

ALBS 2110 - The Business of Being an Artist

UNM-Valencia, Film & Digital Arts
Spring 2022, Blackboard LEARN Online Course

updated 1-2022

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Student Drop-In/Office Hours: Monday 10am - 1pm & Tuesday 10am - 1pm*

*and by appointment

*virtual and in-person options, more detail in LEARN

*see "How to Contact the Instructor" below for more info

Cell [for text only, please]: 505.515.1055

Land Acknowledgment: UNM-Valencia is located on the traditional and ancestral Pueblo people and is unceded. This region holds great historical, spiritual, and personal significance for its original stewards, the Native nations and peoples of this area. I acknowledge their connection to this land, and give thanks for the opportunity to live, work, and learn on their traditional homeland.

A note about COVID: Since 2020, the U.S. has experienced both the emergence of the global COVID-19 pandemic and the painful consequences of long-endured violence against the BIPOC community. These events have caused, and continue to cause, fear, stress, and pain for many members of our community, and will continue to impact each of us in various ways throughout this semester. Under these circumstances, it is completely normal to feel overwhelmed or anxious, and to have difficulty concentrating. I have designed this course with these challenges in mind, and am committed to continuing to work with all of you to create a positive and supportive learning environment. If your health, well-being, or school work are being impacted, I offer support services and resources in this syllabus. If your needs are not being met in any way, contact me and I will help you find services that will meet your needs as best I can.

Course Description

This course is designed to provide an introduction for students who may be entrepreneurially-minded and/or desiring a successful career in the arts or as a practicing creative or innovator in any of the many complementary arts professions. Through video lectures, readings, exercises and assignments the course will introduce students to fundamentals of business planning and career development strategies. Students will be guided through a personal/professional strategic planning process as a basis for developing their own career. Students will explore the financial and legal requirements of starting an arts business including an introduction of branding and marketing basics. The course will conclude with students having created their own arts career plan as a platform for entering the creative sector.

Objectives

The purpose of this course is to build professional skill sets critical to students entering a broad spectrum of the for-profit and non-profit arts, creative and innovation industries.

- At the conclusion of this course, students should be able to:
- Identify basic financial requirements for starting an arts-related business;
- Develop tools for promoting professional competencies in the arts;
- Identify components for a successful arts career.

Required Textbook & Access to the Book

The Book we are using for this course is:

The Profitable Artist

2nd edition

New York Foundation for the Arts

Print ISBN: 978-1062153-642-0 | eBook ISBN: 978-1062153-645-1

- University of New Mexico Valencia Bookstore:
 - o <http://bookstore.valencia.unm.edu/Home>
 - o The book is estimated at \$25.00 new, and estimated at \$18.75 used
 - o If you cannot afford the textbook, it has been scanned and is available in Learn

Method of Instruction

Methods of instruction include textbook readings, lecture, threaded discussions, reading online articles/websites, quizzes, an exam, journals, and other activities will all presented to the student through Topic Folders in the Weekly Modules. This course is run from week to week on Tuesdays. This means that you will have from Tuesday, morning when the weekly content is opened, to the next Monday at midnight mountain time (GMT) to complete and submit the course requirements for that particular week.

Textbook Readings - Each week you will be required to read certain chapters of the required textbook.

Lectures - A variety of content will be delivered as "lecture". This content will be presented in any number of formats, including written, photo, audio, video, and more.

Threaded Discussion - Students will participate in 6 discussions throughout the semester meant to simulate classroom discussion. The student should post their own message (Create Thread) to the listed topic and then post a reply to other student's postings before each due date. I encourage you to post throughout the week, and not wait until the last day.

Online Reading/Content - The student will be required to read and/or review a variety of online articles and content. Links to these articles/content will be posted in the folders.

Quizzes - Students are required to take a short quiz on the material covered in each topic. Quizzes are not graded. Students must receive a 70% or higher score on the weekly quiz in order to advance to the next module. Students who receive a 69% or lower score can retake the quiz multiple times until they receive a passing score of 70%. Again, quiz scores will not be counted towards the final grade.

Exam - There will be 1 exam covering Part 1 of the semester.

Assignments - You will have 10 assignments throughout the semester as well as one final assignment.

Journals - You will have 2 journals throughout the semester meant as self-reflections.

Other Activities - There may be other learning activities associated with the weekly content of the course that will be found in the folders.

