



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			
Finance/Legal	9:15-10:45	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>
Marketing	11:00-12:30	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>
Fundraising	1:30-3:00	Institutional Fundraising and Grantwriting <i>Michael Ibrahim</i>	Overview: Individual Fundraising and development data <i>Jonathan Schaffrath</i>	Capital, Comprehensive, and Endowment Campaigns <i>Mary Doorley</i>	Major donor cultivation, board development, and the role of special event <i>Jonathan Schaffrath</i>
Arts in the Community	3:15-4:45	Diversity, equity, inclusion, accessibility <i>Lecolion Washington</i>	Outreach to underserved communities <i>Jason Weeks</i>	Partnerships and collaborations <i>Jason Weeks</i>	Education programs within arts organizations <i>Danielle Phillips</i>



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	Leadership Challenges <i>Wyona Lynch-McWhite</i>	Program Development <i>Jonathan Schaffrath</i>	Advocacy and public policy <i>Emily Ruddock</i>
	11:00-12:30		Board Governance <i>Wyona Lynch-McWhite</i>		New Business Models <i>Michael Bobbitt</i>
	1:30-3:00	Meet with ED to discuss overall artistic mission and strategy	Human Resource Management <i>Jennifer Ritvo Hughes</i>	Strategic Planning <i>David Orlinoff</i>	Student presentations
	3:15-4:45	Meet individually with key Directors			
		Debrief site visit	AI and Arts Management <i>Doug DeNatale</i>		Farewell and wrap-up; Course evaluations