

M.S. in Performing Arts Leadership & Management

An Online, Full-time, Two-year Professional Degree Program (36 credit hours)

PROGRAM DESCRIPTION

The new online Master of Science in Performing Arts Leadership and Management curriculum is designed to provide future performing arts executives and artistic leaders with the industry skills required in the 21st century. The program provides online classroom, community-based, and experiential training that prepares students for meaningful professional careers in the arts. The program is designed for students who already hold a baccalaureate degree in music, dance, theatre or related fields, for recent students who are early career in the arts management field, and for those who are looking to change their career.

ADMISSION REQUIREMENTS

- Graduate Application for Admission with a \$30 non-refundable application fee.
 - SU Conservatory undergraduates who have completed the accelerated PALM program may apply with no application fee, writing samples, or interview required.
- Unofficial transcripts for initial admission from all institutions of higher education previously attended
- Baccalaureate degree in the performing arts or the equivalent with a minimum GPA of 2.5 (on a 4.0 scale).
- Essay that addresses your intent for joining the program and explains your professional goals (no less than 500 words).
- Academic or professional writing sample (no less than 500 words).
- Teleconference call interview with the program director

DEGREE REQUIREMENTS

Course	Title	Credits
PALM 509	Foundations of Arts Management	3
PALM 512	Arts Marketing & Audience Engagement	3
PALM 517	Financial Management for Arts Organizations	3
PALM 519	Fundraising in the Arts	3
PALM 520	Institutional Planning in the Arts	3
PALM 525	Governance of Arts Organizations	3
PALM 526	Leadership in the Arts I	3
PALM 528	Leadership in the Arts II	3
PALM 529	Grant Writing for the Arts	1.5
PALM 698	Internship in Arts Management	1 or 3
PALM 698GEL	Summer Arts Leadership Institute*	2
ACCT 501	Foundations of Accounting	3
QM 502	Business Statistics	1.5
CONR 602	Arts Management Research & Writing	2
CONR 689	Arts Management Culminating Project	1
	Comprehensive Examination	Pass/Fail
	Total	36

*The Summer Leader Institute in Athens, Greece is an optional travel abroad program that occurs after the conclusion of the Spring semester. It provides 2 credits of PALM 698 Internship.

ADMISSION & APPLICATION

Fall Admissions

START TERM(S): Fall Only*
 MINIMUM GPA: 2.5 cumulative
 INTERVIEW: Required
 GRE: Not Required

* Guaranteed Admit SU Students begin in the Summer.

Applying to Shenandoah

Begin the online application process at the Conservatory Application Information page: www.su.edu/conapp.

Transfer Credits

Up to 9 credits may be transferred when earned at an accredited institution. All transfer credit must fulfill curricular requirements or electives and have an earned grade of B- or higher.

All applied instruction must be completed at Shenandoah Conservatory – no transfer credit is accepted in this area. Based on a complete transfer credit analysis, the Associate Dean for Graduate Studies makes the final decisions regarding transfer credit.

Foreign Transcripts

International transcript evaluation by an accredited agency is an admission requirement. Approved services are listed at www.naces.org.

Contact Us

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 Program Director/Associate Professor
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David Edelman
Associate Professor

David Edelman is Associate Professor of Arts Management and Director of the Performing Arts Leadership and Management Program at Shenandoah Conservatory. He is the founder and co-editor of The American Journal of Arts Management (www.artsmanagementjournal.com) and serves on the board of directors of Social Theory, Politics and the Arts, the leading international convener of arts management researchers and policy experts. He is a former board member of the Association for Arts Administration Educators. Prior to joining the Conservatory faculty, he was Executive Director of Big Apple Performing Arts in New York City. Prof. Edelman has served as the management leader of the Contemporary American Theatre Company, Delaware Theatre Company, George Street Playhouse and Whole Theatre Company. He has served on numerous arts and community boards over his long career and has presented papers and served on panels at the Association of Arts Administration Educators annual conference, the Social Theory, Politics and the Arts annual conference, and the ENCATC International Congress. He is the author of numerous published articles and of the chapter Acting Up & Fighting Back: How New York's Artistic Community Responded to AIDS, included in Grassroots Leadership & the Arts for Social Change.



ACCELERATED PALM PROGRAM

Undergraduate students enrolled in Shenandoah Conservatory's Music, Theatre, or Dance curricula may apply for the online Accelerated PALM program, which will allow them to complete their M.S. PALM degree with only one additional year of study. Contact Professor Edelman for further details!

WHAT OUR STUDENTS LEARN

With a faculty drawn from the professional world, the Performing Arts Leadership and Management curriculum includes foundational and advanced coursework, internships with leading professional arts organizations from throughout the country and experiential opportunities with local and national arts organizations. Our program's graduates have found management positions with top tier arts organizations, such as The John F. Kennedy Center for the Performing Arts, Pittsburgh Ballet Theatre, Dallas Summer Musicals, Signature Theatre, 92nd Street Y, Yale School of Music, Opera San Jose and many more.

Graduate students study with highly experienced arts management faculty from Shenandoah Conservatory and from the professional field. Students also interact closely with professional arts and non-profit leaders who serve as guest lecturers.

WHAT MAKES OUR PROGRAM UNIQUE

Students who enroll in the online program do not need to relocate to Winchester and can complete the program at their own pace. The program is designed to be completed in two years, full time, but many students take longer. Students who wish to avail themselves of all the opportunities that campus life at Shenandoah affords can move to Winchester for study. These opportunities include taking studio or technique classes in your artistic discipline, performing in ensembles and productions (based on audition), free attendance at all Shenandoah Conservatory performances, use of all campus facilities, and participation in study groups formed from other resident PALM program students.

SHENANDOAH CONSERVATORY

Shenandoah University's world-renowned Shenandoah Conservatory offers intense, specialized, professional training in music, theatre, and dance. Students work with a faculty of active professionals as they develop artistically and intellectually for careers in the performing arts. Fully accredited by the National Association of Schools of Music (NASM), Shenandoah Conservatory offers degrees at the baccalaureate, master's, artist diploma, and doctoral levels and produces nearly 400 performances each year. More than 700 students are currently enrolled.

Shenandoah Conservatory's mission is to unite aspiring artists and scholars with distinguished and caring faculty in a community that prepares individuals for meaningful, satisfying careers in the arts.