Student Responsibilities & Course Policies

- **Affirmed/Preferred First Name:** As part of its commitment to providing a safe, inclusive, and respectful learning, living, and working environment, the University of New Mexico recognizes that many people prefer to use a name other than their legal name to identify themselves. Here is a general website for it- <https://oeo.unm.edu/resources/preferred-name.html>. Here is how you change the name specifically for UNM Blackboard Learn: <http://online.unm.edu/help/learn/support/affirmed-name.html>
- **AccessAbility Policy:** Many students have visible or invisible disabilities, and the college offers accommodations to help them receive their full potential. If you have a documented disability or suspect you have an undocumented disability, contact the [Equal Access Services at UNM-Valencia](#) at 505-925-8560 or [call/email any of the Advisors](#).
- **School/Life Conflict:** Many students face obstacles to their education as a result of work or family obligations or unforeseen personal difficulties. If you are experiencing challenges throughout the semester that are impacting your ability to succeed in this course, or in your undergraduate career more broadly, please reach out to me immediately so that we can work together to form a plan for your academic success. Reach out to me at anytime to discuss this!
- **Caregiver Responsibilities Policy:** I have great respect for students who are balancing their pursuit of education with the responsibilities of caring for children or other family members. If you run into challenges that require you to miss class or if your caregiving responsibilities are interfering with your ability to engage in remote learning, please contact me. There are instances of flexibility I can offer to support your learning.
- **Course Conduct:** I am committed to creating a learning environment where diverse perspectives are recognized and valued as a source of strength. I request that all students work with me to create a class culture based on open communication, mutual respect, and inclusion. As a class we will approach all discussions with respect and civility. Disagreements and debates in academic discourse are expected and welcome, but personal attacks are never OK, and will not be tolerated. I strive to ensure an open and welcoming classroom for all students. If I ever miss the mark, please don't hesitate to reach out to me. We are all learning together.
- **UNM Email/Black Board Learn Access:** Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: <http://it.unm.edu/accounts/>. UNM Net ID will give you access to the computer labs on campus, blackboard learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.
- **Computer & Internet Policy:** Students will need to have access to a computer with **high-speed Internet** for this course. I know there are **limited options right now during this pandemic**. If you do not have access to a computer with high-speed internet at home, I want to help! Normally, you could access a computer and internet at a variety of public libraries and labs, and this may not be an option this semester. UNM-Valencia and UNM Main Campus have implemented **laptop checkout options**.
 - If you are a **UNM-Valencia student** and you need access to a laptop, please contact the UNM-Valencia Library at: <http://valencia.unm.edu/library/index.html>
 - If you are a **UNM ABQ student**, you will need to fill out this form: <https://at.unm.edu/coronavirus/laptop-request-form.pdf> and send it to avdept@unm.edu. For more information on computer checkout and wifi access for UNM ABQ Campus, visit this website: <https://at.unm.edu/coronavirus/student-tech-access.html>.

- **ALL students can request** access to a beta of LoboVirtualDesktop. Here is the website: <https://lobovirtualdesktop.unm.edu>. Fill out the online form. This virtual desktop is a work-in-progress, and you would need a decent computer and internet connection to make this work. But, it would give you access to a variety of UNM owned software.
- Students should have basic computer and file management skills for all courses, especially online courses. If you are struggling with these, reach out to tutoring and support services (see support section on syllabus).
 - **If you have any questions or concerns, reach out to me!**
- **Access to internet:** many companies are offering extended options and/or free/inexpensive plans during this pandemic. Also, many cell phone data plans are offering unlimited data and wifi hot pots for your devices. Check with your provider!
 - o Comcast: <https://www.internetessentials.com/covid19>
 - o Xfinity: <https://www.xfinity.com/student>
 - o CenturyLink: <https://www.centurylink.com/aboutus/community/community-development/lifeline.html>- financial assistance and waiving late fees
 - o At UNM-Valencia parking lots: <https://valencia.unm.edu/campus-resources/technology-support/tech-how-tos.html>
 - o At UNM Main Campus parking lots: <http://it.unm.edu/wireless/coverage-map.html>. Here is how to connect: <http://it.unm.edu/wireless/>
 - o City of Albuquerque Outdoor Wifi hotspots: <http://www.cabq.gov/coronavirus-information/wifi>
 - o If you are unable to access any of these options, please contact me and I will advocate for you!
- **Computer Lab Responsibility:** Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.
- In an effort to meet obligations under **Title IX**, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>
- **Academic Integrity and Honesty:** Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University. You are capable of meeting my expectations for this course. If you are concerned about how well you are doing in this course, please reach out to me instead of considering academic misconduct.

