

Arts Administration

Managers and administrative leaders of arts organizations provide a bridge between art, artists, and audiences. They combine the tools of business—management, marketing, accounting, operations, negotiation—with the tools of community-building—fundraising, development, education, outreach, volunteerism, policy, partnership—to make thriving spaces for arts and culture.

Center of Expertise

Bolz Center for Arts Administration

Founded in 1969, the Bolz Center for Arts Administration is now in its fourth decade of preparing administrative leaders of arts and culture. Named in recognition of the generous support of Robert and John Bolz, and the Eugenic M. Bolz Family Foundation, the Bolz Center combines an intensive focus on business disciplines, theory and practical application, with a deep and dynamic exploration of mission-driven management. The unique combination of coursework, networking and hands-on experience is designed to prepare graduates for the special challenges of working in arts and culture.

Beyond its MBA degree program, the Bolz Center is also an active voice in defining and developing the nonprofit arts and culture industry—through hosting and participating in national leadership roundtables, publishing dynamic analysis in print and on-line and advising project initiatives of national significance.

www.bolzcenter.org

While arts-related businesses come in many forms, the field of “Arts Administration” places special emphasis on nonprofit or public organizations. These businesses make only a portion of their total revenues from earned income (such as ticket sales or gate fees), relying also on contributed income to cover the true costs of their work. As a group, nonprofit arts and culture organizations foster a vast array of cultural experiences in small towns, big cities and through many media—from symphonies to jazz bands, theaters to sculpture gardens, museums to community arts centers, public radio to on-line ventures.

The Wisconsin MBA in Arts Administration is one of North America’s oldest graduate business degree programs in arts and cultural management, and continues to set the standard for preparing business leaders for the field.

The two-year intensive program balances professional practice with high-level business thinking. Extensive networking—through our national guest speaker series, alumni engagement and close interaction with MBA class-



Zane Williams

Madison’s new \$205-million Overture Center for the Arts (Overture Hall shown here) provides a living case study for Bolz Center students, and a vital part of the city’s cultural life.

mates—is also an essential program element.

Throughout their studies, Arts Administration students work as they learn and learn as they work. All accepted students serve as part-time, paid project assistants with campus or local arts organizations, gaining real-world project management experience

while supporting their studies through our exceptional financial support package.

An early catchphrase of the Arts Administration program remains true to our mission today: “The arts must survive as a business to thrive as art.” For those passionate about exploring that balance, this MBA program offers an ideal opportunity.

Applied Learning

- Part-time paid project assistantships with local and campus arts organizations, including the Madison Symphony Orchestra, Overture Center for the Arts, Memorial Union, Madison Art Center, Madison Children's Museum, University Opera and the Wisconsin Historical Society.
- Optional summer internships at organizations around the country. Recent placements have included the Museum of Modern Art in New York, Lincoln Center for the Performing Arts, and the American Dance Festival.
- Learning from practitioners through the Bolz Center guest speaker series. Recent speakers have included top-level managers from the Kennedy Center for the Performing Arts, Walker Art Center, Ballet Hispanico of New York, Ohio Historical Society, National Arts Strategies in Washington, DC, The Henry Ford, and many others. Speakers also take time to meet students individually and in small groups, helping students build their own professional network as they learn.

Real Results

Bolz Center alumni manage hundreds of millions of dollars worth of cultural facilities and programming across the nation, applying their business knowledge every day of their professional lives. More importantly, alumni make a real difference in their communities, sustaining and supporting the power of creative expression and cultural heritage in the lives of adults, children, families and neighborhoods from coast to coast.



Verdery Roosevelt
Executive Director
Ballet Hispanico
New York, New York

“The Bolz Center program provided the foundation for so many of the responsibilities I’ve handled over the years, from marketing and accounting to strategic planning. It’s always a thrill, when the curtain goes up, to see the high artistic caliber, personal growth, and sheer joy of dancing on Ballet Hispanico’s stage. I’m very proud of my role in making that happen.”

Curriculum

The MBA degree in Arts Administration builds its foundation on the Wisconsin MBA's core business curriculum, adding specialized seminars on arts administration and nonprofit management issues. Students also focus on specific areas of interest through ample elective credits at departments across campus, and through their second-year thesis requirement. Courses include:

- Accounting
- Marketing Management
- Marketing Research
- Economics for Managers
- Leadership/Motivation
- Strategy
- Small Business & Entrepreneurship
- Arts Administration Seminar
- Reading & Research in Arts Administration
- Electives specific to student interest

Selected Job Titles of Our Graduates

President and CEO,
Broward Center for the
Performing Arts

Development Director,
Madison Museum of
Contemporary Art

President and CEO,
Nashville Public Television

Manager, Dance Programming,
Kennedy Center for the
Performing Arts

Vice President of Finance
and Administration,
Mystic Seaport Museum

Finance Director,
Mark Morris Dance Group

Communications Specialist,
National Endowment for
the Arts

Director of Museum Services,
Asian Art Museum
of San Francisco

Vice President for Marketing
& Communications,
Brooklyn Academy of Music

Controller, McCarter Theatre,
Princeton University

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