Cultural & Ethnic Arts Executive Leadership (CEA)
Arts and Culture contribute to the health and vitality of our nation’s largest cities, and there is a growing body of literature, studies and organizations that confirm that art can drive social change and stimulate lasting economic development, such as in the cities of Pittsburgh, Pennsylvania and Cleveland, Ohio.

Locally, nationally and globally, there is a lack of diverse leadership within the arts and culture fields to represent the communities served. It is one of the objectives of the Cultural and Ethnic Arts Executive Leadership (CEA) Certificate Program to embrace the diversity of our nation’s communities, and to identify and provide opportunity for advancement to worthy candidates who can appeal to and engage their communities at large and who will serve as inspiration and role models to others who wish to pursue careers in arts and culture.

Facts demonstrate that there is almost no diversity in the leadership of arts and culture in the US. A Mellon Foundation study shows 4% of museum curators, conservators, educators and leaders are African American and 3% are Hispanic.
The Cultural and Ethnic Arts Executive Leadership Program (CEA) is a new, ten-day intensive on-site program consisting of classroom training, experiential and group learning, colloquia, and site visits. **The primary goal of the program is to increase the diversity of the leadership in major cultural and ethnic arts organizations.** CEA graduates will be recognized as a group of diverse individuals motivated and prepared to lead significant cultural and ethnic arts organizations.

The CEA cohort group will be composed of experienced arts professionals, with the majority drawn ideally from underrepresented populations, whose experience and ambition position them to be a CEO of an arts or cultural organization. Underrepresented populations are not limited to ethnic and religious minorities, but also broadly include LGBTQ and differently-abled communities.

The 10-day in-residence program will launch June 17, 2016 and continue through June 26, 2016 in Newark, NJ with a multi-pronged curriculum. Participants must make a commitment to remain in-residence with the other participants for the entire ten-day program. The program, delivered to a cohort of 15 to 18 participants, will consist of four parts: formal instruction, colloquia, events/performances, and site visits to arts/culture organizations.
Part 1: Formal Instruction

The formal instruction, taught by recognized arts leaders and Rutgers professors, all of whom possess national and international reputations in their field of expertise, will consist of modules including:

- the role of CEO in Finance, Fundraising, Board Relations and Governance, Audience Building, and Community Engagement;
- topics related to underserved populations including cultural competency, changing demographics, national and international trends in arts and culture, and entrepreneurship;
- ethical leadership training including an Emotional Intelligence assessment, arts and cultural ethics, resume writing and interviewing with search committees, self-negotiating a CEO employment contract, and life and career planning.

Part 2: Colloquia

The group will enjoy dinners, panel discussions, Q&A sessions and colloquia with arts leaders throughout the 10-day in-residence program.
Part 3: Ensemble Leadership

The group will not only attend performances and cultural events, they will enjoy site visits at rehearsals with artistic directors. The visits will include a discussion about the particular manner in which artists lead other artists providing insights to the cohort.

Part 4: Mentorship & Support

Each participant will have a yearlong mentorship, assigned to an individual drawn from the program faculty who themselves are cultural leaders and who are of underrepresented and diverse populations. In addition to the yearlong mentorship and on site program in New Jersey, the participants will together form a mutually beneficial support group among the members and ultimately CEA certificate holders will be known as those ready to lead cultural and ethnic arts organizations.
Each participant and their employer must make a modest financial commitment to the program. Program materials, tickets for performances and events, room, board, and flights (where necessary), are provided. Individual participants must contribute $300 to participate in this program. Employers' of participants must provide participants with paid time off during the 10-day in-residence program outside of normal vacation benefits, and tuition support of $300-$1,500 (depending on the size of the organization, see below). All other costs to participate are covered by scholarships secured by the Institute for Ethical Leadership. No applicant will be denied acceptance for financial reasons only.*

**Employers’ tuition support scale:**

- Organizations with an annual budget over $10 million: $1,500
- Organizations with an annual budget over $5 million and up to $10 million: $1,200
- Organizations with an annual budget between $1 million and $5 million: $600
- Organizations with an annual budget under $1 million: $300

* In an effort to increase accessibility, financial assistance need will be based on the honor system. We ask each participant and their organization to consider all amenities provided, and resources at their disposal, when determining ability to contribute financial support.
The primary goal of the program is to increase the diversity of the leadership in major cultural and ethnic arts organizations. We are seeking those whose ambition is to become the CEO of an organization. Apply to this program if you are one of those individuals. Applications from arts and cultural leaders with 8 or more years of experience will receive preference.

To apply, the CEO of the applicant’s current organization or an influencer in the field nominates the applicant; a member of the board can nominate those applicants who are CEOs of smaller organizations. Self-nominations are also accepted with an appropriate letter of reference.

The CEA Program is a competitive and international program. Arts professionals throughout North America and abroad are encouraged to obtain a nomination. In addition to a brief application, applicants will be interviewed by the program director. Local applicants may be invited to in-person interviews, while other applicants will be interviewed remotely.

The deadline for applications is March 21, 2016.

Application online: http://iel.formstack.com/forms/cea_application_form
Preview of Faculty & Presenters

**Nancy Yao Maaspach**, President/Director, Museum of Chinese in America (MOCA) in NYC. Prior to MOCA, Nancy served as managing director of Corporate Programs at the Council on Foreign Relations, Goldman Sachs’ investment banking division and executive office in Hong Kong and New York, and on President Obama’s 100,000 Strong federal advisory committee.

**Georgiana Young**, Chief Programming and Marketing Officer, Straz Center for Performing Arts. Past roles include Executive Vice President and Managing Director for Marketing and Business Development at Clear Channel Entertainment in the United States and London. Young also served as Executive Director of Fundación Paiz para la Educación y la Cultura.

**Diana Martinez**, Director, McAninch Arts Center at College of DuPage. Before joining DuPage, Martinez was Chief Administrative and Marketing Officer of The Second City International and then President. Previously, she was Executive Director of the Aurora Civic Center Authority & Paramount Theater. Martinez brings her experience to organizations and businesses as a guest speaker on the power of Improvisation to spark Creativity, Collaboration, Innovation in all markets.

**Lyneir Richardson**, Executive Director, The Center for Urban Entrepreneurship and Economic Development (CUEED). Richardson is the former CEO of Brick City Development Corporation and Vice President of Urban Development at General Growth Properties, Inc.

More Faculty & Presenters announced in 2016.
Contact

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Our Partners
The program is led by the co-director of the Institute for Ethical Leadership at Rutgers Business School (IEL), James Abruzzo, in partnership the New Jersey Performing Arts Center (NJPAC), the Institut fur Kultur und Mediamanagement (IKM) at the Free University in Berlin and Rutgers School of Arts and Sciences. IKM is a graduate arts management program at the Free University in Berlin, affiliated with IEL for 10 years. The program is supported through a special Rutgers-Newark Chancellor’s Seed Grant with additional generous foundation support.