COVID Student Responsibilities & Information

UNM requires COVID-19 vaccination and a booster for all students, faculty, and staff, or an approved exemption ([see: UNM Administrative Mandate on Required Vaccinations](#)). Proof of vaccination and booster, or a [medical, religious, or online remote exemption](#), must be uploaded to the [UNM vaccination verification site](#). Failure to provide this proof may result in a registration hold and/or disenrollment for students and disciplinary action for UNM employees.

Booster Requirement: Individuals who received their second dose of a Pfizer or Moderna vaccine on or before June 15, 2021, or their single dose of a Johnson & Johnson vaccine on or before October 15, 2021, must provide documentation of receipt of a booster dose no later than January 17, 2022. Individuals who received their second dose of a Pfizer or Moderna vaccine after June 15, 2021 or who received their single dose of Johnson & Johnson after November 15, 2021 must provide documentation of receipt of a booster within four weeks of eligibility, according to the criteria provided by the FDA (6 months after completing an initial two-dose Moderna vaccine, 5 months after completing the Pfizer sequence, and 2 months after receiving a one-dose Johnson and Johnson vaccine). International students: Consult with the [Global Education Office](#).

Exemptions: Individuals who cannot yet obtain a booster due to illness should request a [medical, religious, or online remote exemption](#) (which may have an end date) and upload this to the [vaccination verification site](#). Medical and religious exemptions validated in Fall 2021 (see your email confirmation) are also valid for Spring 2022 unless an end date was specified in the granting of a limited medical exemption. Students must apply for a remote online exemption every semester.

UNM Requirement on Masking in Indoor Spaces:

All students, staff, and instructors are required to wear face masks in indoor classes, labs, studios and meetings on all UNM campuses, see the [masking requirement](#). Students who do not wear a mask indoors on all UNM campuses can expect to be asked to leave the classroom and to be dropped from a class if failure to wear a mask occurs more than once in that class. Students and employees who do not wear a mask in classrooms and other indoor public spaces on all UNM campuses are subject to disciplinary actions. Medical/health grade masks are the best protection against the omicron variant and these masks should be used, rather than cloth.

COVID-19 Symptoms and Positive Test Results:

Please do not come to any UNM campus if you are experiencing symptoms of illness, or have received a positive COVID-19 test (even if you have no symptoms). Contact your instructors and let them know that you should not come to class due to symptoms or diagnosis. Students who need support addressing a health or personal event or crisis can find it at the [Lobo Respect Advocacy Center](#).

Participation

Student participation and response in online courses is considered a necessary factor in the learning process. Still, I do not take attendance in online courses. You are adults and I expect you to be motivated to grow your knowledge and abilities by engaging in assignments and coursework. Students are still held responsible for all academic work required regardless of weekly participation. Class participation influences your grade heavily. Participation includes:

- Successful participation in this course requires access to the correct technology with the necessary computer skills. Please see "Student Responsibilities". I will help you access these if you need!
- Students must successfully complete all online and project requirements and be an active participant in this online course's community
- It is recommended students log on to this course at a minimum of three times a week and to check your Learn portal regularly for coursework and any communication from the instructor. I honestly suggest logging into this course DAILY.
- Be prepared to spend, on average, anywhere from 8 - 10 hours per week on this course.
- Always keep a backup of your work!

- Students should strive to complete all work on time. This includes doing the following by the posted deadline dates:
 - Read textbook excerpts by the required dates
 - Complete and comprehend the lecture within the week it is posted
 - Contribute to all threaded discussions in a timely manner
 - Complete weekly content successfully and within the timeframe allotted
 - Complete assignments and journals successfully and within the timeframe allotted
 - Prepare for and complete all quizzes and exams
 - To generally complete work on time, participate in scheduled discussions, and maintain a safe, respectable, positive environment.
 - Students who do not attend the first week of class may be dropped.

Grading Policy

- Grading is based on a timely completion of course participation requirements, the quality of individual critical development, and a personal commitment to your work. Personal commitment involves regular participation, consistent effort, completion of work, and the general willingness to try.

- Full credit will not be given for late work unless we have had a communication about the circumstances that may affect your coursework. If an assignment is not presented on time, an automatic 0 will be issued in the gradebook in Learn. You should make-up the work as soon as possible, and a fair grade will be issued once the work has been submitted.

