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
- Language Proficiency Requirement must be met. Submission of TOEFL, IELTS, PTE, or Duolingo English Test may be required. See our policy for full details: https://www.su.edu/admissions/international-students

DEGREE REQUIREMENTS

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>PALM 509</td>
<td>Foundations of Arts Management</td>
<td>3</td>
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<tr>
<td>PALM 512</td>
<td>Arts Marketing &amp; Audience Engagement</td>
<td>3</td>
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<tr>
<td>PALM 517</td>
<td>Financial Management for Arts Organizations</td>
<td>3</td>
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<td>PALM 519</td>
<td>Fundraising in the Arts</td>
<td>3</td>
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<td>PALM 520</td>
<td>Institutional Planning in the Arts</td>
<td>3</td>
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<td>PALM 525</td>
<td>Governance of Arts Organizations</td>
<td>3</td>
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<td>PALM 526</td>
<td>Leadership in the Arts I</td>
<td>3</td>
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<tr>
<td>PALM 528</td>
<td>Leadership in the Arts II</td>
<td>3</td>
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<tr>
<td>PALM 529</td>
<td>Grant Writing for the Arts</td>
<td>1.5</td>
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<tr>
<td>PALM 698</td>
<td>Internship in Arts Management</td>
<td>1 or 3</td>
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<tr>
<td>PALM 698GEL</td>
<td>Summer Arts Leadership Institute*</td>
<td>2</td>
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<tr>
<td>ACCT 501</td>
<td>Foundations of Accounting</td>
<td>3</td>
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<td>QM 502</td>
<td>Business Statistics</td>
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<td>CONR 602</td>
<td>Arts Management Research &amp; Writing</td>
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<tr>
<td>CONR 689</td>
<td>Arts Management Culminating Project</td>
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<tr>
<td>Comprehensive Examination</td>
<td>Pass/Fail</td>
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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 and http://aice-eval.org/.

Contact Us
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Shenandoah University
1460 University Drive
Winchester, VA 22601
www.su.edu/conservatory
**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.

**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. 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.

**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!