

Arts
Extension
Service



UMASS, AES and SNAAP

Friday and Saturday, March 4 and 5, 2016



DEE BOYLE-CLAPP

Director

Arts Extension Service

University of Massachusetts Amherst



UMASS
AMHERST

ARTS EXTENSION SERVICE



The Arts Extension Service is a national arts service organization based at the University of Massachusetts Amherst since 1973.

FOUR MAIN AREAS OF PROGRAMS

- Online & on-campus classes in arts management and entrepreneurship, certificates and degree programs
- National Training Programs
- Publications
- Research



WHY SNAAP in 2011?

Wanted to obtain:

- Quantitative data for reports
- Quantitative data for accreditation
- Comments to support funding requests
- Information to support programmatic changes



SNAAP RESULTS: ASSUMPTIONS vs INFORMATION



WHAT WOULD THE ARTS ALUMNI SAY?

DID THEIR ECONOMIC REALITIES FIT OUR VISION?

HOW WOULD THE FACULTY & DEAN RESPOND?

AES Public Art and Artist-in-Business workshop attendees

THE COMMENTS SAID...



- **“Why didn’t you teach me how to make a living in the arts?”**
- **“No advisor support, no concern about jobs after graduation.”**
- **“I am still struggling to make a living following my passion but have stayed consistent with my vision.”**
- **“Not nearly enough actual training or mentorship to be useful in having a career in the arts.”**
- **“The lack of direct vocational skills hampered my ability to gain greater financial security.”**
- **“I am not sure why there was not more departmental overlap with the Arts Extension Service.... This place sure was a great resource to me, but I found it on my own.”**

CHANGES MADE AS A RESULT of SNAAP

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CAMPUS LEADERSHIP RESPONDED WELL

- ARTS MANAGEMENT COURSES PROMOTED BY ADVISORS
- ARTS EXTENSION SERVICE AND CAREER SERVICES TEAMED UP
~ CREATED/ TAUGHT ARTS & CULTURE INTERNSHIP COURSE
- ARTS EXTENSION SERVICE INVITED TO SPEAK TO CLASSES &
ARTS CAREER PANELS

CHANGES MADE AS A RESULT OF SNAAP



ARTS ENTREPRENEURSHIP INITIATIVE

- New Arts Entrepreneurship courses

FUNDING FOR RESEARCH

- Dollars to determine what our artist wanted and if they would collaborate with the university.



ART STARS

- Created a lecture series bringing artists to campus to talk about their journey from college to professional



AES Student and Amherst art walk coordinator



CHANGES MADE AS A RESULT OF SNAAP

ARTS ENTREPRENEURSHIP INITIATIVE

- Created Featured Internships on our Website
- Hold trainings for area artists, arts nonprofit organizations on how to best utilize an intern
- Bring artists who have served as an internship provider to workshops to answer questions and share their experiences

Build Internship Instructor cohorts



AES student, and artist Kim Carlino



WHAT IS NEXT?

SPRING ART INTERNSHIP FAIR

- More Nonprofit arts orgs.
- More artists
 - New Internship Instructor Cohort
 - Campus paid background checks for student safety

AES/NEA NAPAAL INTERNSHIP

- Campus grant paid internship.
- One student to DC for summer.



GO UMASS ARTISTS!

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Thank You!



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