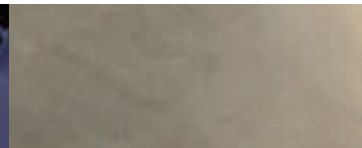




**GOUCHER COLLEGE** :: **Master of Arts in Arts Administration**



Goucher's campus in Baltimore, MD, is on the  
National Register of Historic Places





# LIMITED RESIDENCY UNLIMITED POSSIBILITIES

Founded in 1998, Goucher College's limited-residency Master of Arts in Arts Administration was the first program of its kind in the nation—and it continues to innovate in exciting directions. We pioneered this unique format to give working professionals a graduate education that will strengthen their abilities to address the ever-changing field of arts administration.

When you enroll, you'll be able to **continue working full-time in your field** while enhancing your skills and knowledge in arts administration.

You'll begin by meeting your faculty mentors and fellow students face to face in an invigorating, two-week summer residency—so you'll really get to **know the whole learning community**.

You'll study online in focused, small classes and **receive personal attention from national leaders** in the field of arts administration.

You'll **gain practical knowledge** by examining current, real-world issues and challenges experienced by arts organizations across the country.

You'll **network with peers in the arts**—theatre, dance, music, visual arts, literature, multimedia, museums, presenting organizations, arts councils, and arts service and education programs—around the nation and the world.

You'll return every summer for three years to Goucher's beautiful campus to **solidify your progress in two-week residencies** dedicated to intensive study, exchange, and discovery.

All the while, you'll be earning an advanced degree that will give you more clout, more confidence, and more mobility in your field—one that will help you make the most of your passion for the arts.

Hear how recent MAAA graduates have made the most of the program:



## **STELLA HACKETT**

Design Adviser, government agency, Barbados

Crafts Instructor, Samuel Jackman Prescod Polytechnic, St. Michael, Barbados

Screen-printing Instructor, Barbados Vocational Training Board, St. Michael, Barbados

Part-time Dance Instructor, Louise Woodvine Dance Academy, St. Michael, Barbados

My primary reason for choosing Goucher was the distance-learning framework. I had already lived and studied abroad and was not keen on leaving my job and family this time around. When I was looking at schools, Goucher was the only accredited institution I could find that offered a distance-learning degree in arts management.

I must admit that I was apprehensive. I had heard several people lament that when they enrolled in other distance or online courses they missed the human contact that occurs in a “real” classroom.

But Goucher was not like that. Goucher’s faculty and administrators were always available and responded promptly. They displayed a genuine interest in my professional and personal well-being. And because of the mandatory summer sessions, I had that “real” classroom experience. I became familiar with each of my classmates—our group developed a very strong bond.

One day, I would love to launch a charitable art organization that will raise funds for specific causes. But right now, I am excited to keep my current position and apply what I have learned to serve my clients better, especially since a large percentage of my clients run artistic or creative enterprises.

I found that the majority of the course work was immediately applicable, which kept me very connected.



There are a lot of programs in nonprofit management or public administration, but I liked Goucher's emphasis on the arts.



## MATTHEW CAHOON

Director of Arts Facilities, Pinkerton Academy, Derry, NH  
President, Board of Trustees, Yellow Taxi Productions, Nashua, NH

After a few years as the production manager/technical director for a regional theater, I realized that in order to find a position of greater responsibility, I would need to go back to school.

The biggest thing that attracted me to the Goucher MAAA program was the fact that it only required a limited residency. Not only did I have a full-time job, but my daughter was only 2 years old when I started the Goucher program. The program was structured enough to keep me on task, but flexible enough to allow me to work at my pace. The majority of my classes were late enough at night that I had time to get my daughter to bed, and early enough in the week to avoid week-end conflicts with shows at work.

The Goucher program uses some of the best online learning software available. Students can raise their hands and be called on to contribute, faculty members can post PowerPoint slides or share websites, and there's even a chat box for simultaneous typed conversation. Basically the big difference is that no one will know if you attend class in your pajamas.

While the program does integrate into your life very well, it is great to have the opportunity to focus on nothing but your coursework once a year at the residency—to be fully immersed in all things arts administration for two weeks every August. Conversations stretch late into the night, and so much creative thought takes place.

And the program really benefits from the fact that it encourages its students to remain active arts administration professionals while completing their coursework. My classmates ranged in age from 26 to 50 and were from all over. I learned more from that group of people than I could from any textbook. Now, I am part of a network of professional arts administrators working all around the country.

