

Presidential Initiative

ON URBAN AND PLACE-BASED RESEARCH

2021 Fall Research Showcase

CAMunity

Music Business Education and Leadership For Communities

Storm Gloor, Associate Professor, College of Arts and Media - Music & Entertainment Industry Studies

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Team



Akello Stallings - Recording Arts

Alex Pimental - Music Business

Alice Desmond - Songwriting/Production

Citlali Cumplido - Music Business/Film

Ian Steele - Music Business

Max Lynass - Film and Television

Reilly Sheahan - Music Business

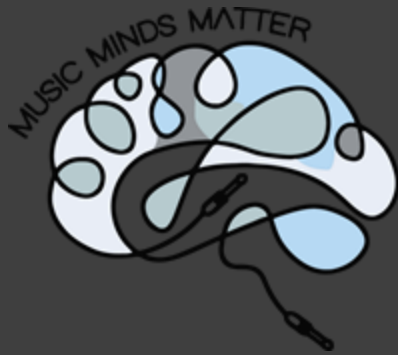
Shawntisha Bailey - Music Business

Sydney Wiggs - Management

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Community Partners



balanced
Breakfast

Westword



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Alumni partners

Caroline Stump, Warner Publishing

Emily Irwin, Creative Law Network

Andy Guerrero, The Flobots

Reed Fox, Moon Magnet Studios

James Jacoby, Anthem Entertainment

Jelie Jones, Youth On Record

Jack Roberts, 6 Studio

Edwina Maben, Music Minds Matter



Project purpose and objectives

- Could such a program advance creative work and provide local musicians tools to thrive as artists and community leaders?
- How will it increase student engagement in the community as educators, organizers, and researchers?

Methods and activities

- 138 applicants
- 75 participants
- 14 two-hour+ sessions
- 792 “musician learning hours”
- Delivery mechanisms tested
- Data collection

Project results and outcomes to date

Findings and takeaways

- 4.61 rating
- Collaborations
- Delivery mechanisms
- Recruitment?
- Public relations
- Student Experience

Project results and outcomes to date

Future research or funding

- Documentary
- Research paper(s)
- SXSW, MEIEA, APME conferences
- Grants: DMAF, Bonfils Stanton, Arts In Society, NEA
- Community sponsor in discussion