

Entertainment & Arts Management (EAM)

2012-13 Senior Project Guidelines

Instructions

EAM seniors are responsible for all the content in these guidelines. Read the content in its entirety, including the FAQ section, before emailing the Program Director with any questions. You should then read it over again.

Introduction:

The objective of the Entertainment and Arts Management Senior Project is for you to produce work that 1) demonstrates comprehension, appreciation, and application of the things you have learned over the previous three years, 2) challenges you and 3) helps prepare you for the next step in your career. Senior Projects count for one credit per term for each of your final three terms in the EAM program, for a total of three credits. As such, your project should require a minimum of 60-90 hours of work in total, spread over the three terms.

The structure of the Senior Project is flexible:

- work alone, or, if approved, in small teams*
- collaborate with students in other majors
- your project can take one of many forms, including (but not limited to):
 - writing a business plan and/or launching a new business venture
 - conducting a research project culminating in a paper
 - producing a performing, media or visual arts presentation, event, or exhibit
 - planning and executing an activity or component of the student-run organization Entertainment & Arts Society (EAS) (see more about this below).

*If you choose to pursue a Senior Project of greater scope (in other words, significantly more than 90 hours of work and requiring the effort of more than one student) , it is acceptable to create a small team of no more than three classmates, *including yourself*, according to the guidelines set forth below. All participants will be evaluated individually as well as collectively, and each team member must submit, one week before their final presentation, a self assessment as well as a confidential assessment of each member of the team (details appear below, at the end of the “Requirements/Timetable” section).

Each senior project will conclude with a 20-30 minute presentation to a jury of EAM faculty (including your mentor) during the final term of the project. After the presentation you will answer questions from the jury. You are also encouraged to attend juries for your fellow students, with their permission. Above all else, enjoy doing the project! It could be the single most important part of your college career at Drexel. Do it well!

Selection of Mentor:

All projects are done under the guidance of a mentor, chosen by you, **subject to the approval of the Program Director**. The role of the mentor is described throughout these guidelines. At the [end of this document](#) is a list of faculty and experts from the local community who have offered to serve as mentors. Please consult the list and identify two individuals, either of whom you would like to see mentor your project. All meetings with mentors must be initiated by you.

NOTES:

If you have someone in mind you would like to be your mentor who is not on the list, please provide their name, position and contact information to Brian Moore, Program Director (bpm22@drexel.edu) **before** you submit your initial concept.

Failure to meet deadlines will result in mentors being assigned to you.

Final decisions regarding the selection of mentors remains with the Program Director.

Requirements/Timetable:

Each student is responsible for knowing the following requirements, and for taking the initiative to arrange meetings with your mentor to accomplish them. The following requirements and procedures **MUST** be followed by all seniors students interested in successfully completing the three-term coursework.

Step One – Define Project

Send a Project Overview via e-mail to the Program Director (bpm22@drexel.edu). This is a 150-200 word outline of your project. It should contain a brief description of the concept for your proposed project, rough timeline, and the names of **two** possible mentors. The timeline only needs to include an idea of when your project will be complete, or when the event will take place, or other relevant information depending on the scope of your project.

WHEN: Emails must be received at least ten (10) days prior to the start of the term in which your project will commence. For those starting in the fall, you must submit your Project Overview by **September 14th, 2012**. You may submit your Project Overview as early as one whole term in advance. Failure to meet this deadline will result in a mentor being assigned to you, based on your EAM concentration.

Step Two: Confirmation

You will be notified of the mentor assigned to you and whether the basic concept for your project has been approved. You will also be registered for your senior project with that mentor. Most mentors can only accept a limited number of students. So while every effort will be made to accommodate one of your choices, it is possible that you may not get one of the mentors you have requested.

WHEN: You will receive your confirmation as soon as possible. All confirmations will be complete by the end of the first week of the term. For fall, that is September 28, 2012.

Step Three: Full Proposal

You must submit a preliminary proposal to your mentor. The proposal's acceptance will be determined by varying criteria depending on your concept. The proposal must be 400-800 words and must contain the following items:

- Opening Statement outlining the objectives and goals of the project – what you hope to learn and achieve by engaging in this project, i.e., what are your educational goals
- Project Description: a detailed description of the actual work involved over the entire timeline of the project.
- Methodology: give a specific delineation of the methods, procedures, and tools you will employ to complete your project
- Target Market: who is the intended audience or consumer, if applicable
- Future Potential: any plans for continuing the project, staging an annual event, starting a business, etc.
- Interdisciplinary Involvement: list any collaborations between artistic disciplines and how they relate to your project concept
- Proposed Timelines: description of your project milestones in a timeline format, specify intermediate and end goals and the approximate dates (term/week) of those goals
- Project Budget: create a preliminary budget including any and all income and expenses for your project. If there is no budget, explain why there are no costs.

If you are considering a research project, your proposal should also include:

- Hypothesis or Thesis: Explain how you will proceed in researching; if you are conducting task-oriented research (i.e., creating a database) discuss the goals/purposes you are targeting;

- Details of the purpose of the research, if applicable: what questions is this research answering, how your research will advance the entertainment/arts management field;
- Future publication of the final research product or thesis, if applicable.

