

LEAP 650 SYLLABUS

INSTRUCTOR INFORMATION

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Office Hours: Mon/Thurs online/tele 10:00 a.m. - noon

TECHNICAL SUPPORT

Need technical assistance with your online course? Try the following:

- Visit the [Canvas Student Resources](#) for guides and videos.
- Visit [Central I.T. Technical Support Helpdesk](#) for technical support.
- Call 970-491-7276.
- Email [Help Desk Support](#).

COURSE DESCRIPTION

Arts events are increasingly at the center of city and national strategies for economic re-development, tourism, and stimulating business enterprise. Events also provide many intangible benefits for communities hosting events, and their citizens, as well as those who attend and participate.

A strong focus of this course is to provide students with the technical skills for conceptualizing, planning, implementing, and managing arts and seasonal events, festivals, and other large scale gatherings for arts related organizations. A strong grounding in theories, methods, and the history of arts events and their management will provide students with a wider perspective on the role arts events play in society.

COURSE PREREQUISITES AND COREQUISITES

Pre-requisite: LEAP 500 or instructor permission.

COURSE GOALS

Upon successful completion of this course, students will be able to:

- Carry out a process of conceptualizing, planning, implementing, and evaluating arts related events in collaboration with others.
- Demonstrate the methods of managing and marketing arts related events
- Apply theories of events management and the general theories of arts leadership and management in events planning and management.
- Articulate the important role of arts events and festivals to communities and individuals
- Participate, effectively, in international collaborations
- Develop and implement a project plan for events management

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- Perform research and analysis needed for events management
- Discuss linkages of arts event development, management, and marketing, to wider cultural, social, and economic contexts.
- Exhibit high level writing skills needed for accomplishing arts event management goals.

REQUIRED TEXTS

Event Studies: Theory, Research and Policy for Planned Events. 2nd ed. Donald Getz. Routledge. ISBN: 978-0-08-096953-4.

The Arts Management Handbook: New Directions for Teachers and Practitioners. Meg Brindle and Constance DeVereaux, ed. ME Sharpe. ISBN: 978-0-765-61742-2.

Fundamentals of Project Management. 4th edition. Joseph Heagney. AMACOM. ISBN: 978-0-8144-1748-5.

OTHER REQUIRED OR SUPPLEMENTAL MATERIALS

Other required readings are provided in the course Canvas site.

COURSE PRESENTATION AND PROCEDURES

LEAP 650 is presented in 16 modules delivered over the course of the semester. For the most part, this means that you are responsible for completing a module each week of the semester (modules 4 & 5 will be due in one week). To access material for a particular module, click on the module link. You will find the module overview, objectives, readings and required materials listed. Make sure to complete all the material in each module. Assignments are premised on the readings and are a culmination of activities in the module. Although you may want to familiarize yourself with all the course material we will cover in each module of the semester, it is not a good idea to work ahead. An important activity in the majority of the modules is discussion with your peers on particular topics relevant to arts events management. In addition to posting your own comments you will comment on the posts of others. Comments of others on your work will contribute to your learning. Working ahead may decrease your full understanding of course material and assignments and decrease your own learning capacity.

Canvas will be used to communicate with students and to make readings and other documents available as needed. Guidelines will be distributed for semester projects. Finally, attendance is required. Absence will not be considered an excuse for failure to complete work or remain up to date with assignments.

STUDENT PROFESSIONAL DEVELOPMENT

Students in this course are required to attend a minimum of 5 hours of professional development activities outside of this course. These can be completed by attending lectures, seminars, and workshops relating to arts management, leadership, advocacy, and public

engagement. Activities not provided by LEAP Institute for the Arts require instructor approval.

Documentation is required to earn credit for this requirement. Documentation forms are provided through Canvas. Failure to meet this requirement will result in a decrease of 100 points to your final grade for the course.

CREDIT/CLOCK HOURS

3 credits.

GRADING

As a student enrolled in this course, one of your responsibilities is to submit course work by the due dates listed in the Course Schedule. With that said, I take my role as your instructor very seriously, and, in fact, I care about how well you do in this course and that you have a satisfying, rewarding experience.

ASSIGNMENT*	GRADE POINTS	GRADE PERCENTAGE
Discussions	80	10
Written assignments	190	25
Quiz/exam	200	10
Participation	60	10
Project	200	20
Presentation	70	10
Analytic Paper	30	15
Total:	830	100 %

*Keep a copy of all work created for the course, including work submitted through Canvas course learning management system.

ASSIGNMENT DETAILS

Each assignment in this course has a detailed assignment sheet with instructions. Assignments include online discussion, written documents (project plan, plot plan, risk assessment, and the like), quizzes, and video presentations. Make sure to read instructions carefully and thoroughly both before and during the time you complete assignments. Following instructions is important to creating a successful assignment.

Professional completion of assignments in this course is a requirement. You will be graded on your writing and presentation skills as a component of each assignment. Students may be referred to CSU or outside sources for assistance with perfecting these skills.

