

# OFFICE OF ENTREPRENEURSHIP & CAREER DEVELOPMENT



# TABLE OF CONTENTS

### MISSION STATEMENT

We educate, inspire, and support Jacobs School of Music students as they prepare for innovative, sustainable, and successful lives in the arts.

### CONTACT THE OECD

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Entrepreneurship Training and Support 4
Entrepreneurship Certificate
The Annual Innovation Competition
Student Organization Mentorship and Project Support.
Career Development Services
The HANDSHAKE Career Portal
Individual Advising Services
Employer Relations
Career Days and Workshops
Career Development Action Plans
Curriculum Development
Harrison Career Assessment
General Resources
Credentials Management
Project Jumpstart
Workshops
Panel Discussions
Well-Advised Lunches
Networking Events
Mini Conferences
Peer Mentoring
Outcomes Research
Publications
Community and Professional Engagement

#### STAFF

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Additional staff includes student interns, who assist with programming and project development.

**2024-25 INTERNS** 

Jamey Guzman Katie Nam Audrey Osburn Isaac Smith Evelyn Theinert

#### PARTNER





On July 1, 2014, the Jacobs School of Music established the Office of Entrepreneurship and Career Development to educate, inspire, and support Jacobs School of Music students as they prepare for innovative, sustainable, and successful lives in the arts.

The years since have been inspiring and highly productive—much of it due to the energy and drive of the dedicated OECD professional staff, Project Jumpstart student team members, faculty partners, student leaders from across the Jacobs School, student organizations affiliated to the Jacobs School, and our many partners across the IUB campus and around the community.

The OECD is grateful for the support and guidance from a Jacobs School of Music faculty advisory committee and continues to partner with the Kelley School's Johnson Center for Entrepreneurship and Innovation on a number of core initiatives.

A strategic plan has guided us through the first few years with focus on the:

- Launch of an undergraduate Entrepreneurship Certificate
- Development of Curriculum in Career Development
- Implementation of Career Development and Advising Services
- An online Career Portal for all Jacobs School students
- An expansion of student-led programming
- Innovation project support for students, alumni, and faculty
- Informational resources for students, faculty, and alumni
- Research that provides new data on student success

The following sections contain descriptions about the OECD and its activities.



# **Entrepreneurship Training & Support**

#### **Entrepreneurship Certificate**

In association with the Kelley School of Business, the Jacobs School has offered a Certificate in Music Entrepreneurship to undergraduate students since 2014. The 15-credit certificate is coordinated with the Kelley School of Business' Johnson Center for Entrepreneurship and Innovation and includes five courses: Introduction to Music Entrepreneurship, Exploring Entrepreneurship, New Venture Management, Managing & Behavior in Organizations, and a Practicum in Music Entrepreneurship.



#### **The Annual Innovation Competition**

Launched in 2014, the annual Innovation Competition has inspired ground-breaking projects from students in the Jacobs School. All finalists receive mentoring for their project and two winners receive a monetary prize to support the growth of their project. Innovation projects over the past few years include iLa Capitana! (an opera that explores identity politics), A Musical Chance (a project focused on accessible music education), Troublesome Gap (music composition retreat), New Voices Opera (commissioning and producing new works), Classical Connections (performance to underserved communities), an app for dyslexic students, online rural music education, an after-school music academy, a multimedia concert, and a social media matching service for musicians, Butterfly Dreams (professional jazz ensemble), The Indiana Clarinet Experience, Breaking the Fourth Wall (a community concert series), and Translucent Mirrors (a new music consort).

#### **Annual Innovation Grants**

The Jacobs School of Music Innovation Grants are designed to support innovative ideas in performance or research for musicians, scholars and dancers with projects that are collaborative in nature and embedded in the Bloomington community. Recent recipients include the Pacifica Quartet and Balourdet Quartet, Louise Kern-Kensler (Breaking the Glass Ceiling) and Wes Taylor (Reimagining Classical Saxophone through Film and Saxophone Ensemble).

## Student Organization Mentorship and Project Support

The OECD has become a go-to place for entrepreneurial advice for emerging student ensembles, student organizations, alumni, faculty and group projects. The Office has provided support and assistance to such ensembles and projects as the Barkada Quartet, The Kenari Quartet, The Verona Quartet, The Vera Quartet, The Von Quartet, The George Shively Project, Classical Revolution, Classical Connections, Project support has also been provided to conferences and festivals such as the Music-Business-Peace summit.

