

## **Professional Certificate in Nonprofit Arts Management (50.1001)**

This continuing education certificate teaches skills and competencies in self-management and entrepreneurship, creative writing, fundraising, and essential business practices that prepare individuals for careers in the public and private sector. Students will learn the core principles and strategies of self-promotion, career planning, literary and stylistic approaches in different genres, board governance, and regulatory impacts in the nonprofit art industry. Taught by an industry expert, students learn through hands-on application of real-world examples and concepts. Completing the program empowers learners to take advantage of their creative ideas and pursue employment opportunities in nonprofit arts management.

Upon completion of this certification, students should be able to:

- discern how to form and manage nonprofit organizations and professionals in the arts and cultural sectors;
- apply critical thinking, problem solving, and communication skills to nonprofit endeavors;
- devise and evaluate marketing and funding strategies for nonprofit organizations;
- identify essential components of creative writing across the genres of fiction, creative nonfiction, and poetry, including: ideas and inspiration, scene, structure, conflict, character, voice, point-of-view, setting, tone, metaphor, imagery, dialogue, and language;
- analyze stylistic choices and literary elements in poetry, fiction and nonfiction, as well as in hybrid and experimental texts;
- write in traditional, experimental, prescribed, and open formats to produce and polish a collection of writing samples representative of the genres studied, producing a short story, a personal essay, or three thematically connected poems;
- identify the areas in which you need to have expertise or assistance in managing a successful career as an artist; and
- write a mission statement, file for legal status, develop a comprehensive career plan, and create a budget.

### **Required Courses:**

BUSE 1100 Nonprofit Arts Management  
BUSE 1200 Self-Management and Entrepreneurship  
CRWR 1100 Introduction to Creative Writing