

# ROZSA ARTS MANAGEMENT PROGRAM

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

**ONLINE SEPTEMBER 2021 TO APRIL 2022.**

A partnership program between  
Haskayne Executive Education  
and the Rozsa Foundation



**UNIVERSITY OF CALGARY**  
HASKAYNE SCHOOL OF BUSINESS

**APPLICATION DEADLINE AUG 13, 2021**

## PROGRAM DESCRIPTION

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

The Rozsa Arts Management Program (RAMP) is a cohort-based **ONLINE** learning program for 2021-2022 that provides practical customized content taught by Haskayne business faculty and Alberta arts and non-profit professionals.

The Rozsa Arts Management Program (RAMP) has been offered through Executive Education - Haskayne School of Business at the University of Calgary since 2012. In 2020-21, we went online for the first time, and in 2021-2022, the main content of the program will once again be online with opportunities to convene socially when it is safe and comfortable to do so.

## 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.

# 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.

Foster an inclusive learning environment where all participants are heard, seen, valued, and respected, while demonstrating a sense of curiosity.

Examine arts management practices within the current realities facing the arts

Practice leadership in a valued-lead and ethical way.

# CAPSTONE PROJECT

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.

**Capstone Projects** 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. Capstone Projects also produce a tangible outcome for participants and their organization.

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+.

# PROGRAM DELIVERY

This fully **ONLINE** program incorporates:

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

## TUITION FEES

The Rozsa Foundation requires a financial investment from individuals or the organizations they work with to secure a spot in the program. The fee an organization pays depends on the organization's operating budget (OB):

\$200	Individual not with an organization
\$300	(OB < \$300,000)
\$750	(OB 300,001-\$900,000)
\$1500	(OB > \$900,001)

In Alberta, you may apply for the Canada-Alberta Job Grant, a funding program for employers to develop their employees that will cover 2/3 of the tuition costs. For more details visit <https://www.alberta.ca/canada-alberta-job-grant.aspx>.

Those ineligible for this grant may contact the Rozsa Foundation for information on further subsidies (this includes board members and contract staff of arts organizations).

## 2021/2022 SCHEDULE

### GUEST FACULTY SESSIONS

Thursdays 9:30am-12:30pm

<b>September 30</b>	Welcome session
<b>October 7</b>	Indigenous Worldviews
<b>October 21</b>	Personal Leadership
<b>November 4</b>	Strategic Planning
<b>November 18</b>	Digital Marketing & Living Your Brand
<b>December 2</b>	Fund Development
<b>January 13</b>	Building Better Teams
<b>January 27</b>	Community Engagement
<b>February 10</b>	Board & Staff Management
<b>February 24</b>	Fundamentals of Financial Literacy
<b>March 10</b>	Arts Advocacy
<b>April 7</b>	Final Presentations (FULL DAY)

### CAPSTONE PROJECT COACHING DATES

Times will vary between 9am-5pm

**October 14, November 25, January 20, February 17**

*Please note: Dates, times, and topics may change*

## CONTACT

For any questions, please contact **Ainsley Soutière** at [admin@rozsafoundation.org](mailto:admin@rozsafoundation.org)

RAMP Applications due by **Friday, August 13, 2021** at <https://www.rozsafoundation.org/ramp>