

Professor Astrid Baumgardner
Music 621 Careers in Music: Creating Value Through Innovative Projects
F2018 Wednesdays 10:30-12:20. Hendrie 313

Today's musicians operate in a world where traditional structures and prescribed pathways are no longer the rule, yet opportunities abound to put forth their work in a way that could very well transform our culture. To do so, today's musicians and cultural leaders need to know how to innovate and lead change in the music field.

The focus of this course will be a collaborative semester-long project through which students will learn (1) the psychological frameworks of the growth mindset and positive psychology (2) innovation processes and (3) collaboration. Students will learn the elements of personal leadership and articulate their artistic mission and purpose. They will use the creativity problem solving process and design thinking as they create, pitch, fund, and implement innovative artistic projects in an environment that encourages taking risks and learning from experience. Students will learn how to collaborate within an artistic team and build emotional intelligence through communication styles, conflict management and the art of persuasion. Students will also learn how to conduct audience research and integrate that data into their projects. Students will pitch their projects to faculty and business mentors and present their projects to the mentors in our last class. In their final papers, students will evaluate the effectiveness of the creativity process solving and design thinking in effectuating change in the music ecosystem and synthesize how the psychological concepts enhance their ability to lead innovative change in the music field.

Students can expect the following outcomes from this course:

1. Incorporate the growth mindset;
2. Learn to access and build Flow;
3. Learn the elements of personal leadership and create an artistic mission statement;
4. Acquire emotional intelligence competencies;
5. Learn how to innovate and generate new ideas using the creativity problem solving process and design thinking;
6. Learn how to conduct and integrate audience research;
7. Learn how to create, pitch, and implement an artistic project;
8. Learn how to collaborate and manage conflict in a creative team environment;
9. Learn how to leverage communication styles in a collaborative setting;
10. Learn the art of persuasion and presentation;
11. Improve their ability to think critically; and
12. Create a community of supportive fellow artists and a network for future creative collaborations.

Admission to the class is by permission of the instructor.

Class Schedule

Class 1 September 12, 2018: Arts Entrepreneurship in the 21st Century and the Mindset of Success

We will explore what arts entrepreneurship in the 21st Century means and learn the Mindset of Success.

Class 2 September 19, 2018: Mindset Part 2; Personal Leadership; Purpose and Mission

We continue our exploration of the Growth Mindset and learn about Flow. We will then examine the elements of personal leadership by delving into values and strengths. We will conclude by discovering our purpose and mission.

Class 3 September 26, 2018: Creativity Process Part 1; Mission Statements and Projects

In this class, we begin our examination of innovation and the creative problem solving process with a focus on how to generate breakthrough solutions to the critical problems facing classical music today. We also will begin thinking about our collaborative project groups. Students will share their mission statements. We will learn about divergent and convergent thinking and do an in-class brainstorming exercise to generate project ideas.

Class 4 October 3, 2018: Selecting Project Groups; Creativity Process Part 2; Problem Defining

This week, students will select their project groups. We will “speed date” to investigate potential collaborative groups based on common missions. The project groups will meet in class to define their audience, create a problem statement, assess reality and brainstorm potential solutions.

Class 5 October 10, 2018: Creativity Process Part 3; Project Pitches

This week, each group will share its project statement, with a focus on the audience that is the object of the project, and solicit feedback from the class. The groups will then learn how to develop and strengthen their projects. We will prepare for the advisor meetings and learn how to make an effective project pitch.

Class 6 October 17, 2018: Pitch and Evaluate Projects with Project Mentors

This week, the project teams will pitch their projects to our class advisor/mentors. The mentors will give feedback, along with the rest of the class and students will refine and develop their projects based on the feedback.

Class 7 October 24, 2018: Artistic Collaboration; Design Thinking

We will first discuss what it means to collaborate and what skills are involved. The project groups will meet to have a “strengths” meeting and allocate work based on strengths. We learn about prototyping and testing from “Design Thinking” and apply those concepts to our audience interview project.

Class 8 October 31, 2018: Communication Skills

This week, we will learn about communication styles and how they facilitate effective collaboration. We will continue to explore team dynamics and audience interviewing by learning how to communicate effectively.

Class 9 November 7, 2018: Communication Styles; Emotional Intelligence; Conflict Management Part 1

In this session, we will learn how to leverage communication styles. We will then discuss emotional intelligence and conclude by exploring conflict management and why it is essential to the collaborative process.

Class 10 November 14, 2018: Conflict Management Part 2

This week, students will role play conflict scenarios and each group will hold a conflict meeting. We conclude our discussion of conflict management by debriefing the learning from their conflict meetings.

Class 11 November 28, 2018: The Art of Persuasion Part 1

We will learn how creative people can exercise influence and learn the tenets of effective persuasion. Students will present 2-minute speeches about their favorite pieces of music.

Class 12 December 5, 2018: The Art of Persuasion Part 2:

This week, students will learn how to apply the lessons of persuasion to creating dynamic presentations. The teams will report on their team dynamics, including communication and conflict management. We will conclude with each group working on their in-class presentations.

Class 13 December 12, 2018: In-class presentation of projects; summary of learning

Each collaborative group will make a final presentations of its project. We will discuss the learning from these projects based on students' project assessments. I will conclude with a summary of our learning over the course of the semester.

Course Requirements:

- Regular attendance in class and active participation in class discussions
- Weekly reading assignments
- Weekly journaling
- Team meeting reports
- Artistic Vision and Mission Statement
- Mid-term paper (5 pages): Audience Interviews and Prototype Testing
- In-class presentation of project

Due Dates:

Mid-term Paper due November 11, 2018

Project Evaluation due December 17, 2018

Texts and Readings:

- *Flow* by Mihalyi Csikszentmihalyi (on course reserves)
- *Mindset: The New Psychology of Success* by Carol Dweck (updated 2016 edition)

ISBN-10: 0345472322

ISBN-13: 978-0345472328

- *Getting to Yes* by Fisher, Uhry and Patton, 3d ed (Penguin 2012)

ISBN-13: 9780143118756

- *Creativity Rising: Creative Thinking & Creative Problem Solving in the 21st Century*, by Gerard Puccio et al. (ICSC Press 2014) (download pdf or buy the book <http://icscpres.com/books/creativityrising/>)
- *Strengths Based Leadership* by Tom Rath and Barry Conchie (Gallup Press, 2008)

ISBN-13: 9781595620255

NB: Please buy a new hard copy, a sealed used copy or the book or get the Kindle version.

The book comes with a unique code that gives you access to an on-line assessment. If you buy the used unsealed version of the book, it means that the code has been used and you will not be able to take the assessment.

Kindle edition: it takes up to 2 days to get the code so please plan accordingly.

- *Selected Readings on emotional intelligence, creativity, innovation and collaboration*

Attendance and Grading:

Because of the importance of classroom participation and coaching sessions, attendance is critical to success in this class. Anyone who cannot attend all class sessions should not register. Students are allowed one absence for personal emergencies or professional travel.

Grading:

Midterm Paper: 15%

Final Project: 25%

Project Presentation: 5%

Final Paper: 20%

Journals and Homework: 10%

Attendance, Class Participation and Engagement: 20%

Growth and entrepreneurial spirit: 5%

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