



BU Summer Arts Management Institute: July 21-31, 2025

Week #1

Topic ↓	Time	Monday 7/21	Tuesday 7/22	Wednesday 7/23	Thursday 7/24
Welcome and Program Intro	8:45-9:15	Program overview			
Marketing	9:15-10:45	Understanding today's audiences, audience segmentation, CRM <i>Nick Peterson</i>	Branding and pricing <i>Nick Peterson</i>	Marketing methods, including social media <i>Ilana Barker</i>	Press and media relations <i>Nick Peterson</i>
Finance/Legal	11:00-12:30	Basic legal concepts: "what's a nonprofit"; regulatory issues; governance; intellectual property <i>Luke Blackadar</i>	Basic financial concepts and terminology: revenue streams and sources of funding; expenses; etc. <i>David Orlinoff</i>	Reporting/risk management: Financial statements; audits; annual reports; insurance <i>David Orlinoff</i>	Budgeting and planning: annual budget, grant budgets <i>David Orlinoff</i>
Fundraising	1:30-3:00	Overview: Individual Fundraising and development data <i>Lew Karabatsos</i>	Major donor cultivation, board development, and the role of special events <i>Lew Karabatsos</i>	Institutional Fundraising and Grantwriting <i>Michael Ibrahim</i>	Capital, Comprehensive, and Endowment Campaigns <i>Mary Doorley-Simboski</i>
Arts in the Community	3:15-4:45	Diversity, equity, inclusion, accessibility <i>Wyona Lynch-McWhite</i>	Outreach to underserved communities <i>Jason Weeks</i>	Partnerships and collaborations <i>Jason Weeks</i>	Education programs within arts organizations <i>Danielle Olsen</i>



Week #2

	Time	Monday 7/28	Tuesday 7/29	Wednesday 7/30	Thursday 7/31
	9:15-10:45	PEM Site Visit Tour the facility	Human Resource Management <i>Jennifer Hughes</i>	Program Development <i>David Snider</i>	Advocacy and public policy <i>Emily Ruddock</i>
	11:00-12:30				New Business Models <i>Michael J. Bobbitt</i>
	1:30-3:00	Meet individually with key Directors	Leadership Challenges <i>Wyona Lynch-McWhite</i>	Strategic Planning <i>Anita Lauricella</i>	Student presentations
	3:15-4:45	Debrief site visit			Farewell and wrap-up; Course evaluations