

## WHAT IS LEADERSHIP ARTS?

**A program specifically designed to develop the next generation of business and arts leaders and encourage passion for the arts in North Texas. Leadership Arts focuses upon the challenges facing arts organizations as they deal with the economic, political and artistic realities of today. The program provides training and awareness through a series of quality classes, expert resource speakers, and exposure to the needs and operations of all levels and sizes of arts organizations.**

### THE PURPOSE

- To provide a program of leadership development to benefit not only the individual participant but also the arts organization of which he/she is a part or becomes a part and the business interests which he/she represents.
- To strengthen the future commitment of North Texas to the arts through knowledgeable leaders and business participants.
- To provide an exchange of ideas, techniques and goals among arts leaders, business entities and arts administrators.
- To provide an opportunity to analyze the business aspects of arts leadership as well as the creative artistic components.
- To learn how to maximize financial and human resources in order to stabilize the arts environment in North Texas.
- To forecast the future needs and resources of North Texas arts organizations in the coming decade.

### WHAT LEADERSHIP ARTS WILL TEACH YOU

- How and why prominent business leaders advocate the arts.
- The current state of the arts in Texas and the U.S. with an emphasis on North Texas.
- Governance roles that board members of arts organizations play in strategic planning, marketing, fundraising and legal issues.
- How arts education benefits business in the areas of science, technology and creative problem solving.
- How others have successfully used the arts as a means to revitalize, reform and renew our society.
- How to apply the information presented throughout the class in your role as a leader in the arts.

### THE SCHEDULE

SEPT ~ **ART AS A CATALYST**  
Economy, Education, Environment

OCT ~ **SUSTAINING THE ARTS IN NORTH TX**

NOV ~ **THE BOARD**

DEC ~ **LEGAL & FINANCIAL ISSUES**

JAN ~ **FUNDRAISING**

FEB ~ **FUNDING RESOURCES**

MAR ~ **MARKETING**

APR ~ **ARTS IN EDUCATION**

MAY ~ **THE FUTURE**

### THE PROGRAM

Nine seminars of four hours each on a monthly basis from September through May. The program provides maximum awareness of regional cultural activities through group attendance at monthly arts events. The classes meet on the second Tuesday of each month from 8:00 a.m. to 12:00 p.m. to allow a full academic experience while preserving a section of the workday.

A class of 45-50 is selected from a pool of qualified candidates. Special emphasis is placed upon the development of a culturally diverse class.

The sessions contain a combination of informational and experiential activities to maximize the value of your participation.

The classes are conducted in various arts facilities in the region to provide a comprehensive level of awareness of arts venues.

### THE RESOURCE TEAM

Speakers include legislators, civic and community personalities, arts educators, members of the NTBCA board, state and national experts and visiting artists, all selected to meet the needs of the curriculum.

### COST

\$1050 for BCA member companies

\$1,600 for non-members

Inclusive of all materials, food service, event fees, and one year of membership with the Leadership Arts Alumni Association.

### FOR MORE INFORMATION OR TO APPLY, PLEASE CONTACT

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