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*AS A NEW GENERATION OF
CREATIVE LEADERS
EMERGE, PROGRAMS LIKE
RAMP HELP GROW THEIR
CAPACITY, CONFIDENCE,
AND CLARITY OF VISION.*

Laurel Green,
One Yellow Rabbit

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A partnership program between Haskayne
Executive Education and the Rozsa Foundation



UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS

ROZSA ARTS MANAGEMENT PROGRAM

Explore the multi-faceted field
of arts management with
business and arts experts.

APPLICATION DEADLINE AUG 7, 2020

Program is ONLINE Oct 2020 - Apr 2021.

PROGRAM DESCRIPTION

The study of arts management. To help ensure Alberta's vibrant arts and culture sector continues to enrich us all, the Rozsa Foundation is providing this professional development program for arts managers.

The Rozsa Arts Management Program (RAMP) is a cohort-based **ONLINE** learning program that provides practical customized content taught by Haskayne faculty and Alberta arts professionals.

Participants learn essential business basics alongside contemporary arts management realities. This program helps build managerial excellence and provides arts administrators with increased skills in leadership, team building, reconciliation, arts advocacy, marketing and audience development, fund development, strategic planning, financial literacy, board and staff relationships, and community engagement.

Additionally, with group mentoring and peer-to-peer support, the program provides the opportunity to apply tools and concepts to a challenge facing their organization in a final project and presentation.

WHO WILL BENEFIT?

Mid to senior level arts professionals (3+ years of experience) from all arts disciplines and roles, including (but not limited to) program administrators, project coordinators, general managers, artistic directors/producers, arts business owners, and board members.

TUITION FEES

The Rozsa Foundation subsidizes the tuition for participants working for non-profits/registered charities. The participant's organization pays the remaining amount, depending on their organization's operating budget (OB):

\$300	(OB less than \$300,000)
\$750	(OB between 300,001-\$900,000)
\$1500	(OB more than \$900,001)

In Alberta, you may also apply for the Canada-Alberta Job Grant, a funding opportunity for employers to develop their employees. This grant will cover 2/3 of the tuition costs. For more details visit www.albertacanada.com.

Anyone who is ineligible for the Canada-Alberta Job Grant may contact the Rozsa Foundation for information on further subsidies (this includes board members and contract staff of arts organizations).

LEARNING OUTCOMES

- Practice integrative thinking: analyzing, synthesizing, and incorporating innovation and risk.
- Apply strategic thinking for tangible projects that align with organizational strategic plans and create value for the organization.
- Build communication and managerial skills, and the ability to develop strategic partnerships and expanded networks.
- Examine arts management practices within the current realities facing the arts

ACTION LEARNING PLAN

A critical success measure for the Rozsa Arts Management Program is ensuring that what is learned is applied to real, relevant, and timely business issues and opportunities. **Action Learning Plans (ALPs)** are designed to provide an opportunity for participants to practically apply program content, assess knowledge gained and drive action through critical thinking and effective communication. ALPs also produce a tangible outcome for participants and their organization.

PROGRAM DELIVERY

This fully **ONLINE** program incorporates:

- Ten 2-3-hour sessions of synchronous, real-time learning led by Haskayne faculty and practicing Alberta arts leaders
- Up to 20 hours of self-directed learning (1-3 hours of pre-work for each live session)
- Up to 25 hours of ALP development
- Two Action Learning Plan (ALP) guidance sessions and two ALP mentoring clinics
- Two ALP presentations: one to the RAMP cohort and faculty and one to your organization's board (or equivalent)
- Two cohort networking sessions

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PARTICIPATING IN RAMP HAS STRENGTHENED MY COMMITMENT AND PASSION FOR WORKING IN THE CALGARY ARTS INDUSTRY.

*Jaime Mitchell,
Calgary Girls Choir*

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2020/2021 SCHEDULE

October 1 (1-2 pm) Welcome session

October 15 (1 - 4:15 pm)
Reconciliation

October 29 (1-4 pm)
The Fundamental State of Leadership

November 12 (1-3 pm)
Arts Advocacy

November 26 (1-4 pm)
Building Better Teams

December 10 (1-4 pm)
Marketing and Audience Development

January 7 (1-4:15pm)
Community Engagement in the Arts

January 21 (1-4pm)
Strategic Planning

February 4 (1-3pm)
Board/Management relationship

February 18 (1-4pm)
Fundamentals of Finance

March 4 (1-3pm)
Fund Development

April 8 (10-4pm)
ALP presentations

Please note: Dates and Times may change.

CONTACT

For any questions, please contact Rozsa Foundation Program & Granting Manager, **Ayla Stephen** at ayla@rozsafoundation.org

RAMP Applications due by **Friday, August 7, 2020** at <https://www.rozsafoundation.org/ramp>

The Rozsa Foundation values equity, diversity and inclusion in our programs. We welcome and encourage applications for the Rozsa Arts Management Program (RAMP) from arts professionals who identify as Indigenous, Black, People of Colour, New Canadians, Deaf Persons, Persons with Disabilities, Persons Living with Mental Illness, and 2SLGBTQIA+.

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RAMP OPENED MY EYES TO HOW DEEP AND WIDE I CAN TAKE MY ORGANIZATION TO NOT ONLY IMPROVE OUR INTERNAL STABILITY BUT TO LINK TO OTHERS TO CREATE A STABLE ARTS COMMUNITY.

*Kim Fermston,
Alexandra Writers' Centre Society*

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