On July 1, 2014, the Jacobs School of Music established the Office of Entrepreneurship and Career Development to develop a set of programs that prepare students for their professional lives.

The past 12 months have been inspiring, exciting, and highly productive—much of it due to the energy and drive of the four Project Jumpstart team members, faculty partners, student leaders from Jacobs School departments, IU organizations affiliated to the Jacobs School, and a growing number of very motivated students.

The OECD continues to partner with the Kelley School’s Johnson Center for Entrepreneurship and Innovation and is grateful for their support and guidance.

A strategic plan guided the year, with focus on:

- An expansion of Project Jumpstart programming
- Implementation of Career Development and Advising Services, including the introduction of an online Career Portal
- The launch of an undergraduate Entrepreneurship Certificate with the Kelley School of Business
- Support for Student, Alumni, and Faculty Projects

The IU Jacobs School of Music is grateful to all those who support and help propel it into its next chapter. Through private investment, the Jacobs School can meet and exceed its goals year after year.

We would like to extend a special thanks to Ruth Johnson for her generous and continued support of Project Jumpstart and the Office of Career Development and Entrepreneurship (OECD). Ruth is an active member of the Jacobs School of Music Dean’s National Advisory Board and it is her belief in the mission of the OECD and Project Jumpstart that has enabled the groundbreaking program to grow in size and scope.
Project Jumpstart was led by four exceptional students this year: graduate composer Curtis Smith (lead member), graduate bass singer Rafael Porto, undergraduate flutist Rachel Rodgers, and undergraduate composer and singer Patricia Wallinga.

An expanded offering to the entire Jacobs School of Music student body—as well as a number of non-music majors and alumni—included regular career development and entrepreneurship workshops, sessions that focus on key professional competencies, networking events, an annual innovation competition, visits by prominent arts entrepreneurs, and faculty and guest lunches in which students interacted directly with world-class musicians & entrepreneurs.

MAJOR EVENTS

Project Jumpstart hosted a number of large events this year, including the **Bobby McFerrin Meet & Greet**, moderated by **Duane Davis** and the panel discussion on music entrepreneurship with **Midori** and **The Cleveland Orchestra**, moderated by **Alain Barker**.

A visit by NEA Chair **Jane Chu** made it possible for the OECD to partner with the School of Public and Environmental Affairs, the Lilly School of Philanthropy and others to host a weekend symposium, “Community Engagement and Development through the Arts”.

**Total Jumpstart Events: 73**  **Cumulative Attendance: 1,387**

With an average of two events per week during the semester, Project Jumpstart is one of the most active programs of its kind across the U.S.
Project Jumpstart

WORKSHOPS

Workshops in Project Jumpstart this year were developed thematically to encompass a wide range of interests.

The Mind & Body series included sessions on ELDOA, the Alexander Technique, and vocal health. The Manage Your Media sessions, covering photography, audio, video, and web, were taught by Jacobs School students with expert knowledge in all areas. An impressive self-discovery workshop was led by Karl Paulnack. In the spring semester, a Covering Your Assets series gave Jacobs School students an opportunity to review their portfolio and included a talk on marketing by guest Dave Wallinga. Additional workshops focused on tax preparation with CPA Gregory Cislak, and artist marketing with Linda Goldstein.

A summer residency with conductor Cliff Colnot included Cliff Notes, a series that covers a wide range of subjects such as effective score preparation, being an entrepreneurial musician, intonation, chamber music, and audition preparation.

{WELL-ADVISED} LUNCH

The {well-advised} Lunch Series continues to build as one of the most meaningful ways to connect students with faculty, and distinguished guests.

Participants included Joni Greene & Monika Herzig, Linda Goldstein, James Pellerite & Murray Grodner, Robert Clark, Maria Newman, Jamie Barton, Peter Dobrin, Karl Paulnack & Jorja Fleezanis, Jeff Buchman & Tim Stebbins, Marzio Conti & Carol Vaness, Eiddwen Harrhy & Dana Marsh, Deidre Chadwick, Kevin Murphy & Heidi Grant Murphy, Andy Chaleff, Cathy Barbash, Peter Thoresen, and the Yacht Rock band. A lunch interview with mezzo soprano Jamie Barton in the MAC lobby, moderated by Jumpstart member Rafael Porto, drew in a large audience.