- Incompletes are rarely issued. If 75% of the semester's work/deliverables and participation have been completed with a satisfactory grade, an incomplete may be issued.

Grading Policy, Point Breakdown

Semester Requirements:

Quizzes (10)	not graded but must pass in order to move on
Assignments (10)	50 points (5 each)
Discussions (6)	12 points (2 each)
Exam (1)	14 points
Journals (2)	4 points (2 each)
Final Assignment: Arts Career Plan	20 points

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

Extra Credit:

Extra Credit will be offered throughout the semester for various points at a maximum of 10 points for the entire semester.

How to Contact the Instructor

Remind App:

The instructions on how to join the REMIND App portal for this course are posted online in the Week 1 module in our UNM Learn Portal. My official virtual student drop-in/office hours are listed on page one of the syllabus. I am available on the Remind App everyday between 8am and 8pm (officially, but try anytime). Plan on a response within 48 hours for REMIND.

Email:

Email can be sent either via the internal UNM Learn "Course Messages" or through UNM email (alexa08@unm.edu). In the subject line of the email/message, please write the class number, for example - "ALBS 2110". I will check email regularly and plan to respond to emails/messages within 48 hours/2 business days. At some points in the term, my inbox gets quite full, but I do want to hear from you! If you email me and don't hear back from me within two business days, please send a follow up email. I will appreciate the gentle reminder.

Phone:

I am not available via phone call for this course. But, you can text me (no calls please) to my personal cell phone if needed at anytime: 505-515-1055. This and Remind are probably the best way to contact me for fastest response.

Office Hours:

Student Drop-In/Office Hours: Monday 10am - 1pm & Tuesday 10am - 1pm*
 *and by appointment
 *virtual and in-person options, more detail in LEARN

Support Information, Resources, & Tutorials

This campus provides extensive academic supports for students, and these supports are there to let students achieve the academic success they are truly capable of. Most students access them at some point in pursuit of their degree. I have provided a list of the academic support offices offered by UNM-Valencia below.

Support for UNM Learn:

- UNM Learn help: <http://online.unm.edu/help/learn/support/>.

UNM-Valencia Tutoring Services:

- Custom tutoring services are available through The Learning Center at <https://valencia.unm.edu/campus-resources/the-learning-center/index.html>. Even online tutoring is available!

Instructor Support:

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:

- We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions about the course content to the community. These questions are not private! But, if one student has a question about course materials or an assignment, that question is usually shared by their peers. This allows everyone in the course to benefit from each other's questions. I will respond to posts there, but you can help out your peers as well!

AccessAbility & Equal Access:

- UNM-Valencia's accessibility/ADA compliance website: <http://valencia.unm.edu/about/accessibility.html>
- UNM-Valencia's Equal Access Services website: <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>

Mental Health and Counseling Services: All of us need a support system, and many students benefit from the use of counseling services. I know I do! UNM-Valencia has mental health counseling as part of the PASOS Recourse Center: <http://valencia.unm.edu/campus-resources/pasos/pasos-resource-center/index.html>. Also, here is a [list of services available in Valencia County and around the state: https://valencia.unm.edu/students/student-resources/index.html](https://valencia.unm.edu/students/student-resources/index.html). UNM ABQ Students have access to mental health counseling via the Student Health and Counseling (SHAC) Center: <http://shac.unm.edu>

Coronavirus Information::

- UNM-Valencia Covid Site: <https://valencia.unm.edu/class-updates-covid-19.html>
- UNM ABQ Covid Site: <https://www.unm.edu/coronavirus/>

Netiquette

Include a salutation or at least a name. Emails/Messages/Posts do not usually include "Dear," as a letter does, but they do include titles and/or at least names. When you write to your teacher or classmates, use their name. Informal words of address, such as "Hey," are rarely appropriate and may be considered rude by some people.

Include a closing. Close with an appropriate phrase and sign with your name. Signatures help faculty; they may not recognize your email address. Some examples of appropriate phrases are "Sincerely" or "Thank you for your help."

Use short paragraphs. Because legibility on the screen is not as good as legibility on paper, use short paragraphs (3-4 lines maximum) to make the post/message easy to read. In addition, be sure to skip lines between paragraphs.

Adhere to the conventions of Standard English. Please edit and proofread for spelling errors and grammatical mistakes *to the best of your ability*. We all have varying abilities and that's ok! Use your spell/grammar check in Blackboard Learn, located above the right hand side of the text box. In addition, the computer does not catch all errors (form/from), so give your document one final read before submitting or sending it.

