

The University of Texas at Austin  
Sarah and Ernest Butler School of Music

FA 381 Career Goals and Management  
Professor Martha F. Hilley

Syllabus – Spring 2016 Unique 19730  
TTH 2:00 – 3:20 pm DFA 4.112

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Office Hours – posted in 3-week blocks on office bulletin board

### **Course Overview**

This seminar is in preparation of your commencement from higher education out into the world. We will deal with the business aspects of the arts, the creative side of the arts, the technological side of the arts and the reality of your possible future in the arts. The attached class-by-class schedule will give you a more detailed description of each class plus the various assignments throughout the semester.

The three major projects for the semester are 1) a mock interview for a position in higher education, 2) the creation of a personal web site that promotes you as an artist, and 3) a Business Operation Plan (BOP) demonstrating your research into future business/career options. There will be a variety of supporting activities during the course of the semester.

### **Grading Policy**

You will be graded on all assigned projects, presentations and class participation.

### **Attendance**

Your regular attendance is strongly encouraged. *There are no make-ups for work missed when you are not in class.* After three absences, an Absence/Failing Report will be filed electronically with your Dean's Office. Starting with the fourth absence, your final grade will be lowered one letter with each absence (taking note of plus-minus grading - an "A" would become a "B"; a "B+" would become a "C+" and etc.).

### **Required Text**

There is no required text for the course. The following materials will be supplied for review.

Baber, Anne and Waymon, Lynne. *Make Your Contacts Count: Networking Know-How for Business and Career Success*. New York: AMACOM, 2007.

Basalla, Susan and Debelius, Maggie. *So What Are You Going To Do With That? Finding Careers Outside Academia*. Chicago: The University of Chicago Press, 2007.

Beeching, Angela Myles. *Beyond Talent: Creating a Successful Career in Music*. New York: Oxford University Press, 2010.

Berenson, Gail, et al. *A Symposium for Pianists and Teachers: Strategies to Develop the Mind and Body for Optimal Performance*. Dayton, OH: Heritage Music Press, 2002.

Bolles, Richard N. *What Color Is Your Parachute? A Practical Guide for Job-Hunters & Career-Changers*. Berkeley: Ten Speed Press, 2015.

Booth, Eric. *The Music Teaching Artist's Bible: Becoming a Virtuoso Educator*. New York: Oxford University Press, 2009.

Bowen, William G. *Higher Education in the Digital Age*. Ithaca: Princeton University Press, 2013.

Colvin, Geoff. *Talent Is Overrated*. New York: Penguin Group, 2008.

Coyle, Daniel. *The Talent Code*. New York: Oxford University Press, 2009.

Cutler, David. *The Savvy Musician*. Pittsburgh: Helios Press, 2010.

Cutler, David. *The Savvy Music Teacher: Blueprint for Maximizing Income and Impact*. New York: Oxford University Press, 2015.

Ferrazzi, Keith and Raz, Tahl. *Never Eat Alone, Expanded and Updated*. New York: Crown Business, 2014.

Freeman, Robert. *The Crisis of Classical Music: Lessons from a Life in the Education of Musicians*. Lanham, MD: Rowman & Littlefield, 2014.

Goldman, Ari L. *The Late Starters Orchestra*. Chapel Hill: Algonquin Books, 2014.

Highstein, Ellen. *Making Music in Looking Glass Land: A Guide to Survival and Business Skills for the Classical Musician*. 4th Ed. New York: Concert Artists Guild Publication, 2003.

Houston, Timothy M. *The World's Worst Networker: Lessons Learned By the Best From the Absolute Worst!* Timothy M. Houston, 2011.

Jacobson, Jeanine M. *Professional Piano Teaching*. Los Angeles: Alfred Publishing Co., Inc., 2006.

Jacobson, Jeanine M. *Professional Piano Teaching, Vol. 2*. Los Angeles: Alfred Publishing Co., Inc., 2015.

Kleon, Austin. *Steal Like An Artist: 10 Things Nobody Told You About Being Creative*. New York: Workman Publishing Company, 2012.

Klickstein, Gerald. *The Musician's Way*. New York: Oxford University Press, 2009.

Krug, Steve. *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*. Berkeley, CA: New Riders, 2014.

Lamott, Anne. *Bird by Bird: Some Instructions on Writing and Life*. New York: Anchor Books, 1995.

