

AAD 315 Fundraising the Arts Assignment Inventory

Assignment	Percent of Grade	Assignment Criteria	Assignment Description
Two Case Study/Scenario Analyses	20% (10%ea.)	SEE WEEKS 4 & 9 ASSIGNMENT sheets	In weeks 4 and 9 (10% each), you will submit a case study or scenario analysis. For the first live case study, you will be asked to analyze the layers and dimensions of an arts experience that you have as an audience member in weeks 1, 2 or 3. In the second assignment, you will prepare a detailed promotion plan for a performing arts or visual arts event, selecting from a variety of diverse experiences that will be provided to you in class
Written Responses to Questions on Course Content and Readings	20% (10%ea.)	SEE WEEKS 2 & 7 WRITTEN ASSIGNMENTS sheets	In weeks 2 and 7 (10% each) you will submit written responses to questions on assigned readings and material provided in class.
Midterm Exam	20%	SEE MIDTERM EXAM AAD315.PDF on AAAFileserver@Departments/AAD/Online Course Committee/COURSES/AAD315_materials/Exams	course content from Weeks 1-5
Final Exam	30%	SEE FUNDING THE ARTS FINAL.PDF on AAAFileserver@Departments/AAD/Online Course Committee/COURSES/AAD315_materials/Exams	All course content
Class Participation	10%		Attendance at all class sessions, demonstrated preparation of required readings, and active and meaningful engagement in all class discussions.

