

BU Summer Arts Management Institute: July 20 – July 30, 2026

Week #1

Topic ↓	Time	Monday 7/20	Tuesday 7/21	Wednesday 7/22	Thursday 7/23
Welcome and Program Intro	8:45-9:15	Program overview			
Marketing	9:15-10:45	Understanding today's audiences, audience segmentation, CRM	Branding and pricing	Marketing methods, including social media	Press and media relations
Finance/Legal	11:00-12:30	Basic legal concepts: "what's a nonprofit"; regulatory issues; governance; intellectual property	Basic financial concepts and terminology: revenue streams and sources of funding; expenses; etc.	Reporting/risk management: Financial statements; audits; annual reports; insurance	Budgeting and planning: annual budget, grant budgets
Fundraising	1:30-3:00	Overview: Individual Fundraising and development data	Major donor cultivation, board development, and the role of special events	Institutional Fundraising and Grantwriting	Capital, Comprehensive, and Endowment Campaigns
Arts in the Community	3:15-4:45	Diversity, equity, inclusion, accessibility	Outreach to underserved communities	Partnerships and collaborations	Education programs within arts organizations

Week #2

	Time	Monday 7/27	Tuesday 7/28	Wednesday 7/29	Thursday 7/30
	9:15-10:45	PEM Site Visit Tour the facility Meet with ED to discuss overall artistic mission and strategy Meet individually with key Directors	Leadership Challenges	Program Development	Advocacy and public policy
	11:00-12:30		Board Governance		New Business Models
	1:30-3:00		Human Resource Management	Strategic Planning	Student presentations
	3:15-4:45	Debrief site visit	AI and Arts Management		Farewell and wrap-up; Course evaluations