Seeking Arts Organizations

The School of Business and Leadership is launching a new course at Puget Sound this fall to teach students how to think like entrepreneurs within arts organizations, whether they are big or small, new or established. I invite you to participate in this class—and to spread the word to others.

We are looking for seven arts organizations to open themselves to exploring thinking about issues around audience in innovative ways. Each organization has a team of three students assigned to them to investigate the issues of audience, re-frame it in new ways, and propose solutions. In early December, the organization will attend a symposium and receive a copy of the feasibility study the students develop. We believe this will help you think about audience and your organization in new ways.

Each organization’s lead contact person needs to commit about 10 hours of her or his time over the course of the semester (August-December) to meet with students and provide feedback. Additionally, each organization needs to identify two additional people inside the organization and three people outside the organization to commit one hour each to being interviewed by a team of three students. If you do not have three people inside your organization, you will be asked to provide additional outside people.

If you are interested in participating in BUS380: An Entrepreneurial Mindset for the Arts, please complete the intake form at www.surveymonkey.com/r/EntrepArts. Arts organizations will be included in this project based on building a diverse group of projects for the students as well as timing (preference to early registrants). In August, I will contact everyone who completes a form to update them about the project.

If you have questions, e-mail (lclaire@pugetsound.edu) is the best way to contact me in July and August. I apologize in advance if I am slow in responding as I have plans during July that will render me unavailable for periods of time.

Thank you for your help in spreading the word,

Lynnette Claire, Ph.D. | Associate Professor