

Entrepreneurial Musicianship

2018-2019 | *Annual Report*



Top: EM Nova Fellows Spring Event

Bottom: EM team (l-r) Andrew Worden, Wei En Chan, and Annie Phillips

2018-19 Snapshot

This year in EM saw a renewed focus and expanded offerings in two flagship areas of student support: funding their ideas and offering opportunities to gain professional experience. Making more efficient use of our resources coupled with the cultivation of new donor-supported initiatives, EM enabled NEC students and alumni to earn nearly \$90,000 in funding to support the development of a life in music.

\$35,500

awarded to 30 projects via 5 grant programs

\$51,000

earned by students through gigs & paid fellowships

209

enrollments in EM courses

70 %

of 2019 graduating class engaged by EM

Individual Coaching Sessions



With the much-needed update of several old systems and the restructuring of staff responsibility, EM expanded department offerings and impact while maintaining the same number of staff. We worked collaboratively in new relationships with departments across campus including the Opera Department, the Brass Department, Institutional Advancement, Marketing, Liberal Arts, Office of Student Services, and more.

As part of the newly-formed Community Engagement and Professional Studies team, we look forward to continuing to define and expand students' definition of success as we empower them with the tools and resources to get there.

Annie Phillips | Associate Dean
Andrew Worden | Assistant Dean
Wei En Chan | Administrative Coordinator

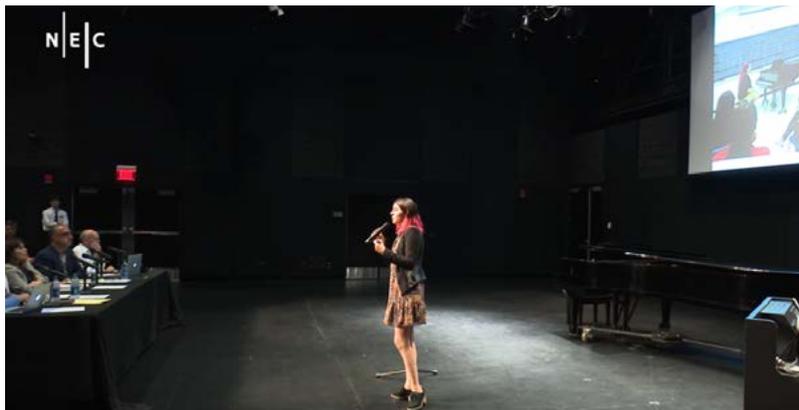
Faculty | Tanya Kalmanovitch, Rebecca Teeters, Eli Epstein, Jessi Rosinski, David Herlihy, Heath Marlow, Annie Phillips, Andrew Worden

Grow Your Art

In September 2018, Entrepreneurial Musicianship presented the inaugural **Grow Your Art** residency in collaboration with the Jazz and Institutional Advancement departments. Generously funded by an anonymous donor, the festival featured trumpeter and record label owner Dave Douglas performing in collaboration with NEC students as well as three days of panel discussions and workshops featuring industry professionals in publicity, booking, management, and more.



Assistant Dean Andrew Worden moderating a panel of industry experts in a live-streamed discussion on music promotion



Amanda Ekery pitching her grand prize-winning project El Paso Jazz Girls

The residency hosted NEC's first live Pitch Night, featuring finalists in the Grow Your Art grant competition, open to both NEC students and alumni. From 31 applicants, five projects were offered a total of \$10,000 in funding, with the grand prize of \$5,000 going to fund a jazz camp for girls in El Paso, Texas founded by alumna Amanda Ekery.

Other Funding Opportunities

In May 2018, the **Entrepreneurial Travel Fund** was launched, providing small travel grants to students traveling to conferences, festivals, and on tours. Funded projects include a trip to New York to participate in Carnegie Hall's Audience Engagement bootcamp, to Los Angeles for an internship at a recording studio, and to Knoxville for an orchestra librarian conference.

In addition to these new ventures, the flagship **EM Grants** program granted \$17,000 to current student projects and \$4,000 through our annual **Alumni Award** and **Spark Award** for graduating students. For more on these funding initiatives, see pages 9-10.

\$35,500
awarded

5
grant programs

30
student & alumni projects

EM Nova Fellowship

In August 2018, Entrepreneurial Musicianship launched the **EM Nova Fellowship**. Over the course of one academic year, a team of five students identified an artistic mission, learned from campus mentors about how to lead a nonprofit organization, planned and produced two performances and community engagement events, and reported to their board of advisors.



Nova fellows with Assoc. Dean Annie Phillips

The inaugural cohort's mission was to showcase cross-genre collaborations. Their first event was on campus in December, featuring NEC student ensembles plus dancers and visual artists. In May, the Fellows collaborated with Sofar Sounds to present a sold-out performance in a Back Bay event space featuring two NEC student ensembles, two dancers, a visual artist, food from local bakery Sofra, as well as a local dixieland band. They also presented several workshops at the Immigrant Family Services Institute, inviting participants to create their own works of multifaceted art. The fellowship, funded by a generous anonymous donor, includes funding to pay the fellows and their collaborators.