If you are considering a team project, your proposal should also include:

- Collaborators: names of team members with contact information;
- Each member's skills and anticipated roles in the project.

WHEN: End of Week 3 (October 12, 2012 for fall projects)

Step Four: Meet Your Mentor / Final Proposal

Follow-up with your mentor after you submit your Full Proposal and arrange a meeting to discuss your proposal. You will then revise and resubmit if needed, then receive final approval for your project via email from your mentor, copying the Program Director. Remember: contacting your mentor and arranging the meeting is your responsibility, not the mentor's.

WHEN: End of Weeks 5 (October 26, 2012 for fall projects)

Step Five: Do The Project

Over the course of the year, you will be working on your project independently, following your timeline as you outlined it and making adjustments as needed. This is one of the areas where your mentor will be most helpful. Even the best laid plans need adjusting along the way. Do not despair or panic; instead, meet with or contact your mentor for advice. You will find their experience and advice very helpful.

Remember – you are expected to **initiate a minimum of two mentor meetings each term** in order to demonstrate evidence of your progress and seek assistance if needed.

WHEN: All three terms

Step Six: Report Your Results

Most projects should be completed by around Week 7 of the third quarter. Some projects may be approved to last longer, such as the case with certain events or collaborations. Within a week of completing your project, you must:

- Meet with your mentor, if needed, and discuss how to best present your final results;
- Prepare and Submit three sets of the following to your mentor:
 - Your original proposal;
 - Narrative of 1,500 words or more detailing the progress and outcome of your project. The narrative must include:
 - an explanation of how the project demonstrates comprehension, appreciation, and application of the things you have learned over the previous three years;
 - challenges you faced and how you dealt with them;
 - how the project affected your preparation for the next step in your career;
 - a budget comparison - your original budget to actual income and expenses, and;
 - any other materials deemed necessary by you and your mentor.

It is imperative that you report meaningful information in a clear, understandable way. Please use a professional style of writing that is interesting to read. Create a report that you are proud of. Edit using the Paramedic Method: Avoid the passive voice. Favor the active. For help on writing in this style – visit this terrific

guide at Purdue: <http://owl.english.purdue.edu/owl/resource/635/1/>

For team projects, **each team member** must submit, in addition to the above, in the same time frame, a Self Assessment as well as a confidential Peer Assessment of each member of the team based on:

- fulfillment of tasks assigned by the team
- teamwork and participation
- leadership
- full utilization of skills
- excellence in achievement of educational and project goals.

This can be one document and should be as long as it needs to be.

WHEN: Final Reports should be submitted as soon after the completion of the project as possible, and no later than the end of Week 8 of the final term. For spring: the tentative date by which you should submit reports is **May 24, 2013**, unless otherwise approved by your mentor. Peer Assessments must be submitted one week (7 days) prior to your scheduled final presentation date (see below).

Step Seven: Present Your Project / Juries

During Weeks 9 and 10 of the term, spring term in most cases, Senior Project Juries (or Final Presentations) will be held. This is when you present your completed projects to a panel consisting of the EAM faculty, your mentor, and possibly Dean Sabinson. An email will be sent from the Program Director announcing the availability of time slots. Times are given out on a first-come, first-served basis.

Format: You may present your project in any style you feel is appropriate and yet not in a way that distracts from your content. We prefer simple PowerPoint presentations or similar, but are open to such presentations as posters, multi-media with live narration, or handouts and narration. All presentations should be off-line. Meaning, do not use an internet service / website to host your final presentations; if internet access should fail on campus, you may not be able to complete your presentation.

We will provide:

- Location
- PC style computer w/remote
- Projector

If you prefer or require a MAC computer, you must bring it with you along with the necessary VGA converter for the projector.

FAQs:

What if I am not graduating in the spring? Students who are not graduating in the spring are responsible for notifying the Program Director one year before graduation in order to have their Senior Project schedules adjusted accordingly.

If I am considering writing a business plan, are there any special requirements? Yes. If you choose to write an entrepreneurial business plan, you are expected to submit your plan to the Baiada Center's Annual Business Plan Competition in the spring, and your timeline must incorporate those submission and presentation

deadlines. We recommend that you also attend relevant workshops and information sessions given by the Baiada Center concerning the Business Plan Competition.

For a calendar of events, see <http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php> For Business Plan Competition, see: <http://www.lebow.drexel.edu/Centers/Baiada/BusinessPlan/phaseII.php>

What if I want to produce a music, dance or theater event? Event or concert planning and production can be a terrific senior project. If you want to do that, and it involves any of Drexel's music, dance or theater ensembles, you must get the approval of the appropriate Program Director; Miriam Giguere (Dance), Nick Anselmo (Theater) or Luke Abruzzo (Interim Program Director, Music) before submitting the proposal. Off-campus events or concerts are generally not acceptable as Senior Projects, due to complexities such as insurance, permitting, and past issues with cooperation of venue owners that can cause off-campus events to fail. They are not out of the realm of possibilities, however, and such projects have been approved in the past. If you have questions about a specific off-campus idea, please contact Brian Moore (bpm22@drex.edu) well in advance of [Step One](#).

