



Arts Leadership & Cultural Management Online Graduate Certificate

Looking to take on a management or leadership role in your arts or cultural community?
Already working in a cultural arts organization, but tired of learning by trial and error?
Are you interested in tapping into a different side of your creative self?

UConn's 12-Credit Arts Leadership & Cultural Management (ALCM) Online Graduate Certificate provides the skills and knowledge you need to competently manage virtually any type of arts organization from day one. This program is also ideal for anyone serving on a board of directors for an arts organization and looking to better understand how to effectively participate in its governance.

At the completion of this comprehensive online certificate program, students will:

- **Be ready to apply marketing principles to the arts environment.** Topics include unique value propositions, competitive analysis, audience retention, media planning, and campaign assessment.
- **Develop a working knowledge of financial accounting.** Topics include cash vs. accrual accounting, assets and liabilities, non-cash expenses, fund accounting, statement activity, and statement of financial position.
- **Be able to identify trends in philanthropic activity and create a fundraising plan for a professional arts organization.** Topics will include: the development cycle, research, mission-based funding, and new media in fundraising.
- **Understand the structure and nature of arts organizations from the legal, philosophical, and community service aspects.** Topics will include: artist-led institutions, organizational management structures, conflict resolution, and problem solving techniques.

4 REQUIRED COURSES **12** CREDITS IN TOTAL

DRAM 5120 - Managing Financial Information in Arts Organizations
DRAM 5121 - Governance & Leadership for the Arts
DRAM 5122 - Fundraising & Development for the Arts
DRAM 5123 - Audience Management & Marketing the Arts

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For more information contact:
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Arts Leadership & Cultural Management Online Graduate Certificate program:

The UConn ALCM Graduate Certificate covers the fields of Dance Administration, Theatre Administration, Orchestra Administration, Visual Arts Administration, Performing Arts Administration, and Symphony Administration. The four courses in the program emphasize the critical areas of governance/leadership, budgeting/finance, fundraising, and marketing. The goal of the curriculum is to provide a deep conceptual context for the work of arts organizations coupled with practical classroom training in an active online learning environment.

The program incorporates case studies, group work, project-based assignments, and guest lecturers that bring real-world knowledge to the classroom. In addition, our faculty members have worked for years in different capacities as arts administrators and will share their personal stories that showcase how they resolved specific challenges, turning failures into successes.

- The certificate can be completed in one year.
- Classes are non-sequential. You can take them in any order you wish.
- Individual classes can be taken if you are seeking advanced training in one area of specialization.



Online Individual Graduate Course in ALCM

Students with a bachelor's degree or higher can take UConn's ALCM courses as "non-degree" students. The "non-degree" designation allows students to take courses for credit without being formally admitted to the University. A maximum of 6-credits (two courses) can be taken as a "non-degree" student. If you decide to matriculate into the certificate program in the future, course credits are transferable if you receive a "B-" or better.



Who Should Apply

If you currently work in an arts organization and need to elevate your skills in order to advance your career: Earning the certificate prepares you for a leadership role. Types of managerial positions include:

- Managing Director
- Executive Director
- Marketing Director
- Communications Director
- Development Director
- Education Director
- Box or Sales Office Manager
- Membership Director
- Gallery Manager
- Assistant Curator or Registrar



UConn's Master of Fine Arts in ALCM

The 3-year curriculum is highly individualized and divided into two main parts; the core curriculum, which all MFA students are required to take, and advanced research and training in each student's chosen area of expertise within the general field of arts administration. Examples of areas of specialization include:

- Fundraising & Development
- Marketing
- General Management
- Labor Relations
- Executive Leadership
- Strategic Planning
- Strategic Partnerships

ALCM Faculty:

- **Constance DeVereaux, PhD**, Associate Professor in Residence and Director, MFA Arts Administration
- **Heather M. Kitchen**, Theater Administrator
- **Elizabeth Athens**, Curator and Art Historian

Programs Fees:

Students in the Arts Leadership & Cultural Management Online Graduate Certificate pay a comprehensive fee of \$825 per credit or \$2,475 for a 3-credit course.

Please check the website at artsadmin.uconn.edu/tuition-fees for updated the most updated costs and fees.

Admissions:

To apply for admission to the ALCM Online Graduate Certificate, complete the application process at artsadmin.uconn.edu/admissions.

Applicants must have completed a baccalaureate degree or higher from a regionally accredited college or university. ***Please check the website at artsadmin.uconn.edu/admissions.***