#### **Career Development Services**

#### **Career Portal**

The launch of the HANDSHAKE Career Portal makes it possible for the OECD to coordinate, assist and report on student advising, workshop participation, job interviews, mentorships, internships, and more. The system is developed within a multi-school environment, making it possible for career centers around the IU Bloomington campus to coordinate their efforts, share resources, and support individual students. Most Jacobs School career development and advising activity is coordinated through the system. The career portal is available to recent graduates and additional alumni who choose to sign up.

#### **Individual Advising Services**

Since the founding of the OECD and the hiring of professional career advisors in 2016, staff have been available for one-on-one advising to help with a range of services. These include identifying and locating information on specific music careers, planning a career path, reviewing and utilizing the Harrison Assessment (see below,) preparing and optimizing résumés, curriculum vitae, cover letters, and professional portfolio materials. In addition to staff activity, the office regularly invites Jacobs School faculty and guests to advise students in career preparation.

#### **Employer Relations**

As a way of expanding opportunities for Jacobs School students, the OECD coordinates employer information sessions, interviews, and auditions. The office collaborates with School of Music departments on themed Career Days (see below) and supports the development of student chapters of professional associations. The OECD partners with other Indiana University career development offices on career fairs, cross-departmental events, and engagement with organizations such as the National Association of Colleges and Employers [NACE].

#### **Career Days and Workshops**

In collaboration with Jacobs School of Music departments and students, the OECD presents Career Days on topics that are specific to the needs of students and their career goals. Programming consists of sessions that focus on career paths of recent and more established alumni, workshops focused on departmental needs,

and opportunities for one-on-one and group mentoring on a range of topics. The OECD also works crossdepartmentally to organize and deliver themed Career Days on subjects that apply to students from a range of backgrounds. Examples include Military Band Career Day, and an Alternate Industries Career Day focusing on musicians working in finance and technology fields.

#### **Career Development Action Plans**

In summer 2016, the staff of the OECD developed a Four-Year Career Development Action Plan for undergraduate students, and a Two-Stage Career Development Action Plan for graduate students as they think about and prepare for their professional lives. Updated each year, the Action Plans are used to frame individual career advising appointments, develop workshop topics, and generally guide the activities of the OECD. The Action Plans are shared with students at events, are available online and are provided to incoming students during orientation. They are also available to prospective students and families during audition weekends.



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#### Four-Year Career Development Action Plan

# FIRST YEAR

#### SECOND YEAR Expand your creative and professional horizons and

and region. Connect with peers and community. Consider how choices this year create the foundation of your professional life.

Explore IU. ISoM, the town

Evaluate where you are in your emerging career.
Prioritize creative activity
that aligns with your
professional goals. Plan
your next steps.

THIRD YEAR

Embark on the next stage of your professional journey! Complete your projects and refine professional identity.

Meet with OECD Career

Set up profile on

Attend workshops and

Meet with OECD Career Advisor to stay on track with professional goals

Register for U250: Music er Development course Meet with OECD Career Advisor to review/update portfolio materials and prepare for interviews and

Research graduate schools

#### **FINAL YEAR**

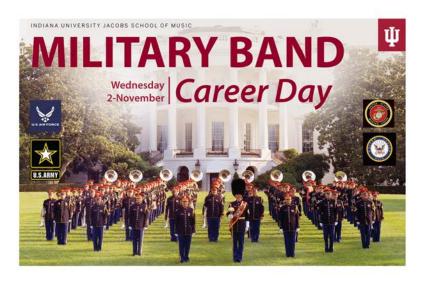
Work with OECD Care

Advisor to polish & refine your portfolio – resume, CV, online presence, social media, personal mission statement

Work with Career Advisor











#### **Curriculum Development**

In addition to the courses in the Entrepreneurship Certificate, the OECD works with Jacobs School departments to deliver area-specific career development materials. In 2018, the OECD designed an undergraduate career preparation class (U250-U550) that inspires students to build and manage their professional identity in a way that complements their rigorous studies in the School.

#### **Harrison Career Assessment**

Working with career advising innovator Galen Wood, the OECD offers all Jacobs School students three personal assessment reports: Your Greatest Strengths, Your Career Options, and a Career Development profile. All students taking the assessment are provided a one-hour session with a trained advisor to interpret the results in alignment with career goals and objectives.

#### **General Resources**

The OECD continually adds to its library of career materials from sources across the US and the IU Bloomington campus. In-house materials include a series of topics ranging from résumé writing to private teaching studio development and more. In addition, the OECD curates a growing set of resource pages on its website and hosts a Canvas site designed to help students as they develop their portfolio.

