

MANAGEMENT CONSULTANTS FOR THE ARTS, INC.

Len Alexander - Diane Frankel - Gregory Kandel - Louise Kane - David Mallette - Linda Sweet

Position Profile EXECUTIVE DIRECTOR

**Musco Center for the Arts / Chapman University
Orange, CA**

ABOUT THE MUSCO CENTER FOR THE ARTS

Southern California is fast becoming a major cultural center in the eyes of the world, providing significant opportunities for a university arts program with tenacious ambition, entrepreneurial spirit and room to grow to achieve distinction among the best in the global community.

While Chapman University's College of Performing Arts is already gaining a national reputation for providing an outstanding education for the intellectual development of artists, scholars and professional performers, the new **Marybelle and Sebastian P. Musco Center for the Arts** will let Chapman students shine on a world-class stage—lighting up the lives of performers and audience members for generations to come.

The Musco Center for the Arts will be a window to the Orange County community with a broad spectrum of performances by students and faculty from the esteemed Hall-Musco Conservatory of Music, the Departments of Theatre and Dance and regional and national touring ensembles. Designed with the latest advancements in entertainment technology and ample space for developing innovative artistic endeavors, the Center will enhance the lives of students and community members in more ways than can be imagined.

The new facility will:

- Build bridges to the vibrant Orange County arts community.
- Elevate the College of Performing Arts to new heights and prominence.
- Allow the University to present world-class performances of opera, musical theatre, symphony, theatre and dance.
- Fulfill a critical need for increased performance space on campus.

Designed by renowned architects Pfeiffer Partners, with acoustics by Nagata Acoustics, the Musco Center will provide a professional-caliber venue for students, both on stage and behind the scenes, to hone their talents and prepare for a life and career in the arts.

When completed in March 2016, the \$78 million Center will be one of the largest university centers for the arts in Orange County, allowing the University to present world-class performances of opera, musical theatre, symphony, theatre and dance.

An important component of long-term strategic plans for campus development, the Center will cover approximately 88,142 gross square feet, serving as a dynamic focal point for campus life. Its façade will span the entire block at the northwest corner of campus, staking out a highly visible arts identity within the community. In addition, the Bette and Wylie Aitken Arts Plaza and Milan Panic Amphitheatre and Plaza will connect the Center with the surrounding campus and offer attractive areas for staging the Center's community programming and special University events.

The vision for the new Center evolved with a focus on multi-functionality, including an 1,044 seat auditorium with state-of-the-art acoustics, a multi-purpose stage that will accommodate the changing needs of each discipline and event, an ample loading dock, staging and storage areas and a large wrap-around mezzanine and balcony for receptions. For additional information, visit www.chapman.edu/copa/musco-center.

THE POSITION

The Executive Director (ED) reports to the Chancellor of the University and is responsible for planning, implementation, managing and facilitating key programs and initiatives for the Musco Center, including but not limited to: long range planning, annual programming, audience development, marketing, community arts partnerships, fundraising and budget development, oversight and accountability.

The ED will work closely with the Dr. William Hall, Founding Dean & Artistic Director, and the Associate Director of Programming and Theatre Operations to lead the Center. The three positions will work closely with current project consultants as well as the building project team to ensure a smooth opening and exciting showcase season.

The ED will be a compelling advocate for the arts, the chief spokesperson on behalf of the Center and an entrepreneur identifying strategic opportunities and alliances within the University and the surrounding Orange County community. In particular the new Executive Director will be expected to develop collaborative relationships across the University campus to encourage and ensure that the Center becomes a successful and important element to support and showcase the University's academic programs, in both the performing arts and other disciplines.

PROGRAMMING GUIDANCE

Work closely with the College of Performing Arts and its Dean to create and sustain an exemplary environment for the education and presentation of the performing arts that attracts audiences and fosters interaction among student and professional performers, creative teams, and theater technologists across a wide range of disciplines and cultures. In so doing, to further distinguish Chapman University as a place where innovation and creativity thrive.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Marketing, Planning and Oversight:

- Strategic long range planning, implementation, managing and facilitating key programs and initiatives for the Musco Center, including but not limited to: strategic planning, annual programming, audience development, marketing, community arts partnerships, fundraising and budget development, oversight and accountability.
- Responsible for the Center's artistic direction and programming vision, and for helping ensure that the institution serves its mission on the campus and in the community.
- Ensure that the Center remains a state-of-the-art technical facility; has all the production personnel and technical equipment necessary to continue work at the highest level; and provide oversight of annual maintenance and capital replacement plans.

- Supervise and lead the full-time staff including the following positions: Associate Director of Programming and Theatre Operations, Patron Services Manager (Ticketing/Box Office and Front of House Management), Technical Supervisor, Master Electrician/Lighting department head, and the Audio Video IT Engineer/Audio department head.
- Work closely with other University departments that provide support services for the Center's activities and operations.
- Programmatic development, in conjunction with sales, marketing, development, education and operations colleagues, to assure effective fundraising, ticket sales, and execution of all events.

