

Art of Audience Engagement 57-453 / 57-753

A working laboratory for innovative performance and audience engagement.

Spring 2018 Syllabus

Time & Location: Tuesdays 12 – 1:20. Kresge Recital Hall
First day of class: January 16, 2018
Last day of class: May 1, 2018

Faculty: Monique Mead
Asst. Teaching Professor and Director of
Music Entrepreneurship
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Office Hours: MM 118 by appointment. Please send an email request.

Course Website: CMU Canvas: <https://canvas.cmu.edu/courses/4147>

Course Description

As a working laboratory for audience engagement, we will experiment with methods that connect us more strongly with our audiences in the areas of performance, education and advocacy. By creating our own performances and working with “real clients”, we will receive valuable feedback on our experiences. Project documentation and client relationships will serve to build your portfolio.

Course objectives

By the end of the semester, you should be able to...

- Think more broadly about music and the artist’s role in society
- Initiate and sustain an engaging conversation through active listening and a sense of common purpose
- Improve public speaking skills: know your message and how to deliver it
- Create audience-centered programs for non-traditional venues
- Use a broad range interactive techniques in performance
- Give an engaging media interview
- Use the contacts you have made to pursue future initiatives
- Understand how engagement leads to audience building and financial support.
- Create engaging project documentation for your professional portfolio

Course structure

We come to class to explore, tinker, and learn from the “wisdom of the tribe”. We will try new things, fail at times, reflect, and try it a different way. You’ll learn skills that enable you to plan, manage, and execute your projects and will practice engagement techniques at various events on and off campus.

Within the first two weeks you will choose a major performance-related project for the semester and form your team (members can include non-class members).

Our class will be visited at times by our clients and professionals in the music industry who give generously of their time to support your efforts.

As a six-unit course with 80 minutes of class time you should expect to spend at least 3 hours per week on assignments and your major project.

Assessment

Item	% of Grade	Due
Attendance & Engagement	25%	Weekly
Assignments & Documentation	30%	See weekly emails
Major Project	25%	See course schedule
Events	20%	See course schedule

There are no final exams or papers due for this class.

Assessment Details

ATTENDANCE & ENGAGEMENT 25%

Attendance (1 point weekly)

Your presence as an active, engaged team member is essential to the dynamic of our class. You will be working on group tasks that are not possible to complete at home, so be sure you show up prepared and ready to work.

Engagement (1 point weekly)

Every week, we will practice the art of engagement by engaging with each other in class. This is demonstrated through body language, asking questions, contributing to discussions, and taking risks.

Punctuality (1 point weekly)

In all Music Entrepreneurship courses, we place high value on professionalism. Punctuality in this class (and in any professional setting) means that you arrive a few minutes prior to the start time. If you have a class conflict or need special consideration, please let me know.

Absences (-3 points weekly):

Life happens. If you need to miss a class for an audition, illness, or any other reason, send a brief e-mail informing me of your absence by the beginning of class. You are permitted two absences per semester without having it affect your grade.

ASSIGNMENTS & DOCUMENTATION 30%

Assignments

PROMPTLY READ AND RESPOND TO EMAILS. You will receive a weekly email with specific assignments for the week. Read it the day you receive it and complete the tasks in a timely manner. If you neglect an assignment, the entire team suffers and your project quality is compromised.

You will be adding documents to your personal and team portfolios nearly every week. They will include:

1. Client research and interview questions
2. Programming ideas
3. Event flowcharts
4. Statements for media interview
5. Master program
6. Run sheet
7. Tech sheet
8. Personal reflections
9. Project documentation

Documentation

You will document your major project with a slideshow presentation that represents the purpose, process, and outcomes of your project. (Grading rubric will be provided.) This documentation will be a valuable asset to your professional portfolio.

MAJOR PROJECT 25%

You may choose a major project from the Menu of Projects and Partners or propose your own. These projects are public events that take place outside of class and require travel time. Please check your schedule and be sure you do not have a conflict with the performance you choose.

Grading for the project will be based on your timeliness in completing the steps leading up to the performance, your professionalism in written and verbal communication, level of personal engagement, assessment of your teammates, and written feedback from the presenter. Rubrics will be provided.

Payment for Performances: Since you are receiving class credit, you will not receive a fee for your performances. However you may accept meals, travel stipends or any gratuities offered.

EVENTS 20%

Audience engagement at two events is required. We will practice our engagement skills by interacting with audiences at existing CMU events, such as CMU Philharmonic concerts or Drama performances. Options in the community are listed on the Menu of Projects and Partners. Others options may be added by class members.

EXTRA CREDIT

Events

Any activities beyond the requirement for Events counts as extra credit, up to 5% of your grade.

Introducing Guest Speakers

Two points (2% of grade) extra credit is given for introducing a guest speaker.

FINAL GRADE

Your final grade will appear as a letter grade according to the following scale:

90-100%	A	60-69%	D
80-89%	B	under 60%	R (failing grade)
70-79%	C		

GETTING HELP

Coaching and Consultation: I am available to meet with you to discuss your coursework, ideas, or concerns. You can find me before/after class or send me an email at mmead@andrew.cmu.edu. Office hours are by appointment in MM 118. Bobby Fisco rfisco@andrew.cmu.edu is my graduate assistant.

TEXTBOOKS

David Wallace's book "Reaching Out" is excellent, but currently out of print. However, he has authorized us to make copies for our class at a nominal cost. Please bring \$12 in cash to class for this book copy.

Also Recommended

Angela Beeching: "Beyond Talent: Creating a Successful Career in Music"

David Cutler: "The Savvy Musician"

Simon Sinek: "Start With Why"

Livingston Taylor: "Stage Performance"

POLICIES

Cell Phones, Laptops, and Related Technology: Please bring a notebook and pen to class for taking notes, and only use laptops when instructed for specific activities. Please switch your cell phone off and resist the urge to text.

Food and Drink: You are welcome to bring water in a closed container to class. Aside for medical reasons, food/snacks/gum are not appropriate. Please make me aware if this exception applies to you.

LAST BUT NOT LEAST

Your wellbeing as a person is very important to me.

Please, take care of yourself. Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.

All of us benefit from support during times of struggle. You are not alone. There are many helpful resources available on campus and an important part of the college experience is learning how to ask for help. Asking for support sooner rather than later is often helpful.

If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support. Counseling and Psychological Services (CaPS) is here to help: call 412-268-2922 and visit their website at <http://www.cmu.edu/counseling/>. Consider reaching out to a friend, faculty or family member you trust for help getting connected to the support that can help.

If you or someone you know is feeling suicidal or in danger of self-harm, call someone immediately, day or night:

CaPS: 412-268-2922 Re:solve Crisis Network: 888-796-8226

If you have questions about this or your coursework, please let me know.

Menu of Projects and Partners

<i>FOCUS</i>	<i>PROJECT</i>	<i>DATES</i>
Performance	Family Concert for Bruderhof Community (Amish-type)	April 28, 5 p.m. Near Nemaocolin
Performance	Interdisciplinary concert featuring Jewish-American composers	TBD Kresge Hall
Advocacy	“Find Your Voice” Program to help prevent sexual violence. Partner: Pittsburgh Action Against Rape	TBD
Audience Development	Client: Chamber Music Pittsburgh	TBD Carnegie Music Hall
Audience Development	CMU Philharmonic Pre-Concert activities (or other CMU ensemble)	TBD Carnegie Music Hall
Education	Presentations for: Take your Sons and Daughters to Work	April ? University Center
<i>Your Idea</i>		
<i>Your Idea</i>		
<i>Your Idea</i>		