Pink, Daniel. *A Whole New Mind: Why Right-Brainers Will Rule the Future*. New York: Penguin Group Inc. 2006.

Pink, Daniel. *Drive: The Surprising Truth About What Motivates Us*. New York: Riverhead Books, 2009.

Polisi, Joseph W. *The Artist as Citizen*. Pompton Plains, NJ: Amadeus Press, 2005.

Ricker, Ramon. *Lessons From a Street-Wise Professor: What You Won't Learn At Most Music Schools*. Fairport, NY: Soundown, Inc., 2011.

Ristad, Eloise. *A Soprano on Her Head*. Real People Press. 1982.

Schumacher, Julie. *Dear Committee Members*. New York: Doubleday, 2014.

Urquhart-Brown, Susan. *The Accidental Entrepreneur: The 50 Things I Wish Someone Had Told Me About Starting A Business*. New York: AMACOM, 2008.

Zack, Devora. *Networking for People Who Hate Networking*. San Francisco: Berrett-Koehler Publishers, Inc., 2010.

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**JAN 19** COURSE OVERVIEW / EXPECTATIONS

Assign: *Dreaming the Dream* (due 1/21)

Take a look at "Making Your Life As An Artist" - **free** pdf download at [www.artistsu.org/making/#.Vp28xIj9LdD](http://www.artistsu.org/making/#.Vp28xIj9LdD)

**21** "DEFINING YOURSELF"

***Dreaming the Dream – discussion due***

Career Goals

Assign: *Career Goals* (due 1/28)

**26** "GETTING YOURSELF TOGETHER"

Tools for Access: Resume / CV

"FINANCIAL MANAGEMENT – THE BOP" (due 5/3)

Assign: *Resume first draft due to me electronically 2/2, word format please, no pdf!*

**28** "GETTING YOURSELF TOGETHER – PART II"

Tools for Access: Letter of Application

Assign: *First draft of letter due to me electronically 2/4) - you will receive your "job description" that day and may redraft or rearrange your letter when you get my comments back on 2/11.*

***Career Goals Due***

**Feb 2** "FROM INDIVIDUAL PROPRIETORSHIP TO NON-PROFIT"  
"AUSTIN ACCOUNTANTS AND LAWYERS FOR THE ARTS"

**David Sokolow, UT Law School**

**First draft of Resume/CV is due to me electronically today! Remember, this should not come as a pdf document. I will return it to you by 2/6.**

Assign: Resume and a one-page statement of a) long-range professional aspirations b) presumed professional/educational objectives in 3-5 years and c) future plans in higher education, if any, as a student or employee. Due to Dean Dempster, 2/9. ddempster@austin.utexas.edu

4 "PREPARATION OF DOCUMENTATION – A WEB PAGE I"

**Aaron Bramwell, Founder/Director, Monkee-Boy Web Design, Inc.**

**First draft of application letter is due to me today electronically.**

Assign: Home page (index.html) due 2/23 to AB for comments on design, format, navigation, etc. Finished site to be presented 4/28.

Final version of Letter of Application due to Hilley 2/18 with an extra copy for the chair of your search committee. Will have your first draft with comments back to you by 2/11.

Resume and a one-page statement of a) long-range professional aspirations b) presumed professional/educational objectives in 3-5 years and c) future plans in higher education, if any, as a student or employee. Due to Dean Dempster, 2/9. ddempster@austin.utexas.edu

**Distribute job descriptions**

9 "THE HOGG FOUNDATION LIBRARY – A SOURCE OF FUNDING"

**Ellen Moutos Lee, Director, Regional Foundation Library**

**Class will meet at the Hogg Foundation Library, 1009 East 11th Street, 2nd Floor - will need volunteers to drive.**

**Assignment due to Dean Dempster today!**

11 "DOCUMENTATION – A WORK IN PROGRESS – WHAT SHOULD I HAVE READY TO GO?"