Many of the {well-advised} Lunches are video recorded and added to the Project Jumpstart YouTube channel for on-demand viewing.
VIDEO INTERVIEWS

A number of guests were invited to interview with a member of the Project Jumpstart team. The conversations were then posted to the Jumpstart YouTube Channel.

Recent video interviews highlight Robert Clark, Joni Greene, Yacht Rock, Sara Caswell, and Noah Bendix-Balgley.

DEPARTMENT & STUDENT ORGANIZATION COLLABORATIONS

A growing area of activity for Project Jumpstart is department/student-organization collaboration, where we support and enhance programming activity.

This year, partners included Recording Arts, Composition, Musicology, Voice, Brass, Woodwinds, and Organ Departments, the Historical Performance Institute and Gamma Ut, the local chapters of NAfME (National Association for Music Education) and SNATS (National Association of Teachers of Singing), New Voices Opera, the Gilbert & Sullivan Society, Student Composers Association, Classical Connections, and the IU Department of Speech and Hearing Sciences.

Projects included “Impressions of Brown County” at the Brown County Playhouse, the 2015 Bloomington Early Music Festival and an Early Music Showcase Weekend, visits by Nancy Ditmer (NAfME past president) and Dierdre Chadwick (BMI), a virtual career session with the Houston Grand Opera, and a career day with Bob Wiemken and Joan Kimball (Ensemble Piffaro). “Be. Hear. Now.”, a session on hearing health by Chicago-based recording engineer Benjamin Kanters, was jointly presented by the Project Jumpstart and IU Speech and Hearing.

During the 2015 year, Project Jumpstart began using IU’s new video conferencing system, Pepix, that enables participation from remote locations, as well as live-streaming and video archiving of events. We plan to use this system as much as possible in the future as a way of expanding the value of our offerings to Jacobs School alumni.
NETWORKING & OTHER EVENTS

Project Jumpstart partnered with the Development office to host the incoming student ice cream social at the beginning of the fall, as well as the similar final spring semester celebration. The team also hosted an end-of-year reception for all participating and partnering individuals, departments, and organizations. Jumpstart hosted several info sessions on the Jumpstart Innovation Competition and one info session for the Kelley School’s Clapp IDEA competition. These sessions helped to forge connections to the Kelly School and helped identify key projects that were incubating among the students in Jacobs School.

PUBLICATIONS

Student members of the Project Jumpstart team participate in the production of the following publications.

Jumpstart Digest

The Jumpstart Digest, published on Monday morning at 8:30am, is now completing its second year. With up to 49 editions each year of roughly 20 articles, the service introduces around 900 articles to Jacobs School students, faculty, staff, advisory groups, and a growing number of alumni. Each edition is posted to the OECD website and archived for future research and use.

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Entrepreneur of the Month

Expanding an awareness of impressive innovation taking place in the lives of Jacobs School students, faculty, and alumni, Project Jumpstart produces its Entrepreneur of the Month digital publication that usually includes an in-depth interview and often a video. This year’s features included discussions with MusAid, New Voices Opera, Eric Stark, Amanda Sewell, Ingrid Matthews & Byron Schenkman, Steve Zegree, Sara Caswell, Kim Carballo, Ching-Yi Lin, and Matthew Van Besien. Each edition is posted to the OECD website, circulated to the school, and archived for future research and use.

THE CAREER PORTAL (NEW)

The recent launch of the Jacobs School’s Career Portal makes it possible for the OECD to coordinate, assist and report on student advising, workshop participation, credentials management, job interviews, mentorships, internships, and much more. The system has been developed within a multi-school environment, making it possible for career centers around the IU Bloomington campus to coordinate their efforts, share resources, and support individual students in a number of different areas. Through time, the hope is that all Jacobs School career development and advising will be coordinated through the system, including guest and faculty sessions. The career portal is available to recent graduates and additional alumni who choose to sign up.

INDIVIDUAL ADVISING SERVICES

One-on-one advising with OECD director Alain Barker and a number of faculty increased at a steady pace through the year, as students became aware of the service. On average, the OECD was able to see up to 6 students or student groups per week during the semester. All sessions are recorded in the Career Portal, allowing for seamless coordination between advisors. This is an area of activity that will increase as additional staff are hired.
HARRISON CAREER ASSESSMENT (PILOT)

Working with career advising innovator Galen Wood, the OECD was able to offer 30 students (graduates and undergraduates) an opportunity to take the Harrison Career Assessment questionnaire, which was followed by individual one-hour sessions with both Galen and Alain Barker to discuss the results. A survey at the end of the year revealed how extremely beneficial the tool was to their career planning and a mini-retreat with students gave the OECD an opportunity to further flesh out ideas for future development. The hope is that the Harrison tool can be made available to all Jacobs School students in the near future.