December in Eben Jordan



May with Sofar Sounds

More Experiential Learning

In 2019, EM launched the **Bower Stage Fellowship**, in which an NEC student acts as manager and programmer of the new stage in the dining commons. She manages a set of stage equipment, housed in EM and donated by Audio/Visual Services, and works with the Concert Halls office to schedule events. EM also hosted its regular **Marketing Fellows**, four students who worked and performed with **A Far Cry**, and one with the **Boston Chamber Music Society**. For more on these fellowships, see page 11.

\$14,000
earned by students

15
students earning
professional experience

5
external orgs hosting
NEC students

Additional 2018-19 Activities

iZotope Field Trip

Three students received free software to beta test iZotope's *Ozone* mastering product. They visited iZotope in Cambridge with two NEC faculty for engineers to observe as part of their official beta-testing program

Music Referral Service

- 177 students and 30 alumni registered
- \$37,000+ earned through gigs referred
- requests come from patrons across New England for events like weddings, parties, and corporate events

Headshots

subsidized 20-min photo sessions for students with photographer Nile Hawver

Livestreamed Workshops for NEC Alumni

Grantwriting for Artists
by Drew Worden (1.8k views)
Financial Psychology and Planning
by Annie Phillips (1.5k views)
Audience Development for Artists
by Annie Phillips

Wine Time

Wine and cheese reception for 2019 graduating students hosted by EM and the Alumni office; 80 attendees

Class Visits

- Grantwriting, Design Thinking, and Networking in The Entrepreneurial Musician undergraduate and graduate classes
- Social Media in Opera Seminar in partnership with NEC Marketing
 - Taxes for Musicians in Opera Seminar
 - Taxes for Musicians in Brass Class – first occurrence
- Individual tax advising sessions with a visiting CPA/specialist in arts finance

New Office Warming

start-of-year hot chocolate and cookies reception for students to introduce them to EM and our new office space

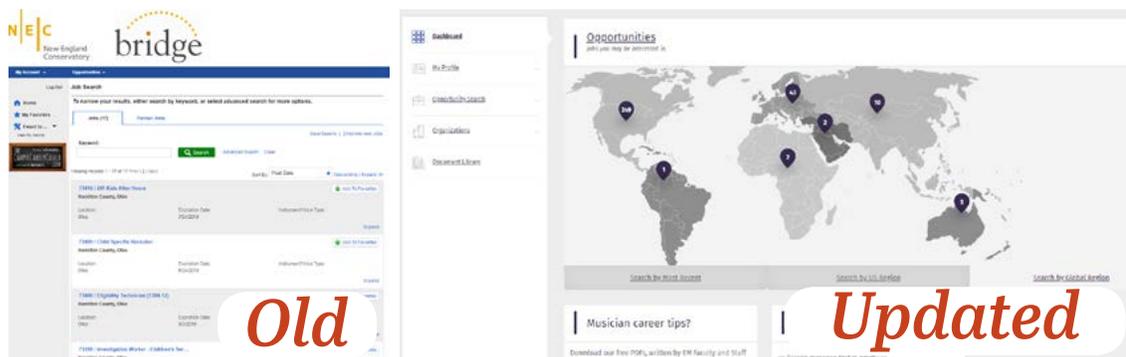
The Practice of Practice

panel discussion with Bruce Brubaker, Jane Eaglen, Miguel Zenon, NEC alum Stephanie Key, and Mark Zaleski; 2.2k livestream views

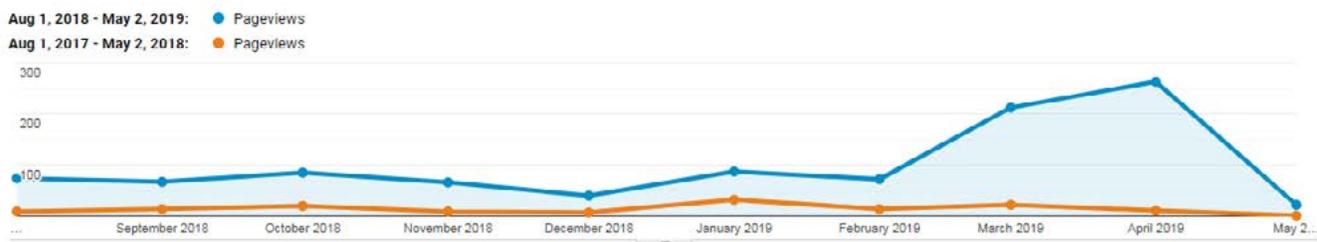
2018-19 Improvements

The **Bridge online job board** received its first-ever update. Improvements included:

- accessibility in compliance with the Americans with Disabilities Act (ADA)
- improved search functionality and site design
- custom job notifications; users can automatically get a notification every time a job is posted in the area they're interested in, saving human hours
- updated user and administrative interface that is mobile-friendly



The **EM Guidebook** was made available for free and online for the first time—previously only available via emailed PDF or, for other institutions, via paid subscriptions. Year-over-year page views went up 610%, with a spike pre-graduation in April.