[See how is Goucher's program structured.](#)



## FIRST YEAR

### SUMMER RESIDENCY (TWO WEEKS)

AAD 601 - Principles of  
Arts Administration

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Meet fellow students  
and faculty

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Learn technology that  
will be used in program

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Meet with program  
director to plan prelimi-  
nary course of study

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Meet with faculty to  
discuss upcoming  
online classes

### FALL SEMESTER

AAD 605 - Writing and  
Research Methods for  
the Arts Administrator

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AAD 610 - Leadership  
and Strategic Thinking

### SPRING SEMESTER

AAD 611 - Financial  
Management for  
the Arts

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AAD 612 - Public  
Relations and  
Marketing the Arts

## SECOND YEAR

### SUMMER RESIDENCY (TWO WEEKS)

AAD 617 - Public Policy  
for the Arts

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Update technology  
skills

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Meet with director  
to discuss classes and  
program

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Meet with faculty to dis-  
cuss upcoming classes

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Begin to develop plan  
for internship and  
major paper

### FALL SEMESTER

AAD 614 - Law and  
the Arts

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AAD 613 - Developing  
Financial Resources

### SPRING SEMESTER

AAD 619 - Cultural  
Ecosystems

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Take an elective, such as

AAD 630 - Performing  
Arts Management;

AAD 631 - Visual Arts  
Management;

AAD 636 -  
Arts in Education;

AAD 634 - Managing  
New Ventures in the  
Arts; or

AAD 637 -  
Directed Reading

## ENTRANCE INTO PROGRAM



# THREE YEARS, THREE RESIDENCIES, ONE OUTSTANDING DEGREE

## THIRD YEAR

### SUMMER RESIDENCY

AAD 620 - International Arts Policy

Meet with director to discuss classes, internship and major paper

Meet with faculty to discuss classes and major paper

Finalize arrangements for internship and major paper

### FALL SEMESTER

Start internship

Start major paper

AAD 625 - Grantsmanship

Take an elective

### SPRING SEMESTER

Finish internship

Finish major paper

Defend major paper

### END OF PROGRAM

#### SUMMER THREE-DAY WEEKEND VISIT

Participate in Commencement

Celebrate

You must take at least one course each semester, and you have five years in which to complete all MAAA degree requirements. For every year you spend in the program, you will participate in a two-week summer residency at Goucher. Most students take three years to complete the 43 credit hours required for graduation. Here's an idea of the basic course load and an average time frame for completing the program.

END OF PROGRAM

Meet our national faculty members:





**Ramona A. Baker**



**Rachelle V. Browne**



**Christine Dewalt Burdett**



**E'Vonnie Coleman-Cook**



**Maryo Gard Ewell**



**Gregory Lucas**

# LEARN FROM NATIONAL LEADERS IN THE ARTS

## **RAMONA A. BAKER**

Director and Adjunct Lecturer, Indianapolis, IN  
Board member, Americans for the Arts; consultant for arts organizations in transition; former CEO of Arts Council of Indianapolis; former board member, National Association of Local Arts Agencies, Nonprofit Advisory Board

## **RACHELLE V. BROWNE**

Adjunct Lecturer; Washington, DC  
Associate general counsel, Smithsonian Institution; former staff attorney and attorney-advisor, Federal Trade Commission; former counsel to U.S. Virgin Islands Port Authority; former board member, African Continuum Theatre

## **CHRISTINE DEWALT BURDETT**

Adjunct Lecturer, Norman, OK  
Grants program administrator, Kirkpatrick Family Fund; former development director, Center for Children and Families, Norman, OK; former community arts program coordinator, Arts Council of Oklahoma City

## **ROBERT E. BUSH, JR.**

Adjunct Lecturer, Charlotte, NC  
Senior vice president of Cultural & Community Investment, Arts & Science Council of Charlotte-Mecklenburg; adjunct lecturer, Davidson College; former president & CEO, United Arts Council of Raleigh & Wake County

## **LIBBY LAI-BUN CHIU**

Adjunct Lecturer, Ogden Dunes, IN  
Chief of Staff, Illinois Arts Council; former executive director, Urban Gateways: Center for Arts Education, Chicago, IL; former VP for advancement, The Boston Conservatory

## **E'VONNIE COLEMAN-COOK**

Adjunct Lecturer, Durham, NC  
Chief Operating Officer, Durham Convention and Visitors Bureau; former executive director, Durham Arts Council; former special assistant to the chairman, National Endowment for the Arts

## **MARYO GARD EWELL**

Adjunct Lecturer, Gunnison, CO  
Consultant, Colorado Council on the Arts, Community Resource Center of Denver; former associate director, Colorado Council on the Arts; co-creator, Arts Education Equity Network

## **MARCIA JAMES**

Adjunct Lecturer, Scottsdale, AZ  
Former director of development, Heard Museum; former major gifts officer, Baltimore Symphony Orchestra; former development consultant, Arizona Theatre Company

## **LENDRE R. KEARNS**

Adjunct Lecturer, Tucson, AZ  
General manager, Broadway on Tucson; former communications director, La Jolla Playhouse, Guthrie Theatre, and Royal Winnipeg Ballet; former consultant, Canadian Council for the Arts

## **GREGORY LUCAS**

Adjunct Lecturer, Indianapolis, IN  
Owner, G.C. Lucas Gallery; former board president, Arts Council of Indianapolis; former senior VP, director of marketing, NBD Bank



Lendre R.  
Kearns

**ELLEN PAXSON**

Adjunct Lecturer, Indianapolis, IN  
Former deputy director of collections and programs, Indianapolis Museum of Art; other positions include registration, education, supervision of all curatorial staff

