

QC School of Arts: Arts Leadership Boot Camp

The **QC School of Arts** is proud to present its inaugural **Arts Leadership Boot Camp**, designed for students to learn what it means to be a professional in the arts from industry experts in various artistic fields.

The Bootcamp will take place **in person** during the weekend of **March 3rd to March 5th** on the **CUNY Queens College campus**. Boot camp activities will include panel discussions, meeting with experts in small groups for 1:1 feedback, workshops in branding and social media, and special events. Discussions will touch upon major relevant issues including diversity, equity, and inclusion (DEI), financial literacy, hybrid programming, multi-hyphenate careers, and more.

For now, the Arts Leadership Boot Camp is only open to students from **Queens College, Hostos Community College, LaGuardia Community College, and Queensborough Community College**.

Students must be available for the **entire weekend** (Friday, March 3rd, Saturday, March 4th, and Sunday, March 5th) to be selected as a participant, and the Boot Camp hours range from 10:00 am to 7:00 pm on Friday and Saturday and 10:00 am to 2:00 pm on Sunday, with lunch and breaks included.

Please note that this is a competitive program and participants will be selected via an application that can be accessed here: <https://bit.ly/3wHTDr5>. The deadline to complete it is February 12th, 2023 at 11:59 pm.

While there is a time commitment, the boot camp is free of charge for participants. (The costs will be covered by the Queens College School of Arts.)

For any questions regarding the application, please email neophytos.ioannou@qc.cuny.edu.

Program (activities are subject to change)

Arts and Entrepreneurship – Panel Discussion

In this panel, participants will discuss the founding of their management and production companies and provide insight on how to approach artists and presenters, manage many different projects at once, sustain a business, and fulfill their own individual aspirations as cultural workers.

Panelists:

- **Shawn Choi**– Founding Director, SORI Artists.
- **Claudia Norman**– multilingual award-winning arts producer, consultant, and artist/event manager | CNM Management.
- **Leah Keith**– Performing arts professional | Rhythm of the Arts.

Pitch Your Art – Interactive Session

This interactive session will demonstrate how to formulate a compelling “pitch” to present one’s ideas for performances, exhibitions, funding proposals, and other opportunities.

Panelists include:

- **Jane Cho**– Arts administrator, facilitator, and public speaker.
- **Jeff Rosenstock**– Expert in programming, fundraising, and executive leadership.

Multi-disciplinary Arts – Panel Discussion

This panel will give a glimpse into artists working in several art forms, detailing the background that led to seeking alternative outlets of artistic expression and how they have been able to navigate the cross-disciplinary cultural landscape.

Panelists:

- **Jaime Lozano**– Director | Composer | Arranger | Orchestrator | Vocal Coach
- **Warren Lehrer**–Writer | Artist | Designer | Multimedia Artist (to be confirmed).
- **Jiemin Yang**– Professional Graphic Designer | Art Director | Illustrator | Yoga Instructor | Contemporary Dance Artist (to be confirmed).
- **Barbara Martinez**–Multidisciplinary Artist | Flamenco Singer | Dancer (to be confirmed).

Alumni Concert – Linda EPO Sexteto

This concert will feature a jazz ensemble composed of Queens College alumni who perform professionally locally, nationally, and internationally. The show will be followed by a Q&A and reception.

Digital Marketing and Self-Promotion in the Arts – Interactive Workshop

This interactive workshop will offer an in-depth look into shaping your social media channels and how digital marketing strategies and tools can be used in self-promotion in the arts.

Panelists include:

- **Jamie Benson**– Marketing Manager | Strategy Director
- **Danielle Sopchak**– Social Media Manager | Educator | Multi-Instrumentalist

Arts and Advocacy – Panel Discussion

This panel will showcase how the arts can influence discussion and action around social justice from the grassroots level to the national political landscape.

Panelists include:

- **Charles Rice-Gonzalez**– Author | LGBTQ++ Activist | Co-Founder of the Bronx Academy of Arts and Dance.
- **Cody Herrmann**– Social Practice Artist | Community Organizer | Ecological Problem Solver.
- **Kayhan Irani**– Emmy-award winning Writer | Cultural Activist | Theater of the Oppressed Trainer.

Lessons in Arts Leadership – Panel Discussion

This panel will showcase executive directors and the five main lessons they have learned in their arts careers and how they have applied that knowledge to their current executive roles.

Panelists include:

- **Sally Tallant**– President and Executive Director at Queens Museum
- **Leonard Jacobs**– Executive Director Jamaica Center for Arts and Learning, Inc. (JCAL)
- **Regina Bain**– Executive Director at Louis Armstrong House Museum & Archives
- **Karesia Batan**– Executive Director at Queensboro Dance Festival | Choreographer | Dancer | The Physical Plant

Being an Artist While Also Being Something Else – Panel Discussion

This panel will discuss artists' decisions to expand their professional endeavors into marketing and administration, the challenges and opportunities they have faced, and how to navigate different career prospects.

Panelists include:

- **Candace Thompson-Zachery**– Director of Programming and Justice Initiatives at Dance/NYC Dancer | Cultural Producer | Personal Trainer
- **Stephanie Lee**– Versatile Artist | Graphic Designer | Curator | Art Educator
- **Felipe Tristan**– Symphony & Opera Conductor | Arts Administration & Programming | Fundraiser | TEDx Speaker

All panels will be followed by Breakout Sessions

The breakout sessions will serve for students to ask specific questions about the panelists' work and obtain feedback or advice on their projects and ideas.

Queens College Arts Center Opening and Reception of the group show "60 Together 100 Strong"

Pitch Your Art Finale – MC'd by Kevin R. Free, Actor | Comedian | Book Narrator | Arts Educator

In this session, students will pitch their project to bootcamp participants who will vote on the best pitch. Winners will receive cash prizes and 1:1 sessions with industry professionals.

Schedule (subject to change)

Day 1–

- **Arts and Entrepreneurship**– 10:00 am to 11:15 am.
- **Breakout Session #1**– 11:15 am to 12:00 pm.
- **Lunch**– 12:00 pm to 1:00 pm.
- **Interactive: Pitch Your Art**– 1:00 pm to 2:30 pm.
- **Coffee Break**– 2:30 pm to 3:00 pm.
- **Multi-disciplinary Arts**– 3:00 pm to 4:15 pm.
- **Breakout Session #2**– 4:15 pm to 5:00 pm.
- **Alumni Concert**– 5:15 pm to 6:30 pm.

Day 2–

- **Interactive: Digital Marketing and Self-Promotion in the Arts**– 10:00 am to 12:00 pm.
- **Lunch**– 12:00 pm to 1:00 pm.
- **Arts and Advocacy**– 1:00 pm to 2:15 pm.
- **Breakout Session #1**– 2:15 pm to 3:00 pm.
- **Coffee Break**– 3:00 pm to 3:30 pm.
- **Lessons in Arts Leadership**– 3:30 pm to 4:30 pm.
- **Breakout Session #2**– 4:30 pm to 5:15 pm.
- **Queens College Arts Center Opening and Reception**– 5:30 pm to 7:00 pm.

Day 3–

- **Being an Artist While Also Being Something Else**– 10:00 am to 11:15 am.
- **Breakout Session #1**– 11:15 am to 12:00 pm.
- **Pitch Your Art Finale and Lunch**– 12:00 pm to 1:30 pm.