EM hired **David Herlihy**, a professor in Northeastern's College of Arts, Media, and Design who specializes in digital IP, to teach our **Music Copyrights** elective. David has represented artists in Boston for over twenty years and was previously signed to a major label as a member of his band.

EM offered new elective **Grant Writing & Fundraising for Artists**, taught by Assistant Dean Andrew Worden. The class uses real grant applications to teach students to fund their projects, and was completely full at twenty students.

Our internal **Salesforce** engagement tracking system received its first-ever update and redesign. Improvements included restructuring certain data points to ensure clean reporting, building auto-uploads to maintain accurate student records, as well as automation of all advising data entry via our online scheduling tool, saving days of human data entry.

Department responsibility was re-structured and Wei En Chan, an NEC alum, was hired as our first **Administrative Coordinator** to handle all department administration. This allowed Associate Dean Phillips and Assistant Dean Worden to focus on students and programs and contributed to greater department efficiency.

Student Success Highlights

Outlining multiple touchpoints with EM resulting in diverse professional achievements

Magdalena Abrego | two-time EM Grant winner, enrolled in multiple EM electives, EM advising through job hunt; now Assistant Director of the Alumni office at Berklee

Fanny Wyrick-Flax | two-time EM Grant winner, independent study in grant writing, EM advising through job hunt; now working as Grant Writer at Bard College

Amanda Ekery | Multiple EM Grant winner, EM advising through job hunt, now Assistant Director of Academic Affairs at the New School as well as Teaching Artist for Metropolitan Opera Guild

Christopher Vu | EM Grant project, original commission *Magic Pearl*, debuted at Lincoln Center; now working as Development Coordinator at Boston non-profit

Rayna Chou | EM Grant project *One Minute* will present 5,000 one-minute performances as part of Boston's Celebrity Series in October 2019

Matthew Shifrin | invited to TedX Suffolk to present his work on his EM Grant *Project Daredevil*, which was also accepted into the MassChallenge incubator; visited Denmark to work with LEGO on making their toys accessible to the visually impaired

Julia Cohen | inaugural EM Nova executive director; trained in Music Together through an EM Grant, now living and teaching in New York City



Mockup of Rayna Chou's One Minute outside the Harvard Science Center

Assessment

- Instituted first individual coaching assessment; survey is digital & automated with a 19% response rate. Selected quotes:

‘Realistic and inspiring’

‘Enabling, supportive, welcoming’

‘Friendly, professional, supportive’

- Instituted first regular meetings among the three faculty who teach our required undergraduate course and incorporated them into digital EM messaging system for resource and idea sharing. Group meetings now occur once a semester in-person.
- Instituted re-worked and digitized internship and field experience assessments; changes for 2019-20 based on this year’s feedback include a reworking of the A Far Cry fellowship and payment for all opportunities
- As of Fall 2018, EM is systematically capturing & digitizing student feedback forms for all courses; Associate Dean Phillips observes faculty in-classroom and conducts in-person semesterly check-ins
- Student focus groups around curriculum; started conversations around first-year seminar
- Instituting post-EM Grant survey to gather impact numbers in July 2019

Thought Leadership outside NEC

Annie Phillips

- Presented her teaching tool *The Artist Canvas* at Music Teacher’s National Association annual conference in Spokane, WA
- Presented at League of American Orchestras annual conference; session on the Future Orchestra Musician presented in collaboration with EM Faculty Tanya Kalmanovitch
- Only American attendee of the Association of European Conservatories Conference on Entrepreneurship in The Hague

Andrew Worden

- Showcase performance at Percussive Arts Society International Convention
- Music & Entrepreneurship Residency including workshops, masterclasses, & performances at University of North Florida
- Guest Artist at Westshore Day of Percussion, Pennsylvania,
- 2 articles published in *Rhythm! Scene* on building an entrepreneurial skillset in music

Service to NEC

Annie Phillips sits on Faculty Senate Steering Committee and serves as faculty advisor to the Queer Student Union

Andrew Worden sits on the Health & Wellness Committee and co-authored faculty and student Health & Wellness Surveys

EM Grants



Christopher Vu The Magic Pearl

Commission to compose music for shadow puppet play that premiered at Lincoln Center in December 2018



Emma Gies Under Our Skins

For the premiere of a workshop/performance to dispel stereotype through oral history, improvisation, and performance.