PARTICIPATION EXPECTATIONS

Canvas provides a means for tracking your online participation. While this will not be used specifically in grading your participation, it will be used to assess your overall participation relative to the other assignments. A participation grade is awarded, however, based on the quality of your participation in online discussions. The posted guidelines for engaging in online discussions will be used as a rubric for grading.

GRADE DESCRIPTION

In this course, you are awarded points for participation and assignments. The total number of points is converted to a letter grade as indicated below. If you receive 90 to 100 of the total points possible, for example, you will receive an A in the course.

90-100% = A
80-89% = B
70-79% = C
60-69% = D
0-59% = F

MAKE UP POLICY

You are discouraged from turning in late work as it impacts both you and your fellow students who may be depending on you to post work that they can comment on. In addition, timely grading of your work and the work of others is impacted when even one or two students turn in late work. If an emergency or significant family issue requires you to miss a deadline, contact me to arrange a mutually suitable amended deadline. However, permitting make-up work is solely at the discretion of the instructor.

ACADEMIC INTEGRITY POLICY

This course will adhere to the CSU Academic Integrity [Policies and Guiding Principles](#) as found in the General Catalog and the [Student Conduct Code](#).

Academic integrity is conceptualized as doing and taking credit for one's own work. Violations of the university's academic integrity standards include, but are not limited to:

- Cheating—includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member.
- Plagiarism—includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment.
- Unauthorized Possession or Disposition of Academic Materials—includes the unauthorized selling or purchasing of examinations or other academic work; stealing another student's work; unauthorized entry to or use of material in a computer file; and using information from or possessing exams that an instructor did not authorize for release to students.
- Falsification—includes any untruth, either verbal or written, in one's academic work.
- Facilitation—includes knowingly assisting another to commit an act of academic misconduct.

At a minimum, violations will result in a grading penalty in this course and a report to the Office of Conflict Resolution and Student Conduct Services.

CSU HONOR PLEDGE

Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community. Because academic integrity, and the personal and social integrity of which academic integrity is an integral part, is so central to our mission as students, teachers, scholars, and citizens, I will ask that you affirm the CSU Honor Pledge as part of completing your work in this course. *While you will not be required to affirm the honor pledge, you will be asked to affirm the following statement at the start of your exams:*

"I have not given, received, or used any unauthorized assistance."

Further information about Academic Integrity is available at CSU's [Practicing Academic Integrity](#).

UNIVERSAL DESIGN FOR LEARNING

I am committed to the principle of universal learning. This means that our classroom, our virtual spaces, our practices, and our interactions be as inclusive as possible. Mutual respect, civility, and the ability to listen and observe others carefully are crucial to universal learning.

If you are a student who will need accommodations in this class, please contact me to discuss your individual needs. Any accommodation must be discussed in a timely manner prior to implementation. A verifying memo from [Resources for Disabled Students](#) may be required before any accommodation is provided.

SYSTEM, MULTIMEDIA, AND SOFTWARE REQUIREMENTS

Having trouble with the multimedia in this course? See the solutions below. Also, it is highly recommended that you access your course via a **high-speed Internet connection**.

- Problems with opening PDFs?
 - Download [Adobe Reader](#).
- Canvas acting funny?
 - Review Canvas guide for [Supported Browsers](#).
- YouTube videos not playing?
 - Download [Flash Player](#).
- Videos not opening or playing on your Mac?
 - Download [Windows Media Components for QuickTime](#).
- Still having issues:
 - Call the **CSU Help Desk at 970-491-7276** or [Email Help Desk Support](#)

You must have speakers installed and working properly on your computer before beginning the course.

You may need access to Microsoft Word, PowerPoint, and/or Excel to complete assignments. If you do not have access to the Microsoft Office applications, you may use one of the following free resources that allow you to save your files with Microsoft Office file extensions (.doc, .docs, .ppt, .xls.):

- [Google Apps for CSU](#)—a free, outsourced communications suite endorsed by The University Technology Fee Advisory Board (UTFAB)
- [Office 365](#)—the full version of Microsoft Office free of charge for CSU students.

SUGGESTED STUDY METHODS

Online education requires skills and habits that may be less essential in traditional courses. In order to be successful in your online course you will need:

- Space—Establish a comfortable and well-organized physical workplace.
- Time management skills—Set personal study and "classroom" time as you would do for a traditional course.

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- Organization skills—Print out all class material (modules, PowerPoints, assignments, additional resources, and any work you generate) and keep everything in a single location. Maintain electronic backups of all class materials.
- Communication skills—Demonstrate a willingness to interact with your instructor and classmates through email, phone calls, discussion boards, and active participation in all class activities.
- Initiative—Seek help from your instructor and classmates, ask questions as they arise.
- Discipline—Pace yourself, complete all activities and assignments before the due date, follow through on all class requirements to completion.

The more closely you adhere to the recommendations above the greater your chances of having a successful semester and a rewarding online experience.