**Examples of the many Career Development events** available to all Jacobs School students and faculty.



#### STUDENT LEADERSHIP

Led by a group of four undergraduates and graduates from a highly competitive pool of applicants, OECD interns empower and support entrepreneurial, innovative thought and action among Jacobs School of Music students. The intern team, originally named Project Jumpstart, was established in 2010 by leading national career professional, Angela Beeching,

#### **Workshops**

Workshops are developed thematically to encompass a wide range of interests. The Manage Your Media sessions cover photography, audio, video, and web. The Unapologetically series has taken hold as a forum for Jacobs School students and faculty to discuss creative opportunities in areas of greater diversity. Additional workshops focus on such topics as tax preparation, personal studio development, and personal branding.

#### **Panel Discussions**

Discussions on topical issues such as the future of the classical orchestra, community engagement in the arts, and digital innovation in music, are organized for students both within the Jacobs School of Music and across the IUB campus. Guests on these panels include Jacobs School faculty, IUB faculty, and distinguished guests from around the world.

#### **Well-Advised Lunches**

The {well-advised} Lunch Series continues to build as one of the most meaningful ways to connect students with faculty and distinguished guests. Participants over the past few years included Ian Rogers, Rick Marvin, John Butt, Joshua Bell, Jamie Barton, Peter Dobrin, Karl Paulnack & Jorja Fleezanis, Jeff Buchman, Marzio Conti & Carol Vaness, Eiddwen Harrhy & Dana Marsh, Kevin Murphy & Heidi Grant Murphy, Cathy Barbash, and the Yacht Rock band. A number of the {well-advised} Lunches are video recorded and added to the OECD YouTube channel for on-demand viewing.

#### **Networking Events**

OECD interns partner with the Jacobs School administration to host the incoming student ice cream social at the beginning of the academic year, as well as the final spring semester celebration. The team hosts regular receptions for partnering individuals, departments, and

organizations, and social events. Info sessions run by the team focus on the Jumpstart Innovation Competition and the Kelley School's Clapp IDEA competition and help forge cross-campus connections and identify key projects that form among the students in Jacobs School.

#### Mini Conferences

In collaboration with student organizations on campus, the Student Intern team organizes a number of miniconferences during the year that focus on topics such as student health, community engagement, emerging technologies used in music education, and audio recording best practices.

#### **Peer Mentoring**

Current and former interns are available to all students in the Jacobs School to assist with idea-generation, project development and professional planning. During the runup to the Innovation Competition, interns are involved in mentoring of the participants.

#### Student Interns Through the Years

Kearsen Erwin, Jamey Guzman, Faith
Kopecky, Maisah Outlaw, Ella Torres
Aislin Carpenter, Sarah McDonie, Olivia
Prendergast, Ella Torres
Aislin Carpenter, Caroline Goodwin,
Sarah McDonie
Spencer Boyd, Kari Novilla,
Elizabeth Yao
Nathan Bomans, Zachary Finnegan,
Kari Novilla, Elizabeth Yao
Nathan Bomans, Julianna Eidle,
Carlo Fierens, Kari Novilla
Alyson Kanne, Matt Recio,
Jackie Skara, Lovisa Vikenadler
Daniel Mallampalli, Elleka Okerstrom,
Matthew Recio, Kathryn Sherman
Natalie Martell, Elleka Okerstrom,
Rafael Porto, Christian Purdy
Rafael Porto, Rachel Rodgers,
Curtis Smith, Patricia Wallinga
Kate Haldrup, Rosa Li,
Sheh Feng Ng, Curtis Smith
Joanna Helms, Rosa Li,
Lindsay Medina (Lead), Kevin Miescke
Joanna Helms, Jerome Sibulo,
Peter Thoresen (Lead), Forrest Wu
Alain Barker (Mentor), Clair Condit,
Angela Kloc Heron, Peter Thoresen



#### **Outcomes Research**

#### Metrics

Success of the Office of Entrepreneurship and Career Development's activities can be considered in a number of ways, including through the use of comprehensive metrics that focus on student contact. Beginning with the fall of 2016, the OECD has collected a wide variety of data in collaboration with other units on campus, the results of which are contained in an annual report presented to the IU Provost. Data collected covers such areas as workshop attendance, number of advising sessions, attendance at career events, number of students using the career portal, and students attending network events.