Annual Programming, Community Partners and Audience Development:

- As the leading arts partner and primary user of the facility, the ED will interface and work closely with the College of Performing Arts dean, chairs of the Music, Theatre and Dance departments and COPA faculty members in both traditional and innovative program development and appropriate support.
- Audience Development; responsible for conceptualizing, contracting and implementing performance programming in the Center's Julianne Argyros Orchestra Hall, Women of Chapman Stage, the Aitken Arts Plaza and the Panic Amphitheatre and Plaza.
- Community Arts Partnerships; interacting with internal and external partners, sets and meets revenue goals for programs and develops and expands collaborations with producers, promoters, presenters and local arts organizations.
- Conceptualize, lead and help ensure collaborations between various departments across the campus and within the Center, so that artistic visions can become performance realities balanced with maximizing support of other campus departments and College of Performing Arts' (COPA) needs for academic campus productions and outside presentations, rentals and co-productions.
- Lead a programming team to research, evaluate risk, select and negotiate terms for performances in the Musco Center, creating an exciting and stimulating performance season that engages the wide variety of audiences in Orange County's highly competitive arts market.
- Work to ensure that the Center's presenting program contains appropriate and suitable academic connections to stimulate and encourage interest and participation from the University's students and faculty.
- Explore programmatic and academic connections in other colleges and universities, nationally and internationally, as models for the Center's long-term vision and mission.

Fundraising Program Development and Budget Oversight:

- Develop and manage the Musco Center annual operating budget; and, working with the University's Advancement office, create and oversee an appropriate level of fundraising and sponsorship support for the Center.
- Serve as the Center's principal fundraiser, interacting with current and potential donors both within and outside the University.

KEY ATTRIBUTES AND QUALIFICATIONS

The Executive Director will be thoroughly committed to the mission and vision of Chapman University and the Musco Center for the Arts. The ED should have proven leadership, artistic, financial and management experience. Concrete demonstrable experience and other qualifications include:

- Unwavering commitment to quality programming.
- Excellence in organizational management with the ability to develop and sustain high-performance teams, set and achieve strategic objectives and manage a budget.
- Innovator and leader in the performing arts field with significant experience and responsibility in programming, production and/or venue management, preferably in a college or university setting.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Action-oriented, entrepreneurial, adaptable, and innovative approaches to artistic projects and business planning.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.
- Broad knowledge of and familiarity with national and international performing arts, artists, new work and industry artistic and organizational trends.
- Proven negotiator and success in programming a performing arts center of similar size.
- Demonstrated skill as an effective leader/manager in an extremely fast-paced and, sometimes, stressful environment.
- Exceptional ability to set goals, solve problems and think creatively.
- Cooperate, collaborate and contribute to the development of innovative programs and projects, both artistic and academic.
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures.
- Bachelor of Arts or Bachelor of Fine Arts degree with a concentration in Music, Theatre, Dance, Arts Management or other closely related field with five to seven years of related experience in the field or an equivalent combination of education and experience. Master's degree preferred.

ABOUT CHAPMAN UNIVERSITY

Located in Orange, California, Chapman is a mid-sized private university with a total undergraduate and graduate enrollment of 7,570 students. Just steps away from the restaurants and shops in Orange's Old Towne Plaza, Chapman's stately, palm-treed campus is a centerpiece of this comfortable mid-sized city. Ideally situated within an hour's drive of Los Angeles, Chapman's southern California location provides easy access to LA and Hollywood internships, beautiful beaches, Disneyland, mountains and desert.

Chapman's whole personal education attracts students from different backgrounds and countries from all over the world, including students from 49 states, the U.S. territories and more than 60 different countries. A diverse student body combined with small classes make it possible to connect across borders and backgrounds, opening students' experience to different cultures and ways of viewing the world. Its mission statement: To provide personalized education of distinction that leads to inquiring, ethical and productive lives as global citizens.

Chapman emphasize the interdisciplinary study of the arts and sciences as well as professional programs, giving both undergraduate and graduate students the opportunity to become multidimensional, original thinkers—the kind of people who flourish in a challenging world.

Founded as Hesperian College in 1861 in Woodland, CA, Chapman has admitted men and women and people of color from its earliest days. Endowed by the Valencia orange magnate Charles Clarke Chapman, the institution changed its name to Chapman College in 1934, and by 1954 had moved to the former campus of Orange Union High School.

For more information about Chapman University, visit: www.chapman.edu

COMPENSATION & BENEFITS:

Salary will be commensurate with experience. The Center offers comprehensive university benefits.

START DATE:

This is a new position. The Center would like to fill the position as soon as possible.

APPLICATION PROCEDURE:

Interested and qualified applicants should submit resume, names and contact information for three references, and a one-page narrative describing interest and experience by email only. Recommendations of qualified candidates are also welcome.

Len Alexander, Partner

Management Consultants for the Arts

Email only: MCAWall2@gmail.com

Subject Line: **Musco Center Search**

Note to Candidates: Successful completion and outcomes of the background, credit and DMV driving record checks are required of the final candidate.

Chapman University is an Equal Opportunity Employer, committed to providing career opportunities to all people, without regard to race, color, religion, sex, age, national origin, sexual orientation, disability, or veteran status.

11/2015