
	Final Exam	Wednesday, May 14, 1-3

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