The Institute for Music Leadership

LEADING THE MUSIC PROFESSION INTO A NEW ERA
Perception
Traditional paradigms...
Shaping new paradigms...
Success takes many forms...

- Traditional Success
- 150
- Innovative Success
Reality...
Professional success requires more than technique and artistry

- Strong communication skills
- Entrepreneurial savvy
- Fluency with emerging technologies
- Commitment to audience engagement
- Public advocacy for music and the arts
Alan Pierson (ESM DMA ’06) works as the artistic director of Alarm Will Sound and the Brooklyn Philharmonic. From starting Alarm Will Sound to re-envisioning the identity of the Brooklyn Philharmonic, Pierson embodies leadership and entrepreneurship in the 21st century.
Elisa Kohanski has built an extensive career as a soloist, chamber musician, orchestral player and teacher. She performs regularly with IONSOUND Project, a contemporary ensemble in residence at the University of Pittsburgh and recently went on an outreach tour of Africa with her chamber ensemble Trio Nova Mundi.
Eastman Innovative Leaders

START
Set yourself apart
Adapt. Invent. Succeed.

THE ARTS LEADERSHIP PROGRAM AT THE EASTMAN SCHOOL OF MUSIC

BREAK OF REALITY

EASTMAN
SCHOOL OF MUSIC
UNIVERSITY OF ROCHESTER
Institute for Music Leadership

- Arts Leadership Program
- Center for Music Innovation and Engagement
- Paul R Judy Center for Applied Research
To be a successful musician in today’s world, you must **adapt.**

Gain skills and direction through 25+ ALP Courses

- Entrepreneurial Thinking
- Grant and Proposal Writing
- Digital Marketing
- Essential Technology for Musicians
- Arts Media and Promotion
- Many others...
Graduate Policy for ALP courses

- All tuition free!
- All may be used for full-time status
- Certain courses can also be used for degree credit (subject to tuition charge)
Go a step further – ALP certificate

- Complete 3 courses + a PAID internship = 6 credits
- Internships may be local, national, international
- Special grants to travel
- One on one advising
- Exclusive access to today’s musical leaders who are here as our guests
Center for Music Innovation and Engagement
New Venture Challenge
Entrepreneurship in Music Contest

- Have an idea that would revolutionize the music world?
- Need some start-up $$$ to make your dream a reality?
- **Modeling entrepreneurship**
Paul R. Judy Center for Applied Research

- Encourage scholars to research alternative ensembles, their business models, and their impact on contemporary culture.
- Series of courses and experimental learning opportunities.
- Support for emergent alternative ensembles.
The Institute for Music Leadership

New Programs

• The Eastman Career and Leadership Certificate *(online)* (2016)

• The Eastman Case Studies (2016)

• Master of Arts in Music Leadership (2017)

  ALP Program ➔ MA in Music Leadership ➔ MBA w/concentration in Music Administration

• IML Center ....
QUESTION AND ANSWER