

UCF THEATRE **THEATRE MANAGEMENT FALL 2016**
TPP 4400 and 5405 **TUE - THU 9:00-10:15 am**

Notice: The following syllabus and course schedule is a guideline only, subject to change at instructor's discretion.

Professor: Cynthia White
 Mailbox: In Admin Offices
 UCF Office: T-218; also an office at Orlando Shakespeare Theater , 812 E. Rollins St., Orlando, Fl 32803
 Email: Cynthia.White@ucf.edu and cynthiaw@orlandoshakes.org
 Cell: (206) 550-9661

Office Hours at UCF:

Tuesdays and Thursdays 1–3 pm throughout semester except when in rehearsal at OST for *Dr. Jekyll and Mr. Hyde*. Additional times by appointment at UCF or OST.

TEXT: 1. *How to Run a Theatre* by Jim Volz (must be Methuen version)
 2. *Theatre Management: Producing and Managing the Performing Arts* by Stephen Langley and David M. Conte

DESCRIPTION: The objective of this course is to explore concepts and principles of business management and to apply them to the subject of Theatre Management.

DRESS: Appropriate dress is required for “professional days” when you are representing yourself as a professional; inappropriate dress on these days **will** lower your grade.

ATTENDANCE: Perfect attendance is assumed. **One unexcused absence** is allowed without penalty. All following unexcused absences will deduct **(1/2 a letter grade) from your final grade**. You are responsible for all material and assignments presented in class. If you miss a class, it is **your responsibility** to acquire the information.

Punctual attendance in class—as for rehearsal calls—is mandatory. Tardies count as 1/3 of an “unexcused” absence.

It is much better to be tardy than to miss class altogether, you will not be considered absent no matter how late you enter the classroom.

Absences will be excused only with documentation from a doctor, fellow professor, parent or legal guardian; no documentation will be accepted for any exam day. **Even if excused, STUDENT (not professor) is still responsible for all information presented in class that day. Please get all handouts and assignments from another person in class.**

Attendance will be kept by means of roll call at the beginning of the class. If you are late, **you** are responsible to alert the professor to mark you present at the end of class. If you forget, **you will be marked absent!** Be Punctual. Class will begin on time. If you are unavoidably detained, enter quietly. Never enter during a performance or presentation. Wait until it has been completed.

DAILY QUIZ: There will be a brief 1-10 question quiz due at the beginning of many classes reviewing the reading homework for the day. This quiz will be taken individually online and be closed at the beginning of class. Each quiz will be worth a total of 5–10 points and be credited toward your overall grade.

WRITTEN ASSIGNMENTS: Since theatre management is largely concerned with organization and preparation, all assignments must be typed, carefully proofread, and turned in on time. If, for the most serious of reasons an exam must be missed, it is the student's responsibility to contact the professor within 24 hours to arrange a makeup. **In efforts to assist you in class planning, students should also contact me within 24 hours after missing a class.**

Late assignments will have one letter grade deducted per late class. If an assignment is due at the beginning of class, then it is considered late if turned in at the end of that same class.

All late assignments may be turned in for half credit before the last day of class.

Technical errors on written work (typos/grammar/spelling concerns, etc.) will result in an at least a half-letter to full-letter grade deduction. ***Important Note:** All homework assignments and papers are due at THE BEGINNING OF CLASS on the deadline day unless otherwise noted!*

PLUS/MINUS GRADING

This class will be graded using the plus/minus system with grades determined as follows:

A 94-100	B+ 88-89	B- 80-83	C+ 78-79	D 60-69
A- 90-93	B 84-87		C 70-77	

VIOLATIONS OF ACADEMIC BEHAVIOR: Violations of academic behavior (Class Disruption, Cheating, Plagiarism, etc.) standards are outlined in the Golden Rule Booklet, the student handbook published by UCF. For further details visit the following web site: [HTTP://WWW.UCF.EDU/GOLDENRULE](http://www.ucf.edu/goldenrule).

STUDENTS WITH DISABILITIES should also see the instructor to discuss any accommodations that may be necessary to ensure their full participation and facilitate their educational opportunity.

CHANGES: At the Professor's discretion, there may be changes to the general objectives of this class, the syllabus, the methodology of instruction, and/or the determination of grades.

