

## **B-HIP Class**

### **Arts Organizations in the “App” Age**

### **Summer 2011**

Instructor: Laura Thompson, Ed.D.  
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#### **Course Description:**

With the emergence of new media and the ever-expanding use of the Internet, social media sites, and Smart Phone applications, the traditional role and scope of the museums, galleries, and performing arts center is changing. Technology is making an impact on most everything arts organizations do from fund raising to educational programming, from audience outreach to collections management. This year’s B-HIP class explores this impact of technology and will include an overview of the historical role and mission of museums and performing arts centers, and an examination of the current applications of technology. Students will be asked to review the use of technology at their intern sites and report in class with their findings. There will be readings that will contribute to our understanding of contemporary issues in the field, as well as guest lectures by museum and performing arts professional describing the real ways in which they have been applying technology.

#### **Course Objectives:**

Students will gain an understanding of the role of technology in arts organizations by:

- investigating how they historically and contemporarily communicate and interact with their audiences;
- discussing, in written and verbal form, current issues and innovative applications of technology;
- critically evaluating intern sites use of technology;
- exploring arts administration issues relating to technology including funding and budgets, ethics, and mission / vision statements.

#### **Assignments:**

Reaction papers: Each week, students will prepare 2-page reaction papers that review an aspect of interest gathered from the readings, and will relate to the intern site.

Final project: Students will use their intern experience and what they learned in the B-HIP course to develop a grant proposal for their intern site, focusing on one specific application of technology in their area of expertise (i.e., education, marketing, curatorial).

## **Class Schedule:**

**Wednesday, June 1, 9:30 - 10:30am**

### **ORIENTATION**

Class discussion on expectations for the summer.

**Wednesday, June 8, 10am - 12pm**

### **INTERACTIVITY: What's it all about**

Introduction to topic of technology and arts organizations with a look at how historically museums have interacted with their public in terms of communication, education, and curatorial processes.

**Wednesday, June 15, 10am - 12pm**

### **ARTS ORGANIZATIONS AND TECHNOLOGY: A new approach**

Class discussion on current applications of technology in the various aspects of arts organizations work, with a review of what intern sites are currently doing. Guest speakers: Marianne Petit and Matt Belinger, Greylock Arts.

**Wednesday, June 22, 10am - 12pm**

### **INTERACTIVE LEARNING: From museum object to museum experience**

Class discussion on how people learn in museums, and the implications of technology on real and virtual experiences.

**Wednesday, June 29, 10am - 12pm**

### **MARKETING AND FUNDRAISING WITH TECHNOLOGY**

Class discussion on how arts organizations are using technology for promotion and development purposes. Guest speaker Joshua Fields.

**Wednesday, July 6, 10am - 12pm**

### **PLANNING FOR MUSEUM TECHNOLOGY PROJECTS**

Class discussion on strategic planning of museum media and technology projects.

**Wednesday, July 13, 10am - 11am**

### **TECHNOLOGY AND VISUAL AND PERFORMING ARTS (Held at MASS MoCA)**

Eric Nottke, MM Production Manager PA, and Dante Birch, MM Production Manager VA describe some new considerations performing and visual arts centers must take into account when working with artists who utilize technology in their work.

**11am - 12pm**

### **WILCO AND TECHNOLOGY (Held at MASS MoCA)**

Joe Thompson, MM Director, describes some of the lessons learned about bringing big name performers such as Wilco to a small community, with a focus on the Smartphone application developed with the band and future plans for technological applications.

**Wednesday, July 20, 10am - 12pm**

### **LESSONS FROM THE REAL WORLD**

Group discussion on what can be learned from the for profit world of entertainment / entertainment corporations that could be applied to non-profit arts organizations, or even

non-profit entities in terms of technology. Assignment due: Select both a for-profit and non-profit company that you think arts organizations could learn from (could be good or bad lessons) and present in class - could be their uses of the Web, social media sites, integration of technology in museum experiences, etc.

**Wednesday, July 27, 5PM (No AM Class)**

**TECHNOLOGY IN PERFORMING ARTS (HELD AT EMPAC, RPI, TROY, NY)**

Guest speaker, Johannes Goethels, EMPAC Director and curators. Focus on innovative use of technology in performance art, and possible concerns for arts administrators (budget, staff capabilities, mission, curatorial). Will tour facility and Céleste Boursier-Mougenot exhibition.

**Wednesday, August 3, 10am - 12pm**

**Issues with Technology and Performance Arts Management**

Class discussion on the use of technology to manage ticketing. Guest speaker: TBD

**Wednesday, August 10, 10am - 12pm**

**NEW DISTRIBUTION METHODS**

Class review of handhelds, podcasts, cell phones, and blogs as means to distribute information, promote events, and educate the public. Guest Speaker: Richard Scullin.

**Wednesday, August 17**

**WORK DAY**

Schedule one-on-one meetings with Laura Thompson and Jonathan Secor to discuss papers and presentations.

**Friday, August 19, 9am - 1pm**

**FINAL PRESENTATIONS, FINAL PAPERS DUE**