

Creative Manitoba: Arts Management Boot Camp, August 2018
Summary Notes on *Management and the Arts*, 5th edition, William J. Byrnes

<i>Ch</i>	<i>Title</i>	<i>Highlights</i>
1	Arts Management Overview	<ul style="list-style-type: none"> - General overview of structure of arts ecology - Jobs and opportunities for arts managers - Mission, vision, values descriptions - Details on managerial role relative to planning, organizing, leading and controlling
2	Evolving Role of Arts Managers	<ul style="list-style-type: none"> - Historical role of arts managers - How to start an arts org (incorporation) - Writing a business plan - Details on NEA (US)
3	Management History and Practice	<ul style="list-style-type: none"> - Dense academic chapter on management theory
4	The Adaptive Arts Organization	<ul style="list-style-type: none"> - Arts organizations need to be adaptable - Arts and economy, environment - Advocacy and lobbying for the arts - Demography and the arts - Interesting bit on information sources (130)
5	Planning and the Arts	<ul style="list-style-type: none"> - Strategic and operational planning - Mission, vision, values statements - SWOT analysis - Planning processes: balanced scorecard, scenario, crisis, contingency - Problem solving strategies
6	Organization and the Arts	<ul style="list-style-type: none"> - Implementation a plan; operationalizing a goal - Organizational design and structure - Org charts - Control and coordination
7	Human Resources and the Arts	<ul style="list-style-type: none"> - Job analysis - Staffing basics: job postings, recruitment, orientation and training, performance appraisal, firing - Unions and the arts
8	Leadership in the Arts	<ul style="list-style-type: none"> - Leadership styles - Theories of motivation - Working with Boards
9	Controls, Operations and Budgeting	<ul style="list-style-type: none"> - Control process, information systems - Budgets – types, controls, level of detail - Cash flow budgeting
10	Economics and Financial Management	<ul style="list-style-type: none"> - Big picture economic impacts - Fascinating but heady; economic principles applied to arts environment - Accounting and bookkeeping basics
11	Marketing and the Arts	<ul style="list-style-type: none"> - Marketing principles and terms; good solid grounding - Approaches, segmentation, brands - Public relations, audience data

12	Fundraising and Development	<ul style="list-style-type: none"> - Fundraising 101; planning and implementation - Costs and control, techniques and tools - Donor engagement, corporate and foundation giving
13	Integration of Managing and the Arts	<ul style="list-style-type: none"> - Management styles and models (academic) - Intended as a wholistic guide to the chapters beforehand and integrating into management style
14	A Career in Arts Management	<ul style="list-style-type: none"> - Building a career plan - Compensation guidelines