

Brooklyn College: Department of Theater

MFA: MASTER OF FINE ARTS in Performing Arts Management

Brooklyn College's Master of Fine Arts Program in Performing Arts Management is a rigorous course of study offering students from all over the world a theoretical, practical, and essential foundation for a career in the field of performing arts management. Mostly through the lens of theater, the overarching goal of the program is to serve as a professional training ground for future leaders in both the commercial and not-for-profit arms of the industry. As defined by this program, arts management includes the business activities surrounding the running of not-for-profit and commercial entities in the arts. This includes marketing, fundraising, leadership, facilities, labor law and relations, EDIA, programming, company management, finance, accounting, and human resources. (Note: While there is limited overlap in skill set, stage management and production management are not a focus of this program).

- Upon completion of the requirements for the MFA in Performing Arts Management, graduates will:
- Acquire strong foundational knowledge of the business of various types of performing arts organizations.
- Gain the strategic and critical thinking skills required of leaders in arts organizations.
- Gain valuable connections with working professionals in the field through coursework, externships, residencies, and mentorships.
- Become part of an alumni network whose members work in all aspects of the field.

CURRENT MASTER OF FINE ARTS CANDIDATES

Class of 2023

Lindsey Abbott (Box Office Manager, Marin Theater Company)
Luis AlvarezSchacht (Guest Experience Production Coordinator, VAYCAY)
Byron Anthony (General Management Associate, Lincoln Center)
Rebecca Beaulieu (Assistant Company Manager, Enchant Nashville)
Court Buzzell (Education Coordinator, Roundabout Theatre Company)
Natalie Ibarra (Finance Associate, Signature Theatre Company)
Ariel Marcus-Hollenbeck (Artistic Director, IlluminArt Productions)
Andrew McLaughlin (Company Manager, Daryl Roth Theatrical Management)
Erica Miller (Education Trainee, Manhattan Theatre Club)
Samantha Omari-Cendejas (Education Program Associate, URTA)
Erin Thompson (Producing Artistic Director, UP Summer Theater)
Priscilla Villaneuva (Finance Assistant, 321 Theatrical Management)

Class of 2024

Alexandra Cook (Youth and Family Programming Director, Mark Morris Dance)
Egypt Dixon (Management Associate, Weathervane Theater)
Roshni Lavelle (Programming Manager, Lincoln Center)
Shelley Little (Scenery Office Administrator, The Public Theater)
Parker Stephen Nolan (Arts Administration Apprentice, Studio Theater)
Molly O'Connor (Management Intern, Bristol Riverside Theatre)
Max Robinson (Assistant, Broadway Asia)
Amanda Ryan (Teaching Artist, Providence Performing Arts Center)
John Tupy (Intern, Bespoke Theatricals)

Most classes are held in the evening so that students may fulfill professional experiences during the day throughout their time in the program. In the summer students will participate in a required two week residency where they are paired with mentors, attend networking events, and meet with working professionals as part of a curated seminar series. Every course in the program is taught by working professionals who are appointed each semester to teach in their area of expertise. The synergy of rigorous coursework, exposure to professionals currently working in the field, the summer residency, and professional experiences throughout the program provides the students a comprehensive skill set and the necessary networks to springboard them into their professional futures.

Current courses in the program are:

- Principles of Performing Arts Management
- Text Analysis
- Accounting for the Performing Arts
- Fundraising for the Performing Arts
- Educational Artistic Programming, Inclusivity, and Belonging
- Business Management for the Performing Arts
- Promotion and Marketing for the Performing Arts
- The Performing Arts and the Law
- Seminar in Performing Arts Management: Artistic Direction & Planning
- Labor Relations for the Performing Arts
- Theater Design and Operations
- Artistic/Managerial Decision Making in the Performing Arts
- Company Management
- Organizational Behavior
- Residency (Externship I) (two week in-person arts management intensive in June)
- Professional Experiences (Externship II and Externship III)
- Thesis (comprehensive strategic plan or project presented to faculty and peers toward the end of the second year)

ALUMNI:

The Performing Arts Management Program has hundreds of alumni employed in the field of arts management. Most begin in middle management positions related to such specialties as

fundraising, finance, and marketing. As the years progress, an increasing number move into top management jobs, becoming general managers, executive directors, company presidents, and Broadway producers.