INNOVATION COMPETITION

The second annual Innovation Competition, a partnership with the Kelley School inspired a number of thought-provoking projects from students in the Jacobs School of Music. Nine finalists were chosen to present their projects: Troublesome Gap (music composition retreat), New Voices Opera (commissioning and producing new works), Classical Connections (performance to underserved communities), an app for dyslexic students, online rural music education, an after-school music academy, a multimedia concert, and a social media matching service for musicians, and Butterfly Dreams (professional jazz ensemble). The competition was won by Kathryn Sherman, who presented Butterfly Dreams.

GROUP AND PROJECT ADVISING

The OECD has become a go-to place for entrepreneurial advice for emerging student ensembles, student groups, alumni, faculty and group projects. This year, the office provided support and assistance to the Barkada Quartet, The Kenari Quartet, The Verona Quartet, The George Shively Project, Classical Revolution, Classical Connections, The Beethoven Project, the Gilbert & Sullivan Society, New Voices Opera, TEDx IU, Gamma Ut, Student Composers Association, NAfME, SNATS, and others.
A NEW CERTIFICATE FOR STUDENTS

In association with the Kelley School of Business, the Jacobs School offered a Certificate in Music Entrepreneurship to undergraduate students for the first time this year. The 15-credit offering, coordinated by the Kelley School of Business Department of Management & Entrepreneurship & Johnson Center for Entrepreneurship, includes three courses in the Kelley school and two in the Jacobs School.

Courses offered by the Kelley School of Business
- Exploring Entrepreneurship (W212)
- New Venture Management (W300)
- Managing & Behavior in Organizations (Z302)

Courses offered by the Jacobs School of Music
- Introduction to Music Entrepreneurship (MUS U300)
- Practicum in Music Entrepreneurship (MUS U340)

U300 was taught by Alain Barker for the first time in the fall to a class of 8 students, most of who plan to pursue the certificate program. As students become aware of the certificate program, we expect this initiate to grow.

STUDENT ORIENTATION

In an effort to stimulate interest in career development at an early stage of student study in the Jacobs School, the OECD now participates in the incoming student orientation program for all music majors with a 30-minute presentation.

OUTCOME RESEARCH

Working with the IU Career Development Center and the Career Services Council on the Bloomington campus, the OECD has begun collecting data on Student Touch Points related to career development, including number of advising sessions, self-assessments, workshops offered, attendance, and so forth. In the future, the expectation from the IU Provost is that the Jacobs School will also be in a position to collect information related to all job interviews, auditions, internships, and such to help the university in its annual reports to the state legislature.
As a way of assessing the impact of a Jacobs School education on individuals, the OECD began surveying all graduating undergraduate and graduate students, following the May 2015 commencement celebrations. A full report on the surveys will be available to the Jacobs School administration towards the end of the fall 2015 semester.

In addition, the OECD is analyzing data from the 2011 SNAAP (Strategic National Arts Alumni Project) Survey that went to a large number of Jacobs School alumni. A report on these findings will be available during the fall semester.

THE TEAM

Alain Barker, MM, DM, was appointed Director of Entrepreneurship and Career Development in July, 2014. Before then, he directed the Jacobs School’s marketing and publicity operations for ten years. From 1994-2004, he was executive director of the Bloomington Early Music Festival.

Curtis N. Smith, Lead Project Jumpstart team member, is a DM composition candidate with a variety of interests and professional pursuits within and without the field of music. His undergraduate and master’s studies in guitar and composition were at Brigham Young University.

Brazilian bass-baritone Rafael Porto, Project Jumpstart team member, is a second-year master’s student under the tutelage of Tim Noble. He pursued his undergraduate degrees at Butler University and has sung sixteen different roles in the past five years.

Rachel Rodgers, Project Jumpstart team member, is a jazz & classical flutist from the New York metropolitan area. She is a second year major in Flute Performance under Professor Thomas Robertello, with a minor in jazz studies.

Patricia Wallinga, Project Jumpstart team member, is a composer, vocalist, and third year undergraduate major at the Jacobs School who specializes in vocal composition and new music performance.