

Audience Engagement in Action

A project-based course that spearheads audience engagement initiatives in the community.

Fall 2015

Syllabus

Course Numbers: 57452 undergraduate/ 57752 graduate (6 units)

Time & Location: Wednesdays 1-2:20 pm, Margaret Morrison 127

First day of class: September 2, 2015

No classes November 25—Thanksgiving Break

Last day of classes: December 9, 2015

Faculty: Monique Mead, Director of Music Entrepreneurship
mmead@andrew.cmu.edu

Office Hours: Wednesdays 11:30 am to 1 pm, CFA Great Hall, or by appointment.

Overview and Format

Successful student initiatives in previous years have resulted in a steady stream of requests by Pittsburgh organizations seeking innovative collaborations with our Audience Engagement teams.

This course is designed as working laboratory for campus and community initiatives, spearheaded by student teams and overseen by Monique Mead. Work out of class may include planning sessions with team members, research, meetings with partner organizations, and off-campus events. Documentation is ongoing.

Course Objectives

By the end of the semester, you should be able to...

- Perform client research.
- Determine the needs and expectations of presenting partners and their target audiences.
- Develop ways for audiences to engage in a satisfying musical experience.
- Create an agenda and lead an efficient meeting.
- Communicate effectively via email and in person.
- Create collaborations with partners outside of the music field.
- Organize and document the project for your professional portfolio.
- Demonstrate good leadership and teamwork.
- Network with professionals.

Class Requirements and Projects

All students are required to complete the following:

- Sign up for the Audience Engagement in Action Facebook Group.
- Choose a main project from a list of offerings or bring your own.
- Support a project spearheaded by another team.
- Document your project with photos, video, and narrative.
- Secure all necessary clearances if working with children.

FINAL GRADE

Final grades will appear as a letter grade according to the following scale:

90-100%	A	60-69%	D
80-89%	B	under 60%	R (failing grade)
70-79%	C		

Assessment

There are no written exams or papers due for this class.

Summary of Assessments

Item	Percent of Grade	Points	Due
Attendance	15%	15 points possible (1 per week) 1 point: on time arrival	Weekly, or in accordance with meeting schedule
Assignments	20%	20 points possible (5 each) Create meeting agenda/lead meeting Give elevator speech Make a pitch for project support Handwrite a note of thanks	As assigned Graded on individual work
Projects	35%	33 points possible 10 points for outside project 25 points for main project Parameters outlined in class.	Date of performance Graded on preparation and final outcome
Documentation	30%	<u>Part I (15 points)</u> Client data Team member data Problem/Idea Objectives Project Description <u>Part II: (15 points)</u> Data Sheet Stages of Project Photos with captions Self Reflection Endorsements	Part I: Oct. 7 Part II: Dec. 8 Graded on content and presentation Teamwork permitted

Assessment Details

ATTENDANCE 15%

In keeping with our tradition of professional conduct, please plan to arrive to class five minutes early so that we can begin our meetings on time. Our work is team oriented, and the absence of one member affects the efforts of the entire team.

Plan on some flexibility in meeting times, as some projects may require on-site meetings, FaceTime chats, or alternate ways of communicating with the client. Any outside meetings you have for your main project will replace and count toward regular class attendance.

Absences: If you need to miss a class for any reason, send an e-mail informing me of your absence by the beginning of class, and ensure that a teammate is taking notes and is willing to fill you in on what you missed.

ASSIGNMENTS 20%

You will be given four assignments relevant to your project. Each is worth 5 points and will be announced on the class Facebook page. These may include:

Create meeting agenda/lead meeting

Give elevator speech

Make a pitch for project support

Handwrite a note of thanks

You may solicit help in preparing the assignments. Grading is based on your own execution of each assignment in class.

PROJECTS 35%

25 points: Your main project will be evaluated on outcome, level of preparation, professionalism, and client satisfaction. It will be based on the goals defined at the outset of the project.

10 points: You will also support an outside initiative, documenting your participation in that project via written narrative, photo, or video. Evaluation is based on your ability to define how your efforts contributed to the success of the whole.

DOCUMENTATION 30%

The effort you place in your main project should not only satisfy your current client, but should also contribute your professional portfolio and showcase your abilities to future clients and potential employers. You may also wish to share your work with potential students by adding your project to those featured on the CMU Music Entrepreneurship site.

PROJECTS and CLIENTS

Below is a current list of community organizations that are eager to partner with our Audience Engagement team. You may choose one of these or come up with your own project for the class. All course projects must be agreed upon by September 15.

**Carnegie Hall and Library in Carnegie, PA
Gala Concert, October 2, 2015**

Carnegie Mellon Philharmonic or Wind Ensemble
Preview Parties
Heritage Scholarship Fund

Pittsburgh Symphony: Meet the Maestro—Falk School

Pittsburgh Symphony: Meet the Maestro—Sacred Heart School

Madison Chamber Series

Hillman “Cancer Care” Initiative

Oakland Forever

Chamber Music Pittsburgh “Pittsburgh Performs” Series

CMU Faculty Chamber Music Series
Pre-concert interviews with Lance LaDuke