OVERVIEW (All Students)

Each student will plan the first year of a new, hypothetical theatre company for the Orlando area. In addition, the student will also plan the theatre company's first season of plays and events, which will include the following:

- 2 plays in a local theatre space
- 1 fundraising event
- 1 play in the Orlando Fringe Festival

The theatre company performances must be planned for actual, existing theatre spaces, such as a campus theatre (UCF, Rollins College, Valencia Community College, or Seminole Community College), a nearby professional theatre space

(Orlando Shakespeare Theatre, Winter Park Playhouse), or a civic theatre (Theatre Downtown, Breakthrough Theatre, etc.).

The parts of this project will include the following:

1. A SWOT analysis for your company internal (management quality, expertise, talent and skills, anything that gives you an advantage over the competition) and external environment (the Orlando area market). You will need to plan your theatre 1/ based on which type has the best chance for success (describing the hole or niche in the market that you will be filling), or 2/ if you plan to go head-to-head with the current competition, describing what plans you will employ that will give you the advantage over the competition. What position will you hold in your organization? Why do you believe you are qualified to hold that position?
2. A name for your company, logo, and mission, vision, and values statements, for your theatre company
3. A description of the theatre facility(s) you will be using along with a ground plan of the stage and audience area. Number of patrons the theatre seats. You may assume this space is yours to use and does not have to be shared with anyone else.
4. Titles, playwrights, and descriptions for the productions you plan to produce in your first season. In addition, you will need to formulate a calendar showing the dates and times for each of the productions you plan to produce. You will need not only the dates of performance, but also dates for the following: hiring of personnel, season selection, auditions, rehearsal, build, load-in, run, and strike/load out dates, technical and dress rehearsals, advertising/marketing, and ticket office/sales. A comprehensive calendar will be needed.
5. An Annual Operating Budget for your nonprofit theatre excluding: mortgage, rent (for administrative offices, set and costume facilities, etc.), utilities, insurance, and legal fees
6. A strategic five-year plan for your theatre
7. A donor letter as well as a donor ask strategy
8. Marketing/Advertising/Sales: a marketing plan, an advertising plan, and a sales poster or postcard for one show in your first-year season.

(There are more assignments to be added.)

Participation in PlayFest 2016:

Each student is expected to volunteer to participate in one of the seven play readings at OST that are part of PlayFest 2016. Such participation may include stage managing, assistant directing, or acting in a reading. If not awarded such an assignment, each student is required to attend 1 reading rehearsal, 3 play readings, and the keynote address. There will be opportunity to explore how several of the elements of theatre management play a role in structuring and running a play festival.

Term Project (Graduate Students)

In addition to the above requirements, graduate students will also include the following additions in their projects:

1. Job Interview for a management position in a theatre. This includes a strategy for locating such a job, preparing resume and interview materials, and practicing for such an interview.
2. Attend and report on a board meeting of a local non-profit arts organization.
3. Other additional writing assignments as determined in discussion between graduate student and instructor

GRADING: Final grade will be based on total accumulated points. Final grading will also be subject to attendance evaluation.

There are fifteen short quizzes on the reading assignments that are due at the beginning of class (9 am). The quizzes have 5-10 minute time limits, so you should do your assigned reading and then take the quiz prior to coming to that class.

The individual elements of your planned theatre and first season will be read and noted at the time that they are due during the semester. When that portion of the project is returned to you, you will have the opportunity to review and revise it, so that you may include a more polished version of that assignment as part of the THEATRE PACKET that will be due at the end of the semester. Hence, the THEATRE PACKET will receive a grade that will reflect your revisions and additional work.

Approximate Accumulated Points Possible:

• 5–10 points per quiz for 16 quizzes:	90 points
• Participation in PlayFest 2016:	75 points
• Midterm	100 points
• In-Class Presentations	50 points
• In-Class Participation	50 points
• Various other assignments	200 points
• Final packet	335 points
• Final Exam	100 points

Total points: 1000

825 of these are listed in your home page of Web Courses and in assignments in class outline. The remaining 175 are for the participation in PlayFest and the In-Class Participation and In-Class Presentations.