

**Syllabus**  
**Art History: Fine Arts Administration**  
Sul Ross State University, Spring 2015

ART 3301: 04 A seminar course that will cover non-profit management and board development; organization grant writing and individual artist proposal writing; the role of the artist in society; the role of the arts within a community.

Instructor: Ellie Meyer, 1.432.923.3143 cell (phone or text); [elenaadam@yahoo.com](mailto:elenaadam@yahoo.com) email

Week 1 Introduction, Course Overview

Week 2 How a Non-Profit organization differs from a profit-making business; legal requirements for establishment of 501(c)(3) organizations.

Week 3 Board Development; relationship of board to programming and/or staff; human resources needs; public relations, press, networking; liability

Week 4 Development: Grant writing for the organization including types of grant requests, elements of a good grant; budget development; fundraising and event planning; grant reporting

Week 5 Programming and Audience development – determining the needs of the audience and community; research and analysis methods; presentation methods

Week 6 Paper I due – presentation and discussion; peer analysis

Week 7 Individual artist proposal writing, how proposals may differ between different disciplines

Week 8 Continuation of week 7 material

Week 9 Paper II due – presentation and discussion; peer analysis

Week 10 Role of the artist in society

Week 11 Role of the arts in a community

Week 12 Economic impact of the arts – assessment; promotion of the arts

Week 13 Paper III due – presentation and discussion; peer analysis

Week 14 Ethics of non-profits/the arts – commitment to excellence

Week 15 Review of course materials and discussion – via BB since last class day falls on a Wednesday (Dead Days May 7 & 8)

Final Exam Wednesday, May 13, 2015 3 p.m.

Weekly Discussions	45 points
Research Papers	30 points
Final Exam	25 points

Total possible points 100 points

NOTE: Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M. Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203. E-mail: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu).

This course will not meet face to face on March 20, 2015 – Spring Break

This course will not meet face to face on Friday April 3, 2015 – Good Friday – however, look for week's assignment on BB.