

ARTS ADMINISTRATION

SO WHAT ARE WE TALKING ABOUT?

Arts administration, also called arts management, is a field of study that provides graduates with the tools to create, develop, facilitate and evaluate arts and cultural programs and organizations. The arts administration field was established in response to an ever-growing demand for leadership and organizational acumen within arts and cultural organizations. Arts administrators bridge the worlds of performing and visual arts with applied managerial, financial, and programmatic skills. **Keywords:** arts management, arts administration, arts leadership, arts entrepreneurship, cultural policy, creative industries management, cultural management

BUT WHERE DO ARTS ADMINISTRATORS WORK?

Lots of places! How about...

museums	think tanks	grantmakers
artist residencies	galleries	festivals
orchestras	foundations	arts councils
theater companies	dance companies	presenters
opera companies	cultural ministries	arts ed centers

AND WHAT DO THEY DO?

Lots of things! How about...

marketing management	education/outreach
programming	fundraising
operations	research/analysis
cultural policy	consulting
patron services	production
community arts	finance
	advocacy

IS THIS A “NON-PROFIT THING”?

It can be. But it can also be for-profit...or both! **For-profit organizations** are created to generate a profit, aka make more money than they spend. **Non-profit**, or **not-for-profit organizations** are mission-driven charitable entities that serve the public good, whose profit (surplus) goes directly back into the organization for programs/services. Non-profits do not have owners and are governed by a board of directors. Some organizations, such as social enterprises, may have hybrid for/non-profit business models.

AND PEOPLE DO IT FOR A LIVING?

It's not always easy to tell whether and how people in the arts get paid, but there are many full-time job opportunities in arts administration. According to Americans for the Arts, 702,771 businesses are involved in the creation or distribution of the arts in the U.S., and they collectively employ 2.9 million people. What's more, the National Endowment for the Arts reports that the non-profit arts sector generates \$135 billion for the economy, which has led to 4.1 million jobs.

SOUNDS PRETTY COOL, ACTUALLY. HOW DO I FIND OUT MORE?

The **Association of Arts Administration Educators (AAAE)** is a great resource for anyone interested in arts administration education. With online information such as a database of universities around the world with programs of studies for arts management and the creative industries, prospective students will have no trouble finding a variety of programs and schools to explore. AAAE's resources are the perfect starting point to discover more about this challenging and rewarding career path. You can visit AAAE at www.artsadministration.org. Check out AAAE's affiliated organizations **ANCER/Asian Network of Cultural Education and Research** & **ENCATC/European Network of Cultural Administration Training Centres**. While you're at it, explore arts service organizations like **Theatre Communications Group**, **Association of Performing Arts Presenters**, **Americans for the Arts**, **League of American Orchestras**, **Opera America**, **American Alliance of Museums**, and **Dance/USA**.