

0:00 - My name is Heather Stern.  
0:02 - I'm an assistant professor of practice  
0:04 - in the Theater department at Suffolk University.  
0:07 - (bright music)  
0:11 - Arts administration is a minor here at Suffolk,  
0:16 - and it's the business of the arts.  
0:18 - Billions of dollars are made in the US in the arts industry,  
0:23 - and to have a student discover that  
0:25 - while at Suffolk is a very, very exciting thing for me  
0:29 - because it's a viable career path.  
0:32 - This is a place where you can get the skills  
0:35 - about where you belong in that kind of art space,  
0:39 - that creative culture.  
0:40 - (bright music)  
0:44 - We have this opportunity to look at arts organizations  
0:49 - from the beginning.  
0:50 - We take them apart.  
0:51 - We figure out how they came into being,  
0:54 - what's their mission, vision, and value statements,  
0:58 - what was their purpose for existing  
1:00 - and how are they going to impact the communities they're in?  
1:04 - And then we look at their programming.  
1:06 - We look at their demographics, who their audience is,  
1:10 - how they're marketing themselves,  
1:11 - what their branding looks like, what kind  
1:14 - of philanthropic giving are they reaching out for  
1:18 - and being successful?  
1:20 - Who's supporting them?  
1:21 - (bright music)  
1:26 - Arts Administration gives them an opportunity  
1:29 - to see all the different avenues, whether it's finance or PR  
1:33 - or marketing or programming or teaching  
1:36 - or being the artist yourself.  
1:40 - And how do you bring those people together, all  
1:43 - of those skills together so that  
1:47 - you can accomplish your mission, realize your vision,  
1:51 - all while keeping true to your values.  
1:54 - (bright music)  
1:59 - And I think that through the arts administration minor,  
2:03 - students discover just how special  
2:06 - the nonprofit arts sector is.  
2:08 - (bright music)