How will team projects work? The organization of each team is directed by the team members themselves, although the mentor reserves the right to intercede in the interests of improving team production. Remember, Self and Peer Assessments will be required and will have an impact on the final grading of your projects. Consider this option and partners carefully before committing.

What should I do if I want to participate in EAS as my senior project? If you are interested in being a part of the student-run Entertainment and Arts Society (EAS) as your senior project, the [Step One](#) e-mail you send outlining your senior project concept should say "I am interested in participating in EAS as my senior project", and list your specific area of interest (fundraising, general management, marketing, grant-making, etc). The scope of the enterprise will depend on how many students are selected to be a part of this team for their senior project.

How will my senior project be graded?

- Project concept and proposal: 20%
- Overall progress and communication with mentor: 20%
- Quality of project outcome and adherence to proposal: 20%
- Final Narrative and Presentation: 40%

In the case of research-oriented projects, ratings are also based on depth and breadth of research.

IMPORTANT: For the first two terms of your Senior Project, you will receive a grade of INP ("In Progress") until your final presentation. Upon completion of your Senior Project, your grades for the first two quarters of your project will be adjusted to correctly reflect this 20/20/20/40 weighting of your work.

What if my mentor does not contact me to schedule meetings? YOU, NOT YOUR MENTOR, ARE RESPONSIBLE FOR SETTING UP MEETINGS EACH QUARTER. IF YOU FAIL TO SET THEM UP, YOU WILL EARN A FAILING GRADE FOR THAT QUARTER. If applicable, your mentor will suggest critical adjustments/revisions at each meeting. You will implement them by the date of your subsequent meeting, and present your work with such adjustments and/or revisions to your mentor.

What constitutes "evidence of progress" at the end of the first and second quarters? That will be determined by your mentor and varies by project. In most cases, a quarterly journal delineating that quarter's progress will suffice.

What should I do to prepare for my final presentation? You will be given a final jury date in advance for your senior project final presentation. Prior to your presentation, you must submit the narrative described earlier in this document. On your jury date, you will appear before the jury (consisting of your mentor and EAM faculty)

and you will give a 20-minute presentation of your project to the jury. This will be followed by a 10-minute defense, which simply means you will receive questions from the jury. Again, your presentation may consist of PowerPoint materials, multimedia or any other materials that you deem necessary/helpful to fully inform the jury about your project.

Who can I select as my [Mentor](#)? If you have someone in mind you would like to be your mentor who is not on the list, please provide their name, position and contact information to Brian Moore, Program Director (bpm22@drexel.edu) **before** you submit your initial concept in [Step One](#).

The EAM faculty would like to thank the faculty of the Music Industry program for their assistance in drafting the original version of these guidelines in 2009.

Mentors List

Name	Title	Areas of Expertise	e-mail
Larry Epstein	Interim Chair, Dept. Arts & Entertainment Enterprise	Media Management, Business Plans, Entrepreneurship, Finance	lle25@drexel.edu
Brian Moore	Interim EAM Program Director	Theatre & Performing Arts (non-profit and commercial), PR/Publicity (performing arts, TV, film and individual artist), Nonprofit Arts and Culture	bpm22@drexel.edu
Dr. Xela Batchelder	Assistant Professor, EAM	Performing Arts Management, Venue Management, Business Plans	xab23@drexel.edu
Jim Klein	Music Industry faculty	Music composition, performance, arranging, engineering, production & publishing	Jlk57@drexel.edu
Eva Alexiou-Reo	Music Industry Program adjunct	Booking, touring, artist management, entrepreneurship	EvaFata@aol.com
Allen Sabinson	Dean, Westphal College	Movies, TV, Publicity & Press Relations, leadership	Allensabinson@drexel.edu Limited Availability
Scott Schwartz	EAM adjunct, IP Attorney, Cozen, O'Connor	Intellectual property law, copyrights, trademarks and branding	Scott.Schwartz@dansko.com
Victoria Prizzia	EAM adjunct, Museum/ Gallery consultant	gallery & museum management, exhibition planning & design	Victoria@habitheque.com
Erin Jackson	Production Coordinator, Greater Philadelphia Film Office	Film Production	erin@film.org
Dr. Miriam Giguere	Program Director, BS Dance	Dance performance, education and leadership	mgg22@drexel.edu
Al Tedesco	Program Director, MS TV Management	Television Management, Entrepreneurship	ast33@drexel.edu
Rick Dorfman	EAM adjunct and Partner, Rain Management Group	Artist Representation & Management	rdorfman@rainmanagementgroup.com
Nick Anselmo	Theatre Program Director	Theatre: production, management, performance, direction, education, civic engagement	nma28@drexel.edu

** End Of Guidelines**

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