

FALL 2017

MUSIC ENTREPRENEURSHIP

at the University of North Texas

FIRST YEAR HIGHLIGHTS & FUTURE VENTURES



 COLLEGE OF
MUSIC

UNT[®]

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career.music.unt.edu

OUR PROGRAM



HERE'S WHAT WE OFFER

- **Five courses** available (MUCE)
- **Related Field** in Music Entrepreneurship option for graduate students
- **Internship program** with 9 partnering organizations in DFW
- **Music Entrepreneurship Competition** (spring semester) with cash prizes available
- Access to a **FREE** web design platform with **lifetime benefits!** Students can make multiple websites that they'll have access to even after they graduate.
- **NEW** Bi-monthly departmental open to all COM students
- **NEW** Student Artist Entrepreneurs (SAE), a UNT organization open to all COM students
- **NEW** Innovative Music Programming Competition (fall semester) open to all COM students. Applications due October 1 - please encourage your students to apply!

OUR PROGRAM CON'T

STUDENT RESOURCES

- We hosted over 25 guest speakers including: **David Cutler**, author of *The Savvy Musician* and Professor of Music Entrepreneurship at the University of South Carolina, and **Brad Wells**, Executive Director of Roomful of Teeth
- UNT College of Music partnership with **Stoke Denton**, a co-working and entrepreneur center with access to mentorship from top business professionals in DFW to help students launch their businesses.

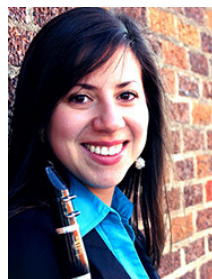


OUR TEAM



DR. FABIANA CLAIRE

Director of Career Development
and Entrepreneurship in Music
fabiana.claire@unt.edu
940-600-1565



JEN GUZMAN

Teaching Fellow
DMA Candidate
in Clarinet Performance
jenniferguzman@my.unt.edu



MATT FALLESEN

Teaching Assistant
DMA Candidate
in Vocal Performance
matthew.fallesen@gmail.com

FALL 2017

INAUGURAL MUSIC ENTREPRENEURSHIP COMPETITION



at the UNT College of Music, April 22-23, 2017



QUICK FACTS:

- Students won **cash awards totaling \$18,500**
- Judges (local and national professionals) mentored and interacted with student participants
- Our program gained significant public exposure through press coverage including newspaper articles in the **NT Daily** and **Denton Record Chronicle** papers, and a **KNTU 88.1 FM** radio interview
- We Facebook live-streamed the competition's Grand Finale Event, which was **viewed 2,000 times and reached 5,893 people**
- The live-stream was viewed in Texas, Maine, Minnesota, New York, California, Pennsylvania, Florida, Colorado, Massachusetts
- A trailer and **documentary** were created to chronicle the experience

STUDENT SUCCESS

up, up, and away you go!

WESTHEIMER NEW VENTURE COMPETITION

at the UNT College of Business

- Four finalists (of twelve total) were from the College of Music
- Kyle McKay (MM clarinet performance) won 2nd prize of \$5,000
- Jen Guzman (DMA clarinet performance) raised \$5,000 from judges who were inspired by her business plan



SAVVY ARTS VENTURE CHALLENGE

at the University of South Carolina



- Students **Huong Thu Le** (DMA flute performance) and **Jen Guzman** (DMA clarinet performance) attended the workshop, on full-tuition scholarships, led by author and music entrepreneur **David Cutler**. Participants were from all over the world and ranged in age from 19 to 70. UNT faculty **Daphne Gerling** also attended the SAVVY Workshop.

STUDENT SUCCESS

up, up, and away you go!

TURNING INTERNSHIPS INTO JOBS



daayo.org

Jenna Park (DMA in Violin Performance) completed an internship with the Dallas Asian American Youth Orchestra in spring 2017, and was offered a part-time position.



After **Jen Guzman** (DMA in Clarinet Performance) completed an internship with Texas Winds Musical Outreach, she joined the team as the Denton Program Director.

