



[lemoyne.edu/onlineartsadmin](http://lemoyne.edu/onlineartsadmin)

# ADVANCED CERTIFICATE IN **CREATIVE AND NOT-FOR-PROFIT ADMINISTRATION**

Now offering a 100% ONLINE Advanced Certificate in Creative and Not-for-Profit Administration which provides students with a strong foundation in community engagement, financial management and marketing.

According to the Association of Arts Administration Educators, The Arts & Culture industry is, and will continue to be, an important player in the U.S. economy, contributing 4.5% of the nation's GDP in 2017—a larger share of the economy than transportation, tourism, agriculture, and construction.

Our 15-credit curriculum can be transferred later into our full Master of Science in Arts Administration, for students who want to continue their studies upon completing the initial certificate.

5 CLASSES  
15 CREDITS  
**100%**  
**ONLINE**

## WHERE DO NON-PROFIT MANAGERS WORK?

Museums • Colleges/Universities • Foundations • Research Programs • Galleries • Orchestras • Theatre Companies • Festivals • Charitable Foundations • Dance Companies • Cultural Ministries • Think Tanks • Clinics • Religious Organizations

## WHAT DO THEY DO?

Marketing • Education/Outreach Management • Programming Fundraising • Research/Analysis Operations • Cultural Policy Patron Services • Production Community Arts • Consulting Finance • Advocacy, and more!

Source: [artsadministration.org](http://artsadministration.org)



Tamar Smithers, M.S. '18  
Director of Education & Public Partnerships  
National Museum of African American Music

**LE MOYNE**  
Greatness meets Goodness®

› **Le Moyne College Office of Admission**  
Grewen Hall 323  
1419 Salt Springs Road  
Syracuse, NY 13214-1301

[GradAdmission@lemoyne.edu](mailto:GradAdmission@lemoyne.edu)  
(315) 445-4300

# ADVANCED CERTIFICATE IN **CREATIVE AND NOT-FOR- PROFIT ADMINISTRATION**

## ➤ **THE CURRICULUM**

### **AAD 501 Survey of Arts Administration**

An introduction to the world of arts administration, focusing on not-for-profit organizations and exploring the various types of arts organizations and management principles applied therein. Students will participate in multiple online discussions, applying knowledge gained through readings and guest lectures in order to conceptualize the interconnected and diverse world of arts administration.

*Offered in Summer and January*

### **AAD 502 - Marketing and Public Relations Strategies in Arts & Entertainment**

An in-depth exploration of Marketing and Public Relations strategies, tactics and tools in the not-for-profit and for-profit Arts and Entertainment industries, including performing arts and visual art. Students will analyze texts, case studies and online blogs and will apply their knowledge by creating a marketing plan for an arts organization or event.

*Offered in Summer*

### **AAD - 504 Financial Management in the Arts**

An exploration of the financial issues relevant to the not-for-profit arts industry, including budgeting, financial management, and financial planning (both short-term and long-term). Students will develop a strong familiarity with financial statements, with the objective of gaining the skills necessary to oversee the financial operations of a not-for-profit arts organization.

*Offered in Spring*



### **AAD 602 - Engaging the Community through the Arts**

An in-depth exploration of the intertwined nature of communities and the arts. Through various readings, discussions and lectures (including visits with arts practitioners), students will gain valuable insight into the interconnected nature of the arts and the community, and will learn strategies and tactics that have been successful for arts organizations wishing to weave their operations into the fabric of the communities within which they operate.

*Offered in Summer*

### **AAD 603 - The Art Museum Today**

An exploration of the various types, sizes and definitions of art museums with a specific focus on contemporary issues facing these institutions. The course familiarizes students with the theories and practice surrounding current (and shifting) topics of interest in the larger art world, and their effects on the museum as an institution. Students will examine the history of art museums, discuss contemporary practice, and explore current issues in the profession as it faces the future of art museums in the twenty-first century.

*Offered in Summer*