DO NOT SEND ALL CAP MESSAGES. All capital letters means can be interpreted as screaming. This is inappropriate behavior. To emphasize a point, underline it or put it in **bold** font.

Participate. In the online environment, it's not enough to show up! We need to "hear" each others' voices to feel presence. Faculty especially need student comments to evaluate their own performance as a facilitator and teacher.

Be persistent. If you run into any difficulties, you should not wait to submit a report! Contact the professor and/or the proper support services immediately.

Share tips, helps, and questions. There are no dumb questions, and even if a solution seems obvious, please share it with classmates! The "Help Forum" is a great place for that.

Think twice before pushing the Send button. Both students and professors need to be sure to say just what they meant. How will the person on the other end interpret a message? While no one can anticipate all reactions, read over each message before sending.

Remember that we can't see the grins on each others' faces. When students or professors make a sarcastic comment, others online can't decipher if the person is serious or not. Explain ideas fully and clearly, and try using emojis, when appropriate.

Remember that there's a person on the other side. Students should ask for feedback if they're not sure how their ideas and comments were construed. If others disagree with what someone has said, "flaming," or ranting at someone else is unacceptable; it's the equivalent of having a tantrum, something most of us wouldn't do in a traditional classroom setting. The classroom is a place for debate and constructive criticism, given with respect.

Stalking and derogatory comments are inappropriate. Stalking someone, or any derogatory or inappropriate comments, jokes, posts, or emails regarding race, gender, age, religion, sexual orientation, are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the physical classroom. If students have concerns about something that has been said to or about themselves or other classmates, they should let the professor know and/or contact the appropriate services, such as the [Office of Equal Opportunity](#).

Dates	Topics	Topics	Assignments/Exams
Week 1	<ul style="list-style-type: none"> START HERE Week 1 module <i>Part 1 - The Business of Art</i> 	#1: START HERE #2: How You as a Creative Fit into the Economy #3: Basics of Legal Business Structures	Assignment #1: Bio Sketch Discussion Forum #1: Bio Sketch Intro Quiz #1: Course Overview Assignment #2: Creative Economy Mini Essay Quiz #2: Business Structures
Week 2	<ul style="list-style-type: none"> Week 2 module <i>Part 1 - The Business of Art</i> 	#4: Intellectual Property #5: Contracts #6: Costs Analysis	Assignment #3: Contracts Essay Discussion Forum #2: Intellectual Property Quiz #3: Intellectual Property Assignment #4: Cost Tree Quiz #4: Cost Tree Analysis
Week 3	<ul style="list-style-type: none"> Week 3 module <i>Part 1 - The Business of Art</i> 	#7: Understanding Financial Terms #8: Developing a Budget	Discussion Forum #3: Numbers Assignment #5: Budget Quiz #5: Financial Terms & Funding Exam #1: The Business of Art
Week 4	<ul style="list-style-type: none"> Week 4 module <i>Part 2 - Strategically Planning Your Arts Career</i> 	#9: Creating a Plan #10: Developing Your Vision, Mission, and Goals #11: Non-Traditional Strategic Planning	Discussion Forum #4: Mission Assignment #6: Strategic Planning Quiz #6: Vision, Mission and Goals Assignment #7: Business Model Canvas Quiz #7: Business Model Canvas
Week 5	<ul style="list-style-type: none"> Week 5 module <i>Part 2 - Strategically Planning Your Arts Career</i> 	#12: Letting Your Brand Emerge	Journal Assignment #1: Career Dreams Discussion Forum #5: Brand Assignment #8: Brand Video Quiz #8: Branding
Week 6	<ul style="list-style-type: none"> Week 6 module <i>Part 3 - Promoting Yourself</i> 	#13: Marketing Basics #14: Showing You Are Competent	Assignment #9: Mini Marketing Plan Quiz #9: Marketing Assignment #10: Cover Letter and Resume Quiz #10: Competencies
Week 7	<ul style="list-style-type: none"> Week 7 module <i>Part 3 - Promoting Yourself</i> 	#15: Arts Career Plan	Final Assignment: Arts Career Plan Information - <i>open</i> Discussion Forum #6: Semester in Review Journal Assignment #2: Course Self-Reflection
Week 8	<ul style="list-style-type: none"> Week 8 module <i>Part 3 - Promoting Yourself</i> 	Arts Career Plan due	Final Assignment: Arts Career Plan Information - <i>due</i>