A SPECIAL SHOUTOUT

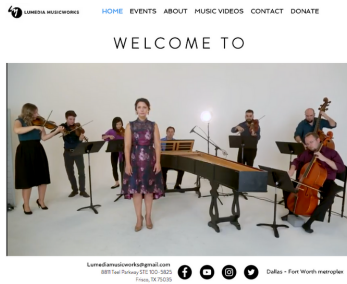
Leanna Johnson (MM in Harp Performance) worked as the teaching assistant during our program's inaugural year (2016-17). Thank you, Leanna!



STUDENT BUSINESSES

Some of the students who launched their own businesses after taking our courses:

JULIANNA EMANSKI
LUMEDIA MUSICWORKS
<https://www.lumediainmusicworks.com/>



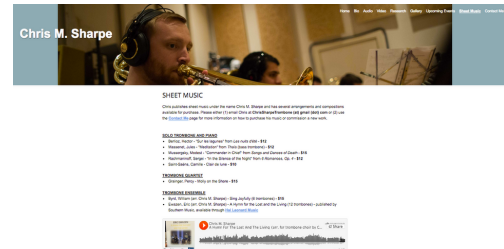
DREW SUTHERLAND
RECORDING SERVICES
drewsutherlandmusic.com



JEN GUZMAN
THE ALLEGRO PROJECT
theallegroproject.com

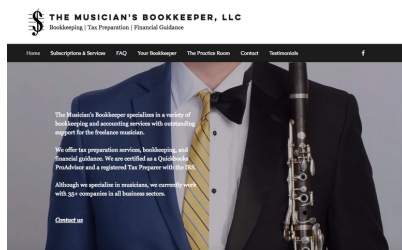


CHRIS M. SHARPE
C SHARPE EDITIONS
<http://www.chrism Sharpe.com/>



KYLE MCKAY

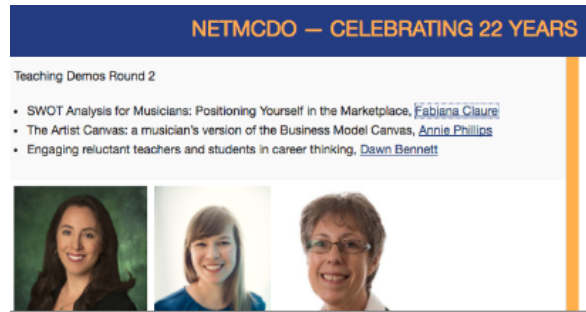
THE MUSICIAN'S BOOKKEEPER
<https://www.musiciansbookkeeper.com/>



CLARINET CONSULTANT
<https://www.clarinetconsultant.com/>



FACULTY ACCOMPLISHMENTS



Dr. Fabiana Claire, Director of Career Development and Entrepreneurship in Music, was selected to present a paper entitled **“Teaching Musicians to Think as Marketers: Strategies to Ease the Mindset Shift”** in the **2017 Music Entertainment Industry Educators Association (MEIEA)** in Chicago, IL in March 2017. This was the first time UNT was a participating institution in this national conference.

Dr. Fabiana Claire was selected to present a teaching demonstration entitled **“SWOT Analysis for Musicians: Positioning Yourself in the Marketplace”** in the **Network of Music Career Development Officers National Conference (NETMCDO)** in Los Angeles, CA in May 2017.

NEW INITIATIVES 2017-18

Innovative Music Programming Competition

We’re launching a new competition designed to encourage students to propose interactive, cross-genre and interdisciplinary music programs. The winning team will be featured on the stage of the Greater Denton Arts Council and will receive funds for marketing of the event. Through a new partnership established with the GDAC, UNT College of Music will have one free concert a semester to feature the winners of this new competition. The first concert will take place on November 9th.

Bi-monthly Music Entrepreneurship Departmentals *open to all CoM students*

We’ll host guest speakers, present case studies, and offer interactive experiences for students to connect with each other and network. Every other Wednesday from 11 to 11:50 am in the Recital Hall (301).

Global Entrepreneurship Week at UNT

We’re getting UNT on the map this fall by hosting one of the thousands of events (occurring in over 160 countries) that will celebrate Global Entrepreneurship Week this coming November 13-19, 2017.