NOTE: No mention of Weeks 5-9 Quiz in Assignment Overview

W	Date	Topic	In Class	Assignments
1	Week 1: Introduction to Fundraising and Marketing in the Arts			
	31-Mar	Introduction to the Course	Students' and Instructor's Introductions Overview of the Course Structure and Content Discussion of Course Assignments and Requirements Introductory Content: Organizational Structure of Arts and Culture Organizations Nonprofit Boards Intro ppt Building Cultural Institutions ppt Organizational Chart Examples: Basic Non Profit Board and Staff Chart San Francisco Opera Org Chart Brooklyn Museum org chart	Assigned Reading: Successful Fundraising Textbook Chapters 1 (Institution Building) and 2 (Leadership), pp. 1-20
	2-Apr	Intro to the Fundraising and Marketing Functions of Arts Organizations	The Cultural Industry Market Intro Seth Godin: How to get your ideas to spread TED Talk	
2	Week 2: Understanding the Arts Market			
	7-Apr	Understanding the environment within which arts organizations operate	Marketing Cultural Enterprises Introduction Environmental Variables	Assigned Reading: Creative Arts Marketing Textbook, pp. 1-113 Chapter 1 (The evolution and context of arts marketing) Chapter 2 (Audiences) Chapter 3 (Market research) NEA highlights-from 2012-Survey of Public Participation in the Arts DUE by 10 am: Week 2 Written Assignment.
	9-Apr	Understanding and defining arts audiences	Segmentation Gathering Participant Data Frontline Video on Market Research: The Persuaders	
3	Week 3: Identifying the Arts Product and Experience			
	14-Apr	Identifying the layers and dimensions of an arts experience	4 p's of marketing and cultural products How to make choosing easier by Sheena Iyengar	Assigned Reading: Creative Arts Marketing Textbook, pp. 114-155 Chapter 4 (Product)
	16-Apr	Decision-making for enhancing audiences' experience with arts products	Arts consumer decision-making (a diagram summary of the brainstorm session we had on decision making) Five step decision making (power point) Maslow's Hierarchy of Needs as adapted for the arts (below and on page 125 of marketing text)	
4	Week 4: Generating Income			
	21-Apr	Earned and contributed revenue sources for arts organizations	Class power point on revenue management through pricing: Revenue Strategies Spreadsheet to explore pricing options, attendance and outcomes: Pricing Example Spreadsheet (excel)	Assigned Reading: Creative Arts Marketing Textbook, Chapter 5 (Generating income) pp. 156-189 Successful Fundraising Textbook, Chapter 3 (The annual fundraising campaign), pp. 21-51 DUE: Week 4 Arts Experience Assignment
	23-Apr	Strategies for revenue generation in the arts	corporate sponsorships and partnerships dance event variable expenses budget (example)	
5	Week 5: Generating Income, continued			
	28-Apr	Managing arts organizations' annual fundraising campaign	Fundraising Campaigns and Donor Rights	
	30-Apr	Midterm exam	SEE MIDTERM EXAM AAD315 PDF on AAAFilesServer@Departments/AAD/Online Course Committee/COURSES/AAD315_materials/Exams	
6	Week 6: Corporate, Individual, Foundation, and Government Support for the Arts			
	5-May	Cultivating business support and individual donations to the arts	Cultivating foundation and government support for the arts Successful Fundraising Federal Funding of the Arts: Sunil Iyengar and Randy Cohen Interview (video)	Assigned Reading: Successful Fundraising Textbook, pp. 52-113 Chapter 4 (Businesses) Chapter 5 (Foundations) Chapter 6 (Individuals) Chapter 7 (Government)
	7-May	Guest presentation and professional	Meet at Security at 10:30 am	
7	Week 7: Fostering Access and Inclusion in the Arts			
	12-May	Fostering access to, inclusion in, and distribution of arts experiences	Overview of Marketing Promotion Strategies Basic PR Media	Assigned Reading: Creative Arts Marketing Textbook, pp. 242-270 Chapter 7 (Making the arts available) DUE: Week 6 Written Assignment
	14-May	Guest speaker (local arts leader) Community engagement through the arts	Riley Grannan, Managing Director Eugene Ballet Company	
8	Week 8: Promoting the Arts			
	19-May	Methods and tools for promoting the arts	SWOC Analysis Marketing Plan Dev Intro	Assigned Reading: Creative Arts Marketing Textbook, pp. 190-241 Chapter 6 (Promotion)
	21-May	Using social media in promoting the arts	Social media planning Communication Planning Communication Planning Examples 60 minutes Paraguay trash orchestra	
9	Week 9: Promoting the Arts, continued			
	26-May	Memorial Day Holiday – No Class		Assigned Reading: Creative Arts Marketing Textbook, pp. 271-349 Chapter 8 (Marketing planning) Chapter 9 (Managing the marketing function)
	28-May	Integrated arts marketing and communications	Controversy Planning Marketing Timeline Example Malcolm Gladwell's Blink: Video Review for Weeks 5-9 Quiz and Take Home Final Exam Funding the Arts Review(quiz review)	DUE: Week 9 Promotional Plan Assignment
10	Week 10: Planning Arts Marketing			
	2-Jun	No Formal Class. Instructor available for		
	4-Jun	Weeks 5 – 9 Quiz	SEE WEEKS 5-9 QUIZ AAD315.PDF on AAAFilesServer@Departments/AAD/Online Course Committee/COURSES/AAD315_materials/Exams	
11	Final			
	11-Jun	Take Home Funding the Arts Final	SEE FUNDING THE ARTS FINAL.PDF on AAAFilesServer@Departments/AAD/Online Course Committee/COURSES/AAD315_materials/Exams	Due at 12:00 Noon

Funding the Arts
AAD 315: Spring 2014
Week 2: Written Assignment (10 points)
Due: Wednesday, April 9, 10 am
Name: _____

Review the Going Dutch scenario on page 32 of the Creative Arts Marketing text and answer questions 1 and 2 below. Limit response to 500 words or less (3 points)

- 1) Do you think ArtsFest should be a free event? Argue your case for or against ArtsFest being a free event.
- 2) How could ArtsFest use new technology and social media to attract and engage audiences?

Based on your own experience and on the information in Chapter 2 on Audiences in the Creative Arts Marketing Text, answer questions 3 and 4 below. Limit response to 600 words or less (4 points)

- 3) Describe what type of negative attitudes you think people might hold about art museums? Are they justified?
- 4) What do you feel could be done to change these perceptions about museums and create positive experiences for attendees?