Julia Cohen Hear Us!

For her concert and lecture series featuring music by women composers and their stories, including a new commission



The Merz Trio Those Secret Eyes,

An immersive concert including chamber music, spoken text, and dance based on Shakespeare's Macbeth.



Evan Wright and Erez Dessel Film Scoring Project

To compose and record the original soundtrack to a short film, the first project from this composer duo



Magdalena Abrego input/output In Conversation

To launch a podcast that joins Magdalena's previous successful grant project



Naledi Masilo Dreaming Girls Music Conference

A three-day conference in South Africa that engages female musicians with social issues.

Magdalena Abrego input/output

A new magazine featuring female and non-binary creators of avant-garde and experimental music



Nicholas Rosario Uncertain Suite

A film with original music and interview with an NEC counselor based on Nicholas' personal struggles with depression.



Tracy Tang Vision Fugitive

A visualization of the movement of sound with the incorporation of dance into a piano narrative.



Daniel Rosenberg RICHARD!

An original musical composed by Daniel and performed by his company Join Or Die Productions.



Christopher Vu Pinwheel

To form an artist collective following the successful premiere of his previous grant project at Lincoln Center



The Merz Trio Music Video Project

To record four dynamic, multi-angle music videos in Jordan Hall featuring works by Staud, Bray, and Beethoven



Ilana Zaks Duo Commission

To record new works from Boston-based composers for her violin-percussion duo including interdisciplinary visuals



Grow Your Art Project Grants



Amanda Ekery
El Paso Jazz Girls

Grand Prize, to fund a cost-free program for female identifying high schoolers in El Paso, Texas



Matthew Shifrin
Project Daredevil

Second Prize, virtual reality for the blind involving motion simulation and Matthew's original music



Rayna Yun Chou
Accel

Third prize, to create an all-in-one resource site for prospective students in Asia planning to study music in the United States



Nicholas Rosario
Uncertain Suite

Honorable Mention to fund video recording for his EM Grant project which includes original music and interviews

Darynn Dean
Recording Project

Honorable Mention to record jazz standards and original music at the iconic Capitol Records in Los Angeles, California



Kyle Peck

Peck Custom Designs

Honorable Mention to fund production of hand-crafted batons, trombone triggers, and other music accessories



Eddie Kass

Departure Duo

Honorable Mention to fund three new commissions for their 30x30 project to build the soprano-bass duo repertoire



Spark Award



Emma Gies
Under Our Skins

To support a touring version of her immersive workshop that dispels stereotypes through music and improvisation

Kayla Schwartz
Jazz & Gender Workshop

To launch a workshop that uses music to discuss the roles gender, race, and sexuality play in lives of jazz artists today.



Alumni Award



Bo Lee
Pinwheel

To support traveling productions of her artist collective in partnership with grant winner Christopher Vu

Timothy Feil
howtomakeoboereeds.com

To launch an educational website offering videos, diagrams, and tutorials on the craft of reed making.



Fellowships



Julia Cohen
Nova Executive Director
Leader of the inaugural team of Nova Fellows. Led two board meetings and two concert productions.



Andrew Barnwell
Nova Finance Director
Led all budget processes for the Nova Fellows, including contracting and paying all artists and vendors



Cordelia Tapping
Nova Marketing Director
Built web and social presence for the Nova Fellows as well as designed and produced all printed marketing materials



Tyler Martin
Nova Engagement Director
Designed and produced a series of events with immigrant families featuring cross disciplinary creative workshops



Nicholas Rosario
Nova Production Director
Handled all production for two concert events that included music, visual art, and dance, both on and off campus.



Naledi Masilo
Bower Stage Fellow
Managed all programs on the Bower Stage, including a monthly jam session and performances by student orgs

Katya Sarigina
Marketing Fellow

Focused on improving materials for prospective jazz students, facilitated improvements to the Jazz Department website



Mark Macha
Marketing Fellow

Focused on improving materials for prospective brass students; authored emails on behalf of the admissions department



Lev Mamuya
A Far Cry Fellow

Attended Crier meetings and assisted at concerts in Spring 2019; performed onstage with the orchestra



Audrey Chen
A Far Cry Fellow

Attended Crier meetings and assisted at concerts in Fall 2018; performed onstage with the orchestra



Sophia Szokolay
A Far Cry Fellow

Attended Crier meetings and assisted at concerts in Fall 2018; performed onstage with the orchestra



Abigail Hong
A Far Cry Fellow

Attended Crier meetings and assisted at concerts in Spring 2019; performed onstage with the orchestra



Audrey Chen
BCMS Fellow
Helped Boston Chamber Music Society with 19-20 season announcement; will perform onstage in Fall 2019