JORDAN RANDALL SMITH

ARTS ENTREPRENEURSHIP:

NAVIGATING THE TWENTY-FIRST CENTURY

ARTS ENTREPRENEURSHIP

WHAT IS AN ENTREPRENEUR?

WHAT IS AN ENTREPRENEUR?

- An inventor who invents ways to make money.
  - Arts Entrepreneurs apply this to their craft.
- Even career-oriented musicians must apply the skills of an entrepreneur in order to thrive.

WHAT JOBS ARE OUT THERE?

- K-12
- Church
- Higher Ed
- Youth Orchestra
- Lessons
- Freelance
- DIY

FULLTIME EDUCATOR

- Geography
- Rural/Urban/Suburban/Exurban
- MS/HS
- Band/Orchestra
- Public/Private
- Full-time/Part-time

CHURCH MUSIC

- Substitute
- Chorister
- Music Director
- Praise Band
- Holiday

YOUTH ORCHESTRA

- Sunday, Monday
- Various Types, Levels
- Multiple Ensembles per organization
  - Some jobs are accessible now

COMMUNITY

- Choir, Orchestra, Band
- “Town and Gown”
- Play, Conduct, Board Member

HIGHER ED

- Tenure Track
- Fulltime
- Adjunct
- Contract
- Tip: Universities prefer to “Hire Up”
  - Look for opportunities to increase *their* profile

LESSONS

- Private Studios (Evening)
- Schools (Daytime)
  - Geography
  - Self-managed, via studio
  - Paid directly, through district

PERFORMER

- Steady Work
  - Major Orchestra
  - Broadway
  - Regional Orchestras
  - Sub Lists
  - Ringers
  - Chamber Music
  - Pop Music

OTHER WORK

- Arranging
- Drill Writing
- Summer Camps
- Judging
- Writing
- Public Speaking
- Clinics, Consulting

JOB OPPORTUNITIES

DO. IT. YOURSELF.

DIY: IF THE WORLD NEEDS IT, YOU NEED TO BUILD IT.

- Found a nonprofit
  - Festival
  - Group
  - Project
- Build an app
- Start a podcast
- Commission a new work
- **Create something that you see missing from the scene**

ARTS ENTREPRENEURSHIP

TOOLS OF THE TRADE

COMMUNICATION SKILLS

- Context
  - Friends, colleagues, superiors, cold calls
  - Social media
    - Begin to think about how you want to frame your online persona for the professional world.
- Email
  - Don’t write “hey” to your professor or your boss.
  - Don’t necessarily reciprocate “up” to your superiors (emoji
- Be intentional.

COMMUNICATION SKILLS

- Website
  - Buy a URL
  - Use a bland, generic URL that reflects your name
  - Use a simple, elegant design
  - Does NOT need to be elaborate
  - Work Product (photo, audio, video, writing, print music)

EXPERTISE

- Develop a skill, or area of knowledge that is unique
  - E.g. Florence Price
  - Composer Diversity Database
  - Specific Pedagogy Niche

PROFESSIONAL ATTIRE

- Don’t dress for the job you have, dress for the job you want.
- Always dress one level above the minimum expectation.
- Never be the most poorly-dressed person in the room.
- Ask! (This applies to everything.)
  - Assume that you will need to ask!

FINANCES

- Keep Receipts
- Track Expenses
- Get an Accountant

HOW TO THINK ABOUT MONEY AND TRAINING

- University Training - You're paying for the privilege
- Informal Apprenticeships (low-paying) jobs
- If you want do kinds of work in which you have no formal training, before you make good money, be willing to:
  - Work for free
  - Work for cheap
  - Mark Twain

JOB DESCRIPTIONS

- Don’t trust them!
- Don’t negotiate with yourself!
- Apply, win, then negotiate.
- Job descriptions are like shopping for used cars.

BE. NICE.

- **Show your enthusiasm for our profession.**
- Arrive early, stay late.
- Do a great job, then show grace when your colleagues need it.
- Don’t get sucked into gossip in your school / workplace.
- Avoid badmouthing.
- Apologize.

JORDAN RANDALL SMITH

ARTS ENTREPRENEURSHIP:

NAVIGATING THE TWENTY-FIRST CENTURY