**BEN CAMERON**

Visiting Speaker, New York, NY  
Program director for the arts, Doris Duke Charitable Foundation; former executive director, Theatre Communications Group; former senior program officer, Dayton Hudson Foundation



Randall F.  
Vega

**MARGIE J. REESE**

Adjunct Lecturer, Dallas, TX  
VP for programs, Big Thought; former program officer, Ford Foundation; former director, L.A. Department of Cultural Affairs; former director, Dallas Department of Cultural Affairs

**JONATHAN KATZ**

Adjunct Lecturer, Washington, DC  
CEO, National Assembly of State Arts Agencies; former director, Children's Museum of Denver; former member, U.S. Commission on UNESCO; former director of graduate program in arts administration, University of Illinois



Robert  
Wildman

**RANDALL F. VEGA**

Adjunct Lecturer, Baltimore, MD  
Director of cultural affairs, Baltimore Office of Promotion and the Arts; former executive director, Martha's Vineyard Chamber of Commerce

**MARY LUCINDA (CINDY) KELLY**

Adjunct Lecturer, New York, NY  
Art historian, art consultant, and exhibition curator; former director, Evergreen Museum & Library; former director, Home-wood Museum; author of *A Historical Guide to Public Art in the Monumental City*



Janet L.  
Brown

**ROBERT WILDMAN**

Adjunct Lecturer, Winston-Salem, NC  
Director, Arts Management Program, Long Island University (C.W. Post); former director, Performing Arts Management Program, University of North Carolina School of the Arts; former managing director, Connecticut Repertory Theatre

**ROBERT LYNCH**

Adjunct Lecturer, Washington, DC  
President and CEO, Americans for the Arts, the largest national arts service organization in the U.S.; former CEO, National Assembly of Local Arts Agencies

**Visiting Faculty**



Jonathan  
Katz

**JANET L. BROWN**

Adjunct Lecturer, Seattle, WA  
Executive director, Grantmakers in the Arts; former chair, Department of Performing and Visual Arts, Augustana College; former assistant to the general manager, New York Shakespeare Festival

**MARY MARGARET SCHOENFELD**

Adjunct Lecturer, Arlington, VA  
National coordinator, U.S. Regional Arts Organizations; consultant in arts management, research, and planning; former community development manager, Americans for the Arts

**NARIMON SAFAVI**

Visiting Speaker, Chicago, IL  
Founder of PASFARDA Arts & Cultural Exchange



Robert  
Lynch



Goucher's program enables—and demands—ongoing engagement with other students, with instructors, with assigned readings and small projects, and with serious research.

## LIBBY LAI-BUN CHIU

Adjunct Lecturer  
Ogden Dunes, Indiana

When I decided to return part-time to the workforce after retiring from running a nonprofit organization, I promised myself I would only undertake projects that excite me—teaching in Goucher’s MAAA program does just that.

Goucher is the kind of place that innovates. It was the first college to require undergraduate study abroad, for instance. That forward-looking environment has made it possible for us to develop **a new course, AAD 627. International Arts Policy**, to prepare our MAAA graduates to operate in the global context with relevant information and an awareness of international artistic and cultural diversity.

Our world is now inextricably connected across traditional national borders, and the arts are part of that global connection. Students taking International Arts Policy gain the opportunity to investigate the economic, political, and cultural agendas of international arts policies. They learn how cultural policies develop within the context of history, economics, and political agendas—and how they influence cultural development, cultural exchange, and cultural economics.

The course includes rich student interaction with guest lecturers, international speakers, and faculty representing major cultures covering the continents and regions of the world. The inaugural summer session in 2011 saw the students creating a national arts policy for South Sudan, then just two months old as a new nation. We are excited to see how this course will evolve and mature as each class enriches it with new perspectives.

[Learn more about Goucher’s MAAA](#)



# A PRACTICAL COMMITMENT TO THE FUTURE OF THE ARTS

If you want the opportunity to advance your career while making the most of your passion for the arts, Goucher's limited-residency MAAA offers a flexible, interactive learning experience that will inform and engage you and strengthen your ability to meet future challenges in arts leadership, wherever you need to be.

## WANT MORE DETAILS ABOUT THE PROGRAM?

For more information, or to apply, call **1-800-697-4646**, e-mail Ramona Baker, MAAA program director, at **ramona.baker@goucher.edu** or visit our website for more information on classes, faculty, and applications: **[www.goucher.edu/maaa](http://www.goucher.edu/maaa)**

**Arts Councils :: Arts Education Programs :: Arts Service Programs :: Dance :: Literature  
:: Multimedia :: Museums :: Music :: Presenting Organizations :: Theatre :: Visual Arts**



## **KEEP YOUR JOB AND EARN YOUR MASTER'S DEGREE**

- Study backstage, on the road—wherever you are
- Learn from national leaders in arts administration
- Network with peers and faculty from all arts disciplines
- Receive personal attention from top arts professionals
- Participate in an interactive learning environment

**GOUCHER COLLEGE** ::: **Master of Arts in Arts Administration** ::: **800-697-4646** ::: **[www.goucher.edu/maaa](http://www.goucher.edu/maaa)**

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