

# Performing Arts Operations and Management

Monday – Wednesday 1:10—2:00 p.m., CA 11

**Instructor:**

**Megan Matthews**

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Office Hours: Wed 11 —12 p.m.

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**Prerequisite:**

Junior standing, 133-100 or 133-110 or consent of instructor

**Text:**

Theatre Management and Production in America, Stephen Langley  
Additional assigned readings will be available in library or online.

**Course objectives:** This course is a study of the duties and required skills of managers of performing arts organizations including house management, facility management, box office management, and strategic planning, as well as an overview of human resource management, audience development, marketing, and legal procedures.

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

**Assignments:**

1. Prepare a 2010-11 season: In groups of 3 or 4, students will create a season for the Young Auditorium or another approved organization. The final product will include a budget, marketing goals and objectives, sponsors, grants and other funding mechanisms that will be pursued, and a summary describing how the season fits in with the organization's budget, mission, audience and technical specifications.
2. Activity report: Students will submit a 2-3 page report on activities they have engaged in involving marketing, box office, house management, stage management, or other performing arts management. This report should state the nature of the position, its duties, the duration of the activity, what occurred, how it relates to what they learned in class, and how they would change/improve the activity by changing policies or procedures.
3. Resource report: Students will research one online resource and one written resource. After researching them, they will write a 1-2 paragraph summary about the resource (where it is, who publishes it, how to get ahold of it, what it includes, who it would be good for) and the reports will be available to the class online.
4. Final exam

**Extra Credit:** 1 extra activity report, and/or 1 extra resource report may be completed, for up to 5 points each, for a total of up to 10 possible extra credit points. Due by December 2.

## **Grading:**

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  
63-60% D-  
<60% F

Attendance/participation: 10 points  
Activity report: 20 points  
Resource report: 20 points  
2010-11 season: 30 points  
Final exam: 20 points  
100 points

## **Grading on written materials: (70% of your grade)**

2010-11 season, activity and resource reports

	A	B	C
Professional document, ready for portfolio	X		
All required material included	X	X	
Consistent, correct grammar	X	X	
Less than 3 spelling errors	X	X	
Handed in on time	X	X	X
Document generally addresses required subject	X	X	X

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The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events. (For details please refer to the Undergraduate and Graduate Timetables; the 'Rights and Responsibilities' section in Requirements and Policies and the Facilities and Services sections of the Graduate Bulletin; and the "Student Academic Disciplinary Procedures" [UWS Chapter 14]; and the "Student Nonacademic Disciplinary Procedures" [UWS Chapter 17]).

## Schedule (Subject to Change)

Week 1	September 2	Intro to class	
Week 2	September 7	Overview of Performing Arts Management	Langley, 1-2
	September 9	Overview continued	Langley, 4-9
Week 3	September 14		
	September 16	Programming	
Week 4	September 21	Audience development	
	September 23	Contracts	
Week 5	September 28	Audience Development	
	September 30	Budgets	Langley, 10-11
Week 6	October 6	Technical Issues	
	October 8	Front of House	
Week 7	October 12	Audience Services	Resource reports due
	October 14	Box Office	Langley, 12
Week 8	October 19		
	October 21	Marketing	Langley, 14-15
Week 9	October 26		
	October 28	Administration Facility Management	Langley 17; Activity reports due
Week 10	November 2	Financial Management	
	November 4	Development	Langley ,13
Week 11	November 9	Human Resources	Langley, 3
	November 11	Strategic Planning/Forecasting	
Week 12	November 16	Legal Issues	
	November 18		
Week 13	November 23	Program Evaluation	
	November 25		
Week 14	November 30	Community involvement	
	December 2		Extra credit due
Week 15	December 7	Present 2010-11 season	Present season
	December 9		
Week 16	December 16	Final Exam	1-3 p.m.