"NETWORKING"

**Appointment of interview panels and job descriptions; panels will design questions for mock interviews.**

**Comments on first draft letter due back to you today, electronically.**

- 16 "THE INTERVIEW PROCESS"  
**Dean Douglas Dempster, College of Fine Arts**
- 18 "WORK THAT ROCKS; DEVELOPING THE PROFESSIONAL LIFE OF YOUR DREAMS"  
**Dr. Carla McElhaney, Executive/Artistic Director, REVEL**  
*Distribute resume-letter of application to appropriate panel chair. Send copy to Hilley electronically.*
- 23 "DOCUMENTATION – THE OTHER SIDE OF THE COIN – HOW TO MARKET YOURSELF"  
**Kathy Panoff, Director, Texas Performing Arts**  
*Home page of web site due to AB for comments.*  
Assign: Interview panel chairs and members will provide written critique of resume and letter of application - (due 4/14)
- 25 "DOCUMENTATION – A WORK IN PROGRESS – THE WEB PAGE II"  
**Aaron Bramwell, Founder/Director, Monkee-Boy Web Design, Inc.**
- MAR 1 "STRAIGHT FROM THE SOURCE – THE SEARCH PROCESS"  
**Andrew Dell'Antonio, Professor, Musicology, BSoM Associate Dean, College of Fine Arts**
- 3 INDIVIDUAL VIDEOTAPED INTERVIEWS  
Assign: Review video with CTE / prepare written self-assessment (due 3/31)
- 8 INDIVIDUAL VIDEOTAPED INTERVIEWS  
Assign: Review video with CTE / prepare written self-assessment (due 3/31)

10 INDIVIDUAL VIDEOTAPED INTERVIEWS

*Assign: Review video with CTE / prepare written self-assessment (due 3/31)*

**S P R I N G B R E A K**

22 "DOCUMENTATION – A WORK IN PROGRESS – THE WEB PAGE III"

**Aaron Bramwell, Founder/Director, Monkee-Boy Web Design, Inc.**

24 "PERSONAL FINANCIAL PLANNING – SELF-EMPLOYMENT / RETIREMENT PLANS / INSURANCE"

**Joyce Dormady, Independent Financial Planner**

29 "DISCOVER YOURSELF: MAKING ARTISTIC OPPORTUNITIES"

**Dr. Artina McCain, Keyboard Faculty  
Huston-Tillotson University and Texas Lutheran University**

31 "MIRO QUARTET"

*Written self-assessment of Individual Videotaped Interviews due!*

**APR 5 No Class - MTNA, San Antonio**

7 "MAKING IT IN THE REAL WORLD"

**Dr. Klondike Steadman, Director, Orpheus Academy of Music**

12 "THE ELEVATOR SPEECH"

"NETWORKING"

14 "PATRONS"

**Charles & Mary Teeple, Director's Council  
Butler School of Music**

*Written critique of resume and application letter – from interview panel to your candidate. This is not presented to the group in class\_ - simply have this written critique ready to distribute to your candidate at the beginning of class.*

19 Individual Appointments (my studio – MRH 4.190) - discuss BOP (if your BOP is a joint venture, all involved should come to discussion)

21 Individual Appointments (my studio – MRH 4.190) - discuss BOP (if your BOP is a joint venture, all involved should come to discussion)

26 "CREATIVITY TO COMMUNITY - Arts Nonprofit Success One Coffee at a Time"

**Matthew Hinsley, Executive Director  
Austin Classical Guitar Society**

28 **WEB PAGE PRESENTATIONS!!!!**

**MAY 3 THE BOP PRESENTATIONS!!!!**

*This is a formal presentation. If you are doing a joint venture, be certain all members of your group are involved in presenting.*

5 "DEALING WITH REJECTION AND SUCCESS"

*The University of Texas Club – east side of UT stadium, 7<sup>th</sup> floor*

**Peter Bay, Maestro, Austin Symphony Orchestra**

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### **Academic Dishonesty**

The following link will take you to the portion of the Dean of Students web page dealing with the Student Honor Code and the University Code of conduct.

[http://deanofstudents.utexas.edu/sjs/spot\\_honorcode.php](http://deanofstudents.utexas.edu/sjs/spot_honorcode.php)

## **Religious Holidays**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the observance of a religious holy day. If you must miss class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

## **Emergency Evacuation**

The following recommendations are from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>:

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.

Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

In the event of an evacuation, follow the instruction of faculty or class instructors.

Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

Behavior Concerns Advice Line (BCAL): 512-232-5050

Link to information regarding emergency evacuation routes and emergency procedures can be found at: [www.utexas.edu/emergency](http://www.utexas.edu/emergency)

*Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259.*