Reflection on Learning Goals

1. To develop a greater understanding of the role of arts organizations and performing arts organizations in particular within their communities.

The case study that Zach and I did on Oregon Shakespeare Festival for Module 1 definitely provided me with an increased perspective of some of the challenges arts organizations face in terms of engaging their communities. The biggest thing I took away from this class was that because the means of producing and distributing art are now widely available and the tastes of the average consumer have changed, art institutions must learn how to operate in a new way in order to maintain relevance.

2. To learn how to most effectively use the ePortfolio tool to supplement my education and track my progress through the Arts Management program.

I have not used my UO blog as much as I thought I would, although I might go back and tinker with it as time goes on. I did, however, master the art of creating a blog on wordpress through developing my Trivia Field Guide.

3. To be able to reflect critically on readings regarding art and society, and to contribute my own unique analysis to class discussions.

Whether it came across or not, I definitely applied the information from the class readings in thinking about trivia nights in my field guide. Although I find Becker’s writing to be a bit dry, his definition of art worlds has provided me with a new perspective for thinking about traditional and non-traditional arts communities and arts organizations. I really enjoyed reading Bill Ivey’s writing, and felt he had some very pertinent insight into the future of arts in the United States.

4. To work well in collaboration with members of my cohort and to learn from them as well as from my instructors.

I was very worried going into the class about writing a group essay because I had never done that before, but I found that the process of combining two people’s ideas and figuring out how to clearly articulate them was a very practical learning experience. Although I have never been a museum enthusiast, I feel that I have benefited from engaging with people whose arts backgrounds are completely unlike my own. It is interesting to learn what various art forms have in common, and what is unique about each one.
5. To learn how to make use of transmedia storytelling and various new technologies to reach a larger cross section of my community as an arts manager.

The concept of transmedia is still a bit mind-boggling to me, although I have found that for whatever reason, the easiest way for me to think about it is in terms of fan-fiction. I realize now that transmedia storytelling doesn’t have to be technology-based, although it frequently is. Exploring Oregon Shakespeare Festival’s website and seeing their different programming provided me with a good example of how a more traditional arts organization can utilize different media to connect with new audiences. In spite of my initial resistance, I am definitely beginning to see how new technologies can be beneficial for arts organizations.