#### Surveys

Active feedback is one of the most important ways for the OECD to assess the value of its offerings and, beginning with Project Jumpstart in 2010, survey tools have been used throughout its operations. During the past few years, the OECD has focused its surveying in the following areas: First Destination surveys exploring the transition of our students to professional life; event surveys, which check in on OECD programming effectiveness; and departmental and faculty surveys to ensure that OECD offerings contribute in a meaningful way to the curricular needs of the Jacobs School of Music.

#### **SNAAP (Strategic National Arts Alumni Project)**

The Jacobs School of Music is a participant in the SNAAP survey that tracks the lives and careers of arts graduates around the US. Providing comprehensive quantitative and qualitative results and comparative data, the survey has profoundly affected the Jacobs School's ability to assess its impact on emerging professionals. It has also helped guide the programs and services of the OECD.

**Average Number of Events** Each Year: 73 **Cumulative Attendance: 1,387** 

With an average of two events per week during the semester, The OECD is one of the most active programs of its kind across the U.S.

#### OUR ALUMNI HAVE SPOKEN!

Required in their professional lives...

98% Artistic Technique

95% Broad Knowledge &

Education

96% Creative Thinking and

**Problem Solving** 

93% Networking and

**Relationship Building** 91% Critical Thinking and

**Analysis of Arguments** and Information

81% Business Management

69% Entrepreneurial Skills





#### **Publications**

The OECD Staff and members of the Project Jumpstart team produce the following:

#### **Weekly Digest**

Published on Mondays, the Digest covers the latest news and opinion in the world of music and the arts. With an average of 30 editions per year (each containing around 20 articles,) the service provides an important snapshot of the profession to Jacobs School students, faculty, staff, advisory groups, and a growing number of alumni. Each edition is posted to the OECD website and archived for future research and use.

#### **Upcoming Events/Weekly Blog**

The OECD Career Advisors publish a weekly Upcoming Events, delivered to all Jacobs School students via email and online. In addition, a **Weekly Blog** entry offers tips for professional development, highlights tools and resources, and features upcoming OECD and Project Jumpstart workshops and events.

#### **Entrepreneur of the Month**

One of the many ways to promote entrepreneurial and innovative thinking is to showcase impressive people and projects linked to the school. Beginning in 2013, the Project Jumpstart publication has covered many examples of success by producing a monthly Entrepreneur of the Month, featuring Chris Botti, New Voices Opera, Sara Caswell, MusAid, the Audio Engineering and Sound Production Graduates, Menahem Pressler, Frederic Chiu, John Clayton, and others.

#### Video

Through its YouTube channel, the OECD produces video interviews with guests, faculty, and students, as they engage in projects and programs in the school. With the ease of live-streaming, a number of events have become available on FacebookLive and Zoom.

#### **Social Media**

The OECD and Project Jumpstart engage actively in a growing number of social media platforms, such as Facebook, Instagram, YouTube, a Blog site, and Twitter.







### **Community and Professional Engagement**

Staff of the Office of Entrepreneurship and Career Development are committed to supporting community and professional organizations by being members of the following organizations:

- IUB Career Services Council
- IUB Arts and Humanities Council
- NETMCDO: Network of Music Career **Development Officers**
- · Americans for the Arts
- American Association of University Women
- College Music Society
- Society for Ethnomusicology
- Bloomington Rotary Club
- · WFIU Community Advisory Board
- · Bloom Magazine Advisory Board
- Arts Alliance of Greater Bloomington **Advisory Board**
- · Teachers Warehouse















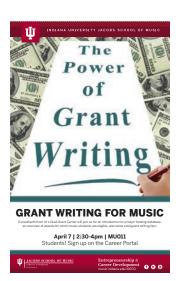


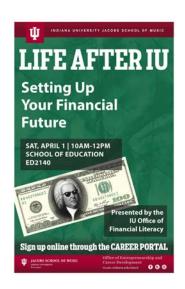








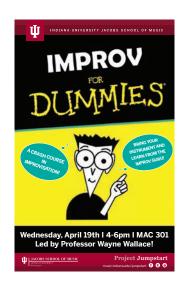
















Wednesday, September 28 2:30-3:30pm | MU011 with Rome Prize winner, Nina C. Young and guest moderator, Kim Osberg

Thursday, September 29 3:00-4:00pm | MU011 with Dr. Ayana Smith, Dr. Halina Goldberg, and Dr. Marianne Kielian-Gilbert and guest moderator, Anna Gatdula

Friday, September 30 9:00-10:30am | MU011 with Leni Stern, Reut Regev, Jennifer Vincent, Rosa Avila, and Monika Herzig and guest moderator, Kathryn Sherman

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