RECENT PROFESSIONAL EXPERIENCE, MENTORSHIP, AND RESIDENCY PARTICIPATION

Below is a list of organizations that have recently offered opportunities to our students and /or participated in our summer residency.

[321 Theatrical Management](#)

Atlantic Theater Company
Aurora Theatre
Berkeley Repertory Theater
Bespoke Theatricals
Bristol Riverside Theater
Broadway Asia
Daryl Roth Theatrical Management
Enchant Nashville
Einstein's/54 Below
League of Resident Theatres (LORT)
Lincoln Center for the Performing Arts
Lincoln Center Theater
Lucille Lortel Foundation
Mark Morris Dance Group
Marin Theatre Company
Merrimack Repertory Theatre
Manhattan Theatre Club
MCC Theater
Musical Theatre Factory
Providence Performing Arts Center
Roundabout Theatre Company
Signature Theatre Company
Stage Directors and Choreographers Society
Studio Theater
Taproot Foundation
Theatre for Young Audiences USA
Theatre for a New Audience
The Public Theater
University Resident Theatre Association (URTA)
Vaycay
Weathervane Theater
Weston Theater Company
Vineyard Theatre
WP Theater

PROGRAM HEAD

- [Michael Page](#), General Manager, Lincoln Center for the Performing Arts (Principles of Performing Arts Management and Theatre Design & Operations)

CURRENT ADJUNCT FACULTY

- **Jessica Adler**, Arts Finance Management Services (Finance & Accounting for the Performing Arts)
- **Randy Anderson**, Contracts Director, Stage Directors and Choreographers Society (Employee and Labor Relations)
- **Bonnie Butkas**, Executive Director, Merrimack Repertory Theater (Fundraising for the Performing Arts)
- **Stephanie Grassi, Esq.**, General Counsel, League of Resident Theatres (Law & the Arts)
- **John C. Moore**, Freelance AEA Stage Manager (Stage & Company Management)
- **Sara Morgulis**, Executive Director, Theatre for Young Audiences/USA (Theatre in the Classroom)
- [Brisa Areli Muñoz](#), Artistic Director, The Musical Theatre Factory (Theater in the Classroom)
- **Jessica Niebanck**, General Manager, Lincoln Center Theater (Business Management in the Arts)
- **Grant Rice**, General Manager, Daryl Roth Theatrical Management (Stage & Company Management)
- [Marc Routh](#), President, Marc Routh Productions/Broadway Asia (Business Management in the Arts)
- **Nella Vera**, Director of Marketing, Feinstein's/54 Below (Marketing in the Performing Arts)
- **Alison Weller**, Associate Artist, The Civilians (Text Analysis)

HOW TO APPLY:

Admission requires an undergraduate degree with significant study in the performing arts. Consideration is also given to applicants who do not meet course requirements but who have equivalent experience.

Applications for the fall semester must be submitted each year by February 1. Applicants must meet Brooklyn College requirements for admission to the Division of Graduate Studies. To apply online: <https://websql.brooklyn.cuny.edu/graduate/>

Admission Requirements include:

- 1.) Completed application
- 2.) Two letters of recommendation from individuals that can speak to your current work in performing arts management and/or academic success.
- 3.) A personal statement of any length that focuses on three topics:
 - a.) What are your professional goals in performing arts management?

- b.) How will graduate training support those professional goals?
- c.) What do you hope your career in performing arts management will uniquely contribute to the field?
- 4.) Official transcripts from all institutions of higher education attended, which should include proof of graduating with an undergraduate degree.

After initial review of applications, finalists will be invited to interview with the program head on Zoom.

The Graduate Record Exam (GRE) is **NOT** required for admission. If you have taken the exam and feel the results strengthen your application, please feel free to submit your scores.

International applicants with F1 or J1 visas are required to submit the results of an English proficiency exam as part of their application (i.e. TOEFL, IELTS, etc.). International applicants should also connect with Brooklyn College's international student affairs office to make sure they meet all visa requirements for admission.

All admitted students are required to submit proof of all Brooklyn College required vaccinations prior to enrollment. Admitted students who do not submit proof of vaccination will not be permitted to enroll in courses. Please reach out to the Office of Graduate Admission for more details.

Note that all materials should be sent to/uploaded to the Office of Graduate Admissions at Brooklyn College per the instructions on the application materials. Please do not send application materials to the theater department office or directly to the program head.

It is recommended that you inform the head of the program that your application has been completed.

CONTACT:

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