In the NEA market research report Highlights from the 2012 Survey of Public Participation in the Arts, provide the specific answer (as reported) to each question below. Each question is worth ½ point.

5. How did 71% of the US adult population who participated in the arts within the 12-month period in 2012 experience art?
6. What percentage of the US adults took a class or lesson (whether in or out of school) in 2012?
7. Generally, has arts attendance decreased or increased since 2002?
8. 15.2% of US adults attended a musical play in 2012. What level of educational attainment represented the majority of this population?
9. Which age demographic represented the highest percentage of US Adults who attended a live music performance?
10. Were people more likely to experience an art exhibit or performing arts event in a park/open-air facility OR in an indoor theater/concert hall?

Funding the Arts
AAD 315: Spring 2014
Arts Experience Case Study Assignment (10 points)
Due: Monday, April 21, 10 am

Name: _____

Arts Experience Case Study Assignment

Select an arts event to attend and analyze the layers and dimensions of your arts experience by answering the questions below. Your final case study assessment should be at least four (4) pages in length.

Before Attending (2 points):

Please give a brief description of the event you attended. Why did you select this event to attend? What was your awareness level and previous knowledge of the art form before attending? What perceptions did you have before you attended and what did you expect your experience would be?

During Attendance (3 points):

Did you understand the purpose of the event? Did you enjoy your experience? What "benefits" did you receive from attending? How did the atmosphere and environment of the event space made you feel? How was the customer service?

Post Attendance (2 points):

What was your overall satisfaction? Did the event meet your expectations? Did you have any unexpected outcomes from your experience? What do think your future involvement level will be?

Overall Assessment (3 points):

Share your overall experience (before, during and after). How engaged were you? How could the experience been better for you? Did the other attendees seem engaged and how well received do you think the event was for all in attendance? What recommendations do you have for future events like the one **you attended?**

Funding the Arts
AAD 315: Spring 2014
Week 6: Written Responses (10 points)
Due: Monday, May 12, 10 am
Name: _____

Answer questions 1 through 8 based on the assigned readings in the Successful Fundraising Textbook, pp. 52-113 and questions 9 and 10 based on the guest presentation on May 7. Each question is worth one (1) point.

1. List the five (5) types of support that are typically available from businesses and corporations?
2. What is the difference between receiving funds from a corporation for an event sponsorship versus a grant for a project from their corporate foundation?
3. What are the six (6) major types of foundations?
4. The Oregon Community Foundation's community grant program offers awards to arts organizations for what four (4) funding priorities?
5. Why is it important for arts organizations to have a membership or annual fund program?
6. What is the primary method of most arts organizations to solicit gifts from donors?
7. The National Endowment for the Arts (NEA) supports artistic activity through what four (4) theme areas?
8. What percentage of the NEA program funds must be made available to state arts agencies?
9. What fundraising challenges did our guest share on May 7th?
10. If you were in the position of our guest, what area of fundraising would you focus on to improve the financial revenue and why?

Funding the Arts
AAD 315: Spring 2014
Week 9: Event Promotional Plan Assignment (10 points)
Due: Wednesday, May 28, 10 am

Name: _____

I. Introduction (1 point)

Provide a brief history of the organization and event, the mission, and the other programs and services offered by the organization.

II. Situational Analysis (4 points)

Part 1: Conduct a SWOC analysis (strengths, weaknesses, opportunities, challenges) of the organization's cultural product (event), pricing strategies, product access (place), promotional efforts, and audience.

III. Proposed Promotional Strategies (4 points)

This section should include two (2) strategies, one of which is a social media promotional strategy. For each strategy:

- Explain the concept of your promotional strategy and how it will improve audience engagement
- Describe specific actions, targeted messages, communication methods, and relevant information required to implement the strategy?

IV: Evaluation of Promotional Strategies (1 point)

- What is your method to measure the quantitative and qualitative results of each strategy?
- How will you evaluate the effectiveness of each strategy?

	Strengths	Weaknesses	Opportunities	Challenges
Cultural Product				
Pricing				
Place (Access)				
Promotional Efforts				
Audience				