

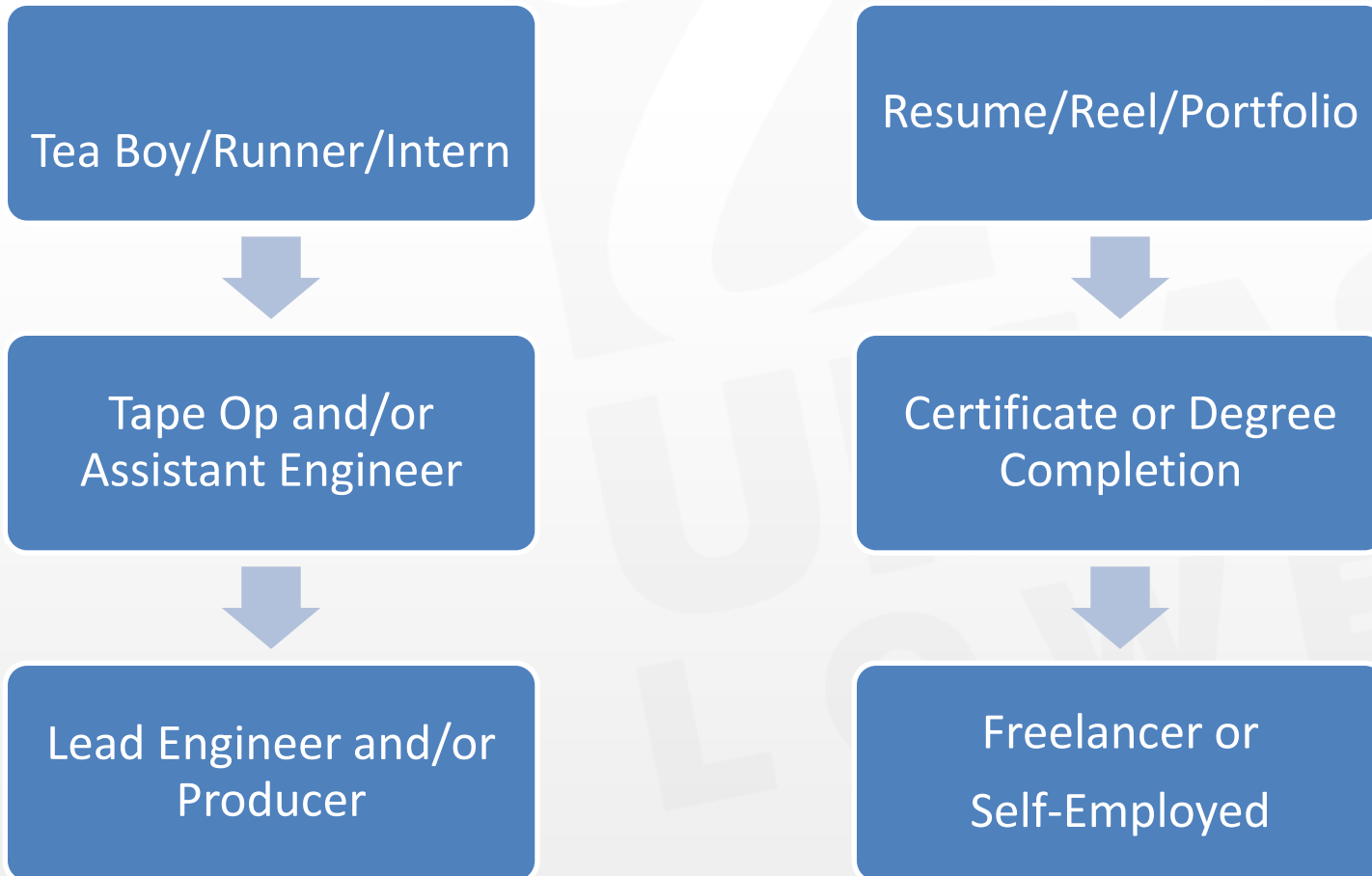
Personal Narrative and Practical Application of
Technology:

Guiding Undergraduate Music and Audio Students
Towards an Entrepreneurial Career Search

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The "Audio Pathway"

Apprenticeship vs. Schooling Model



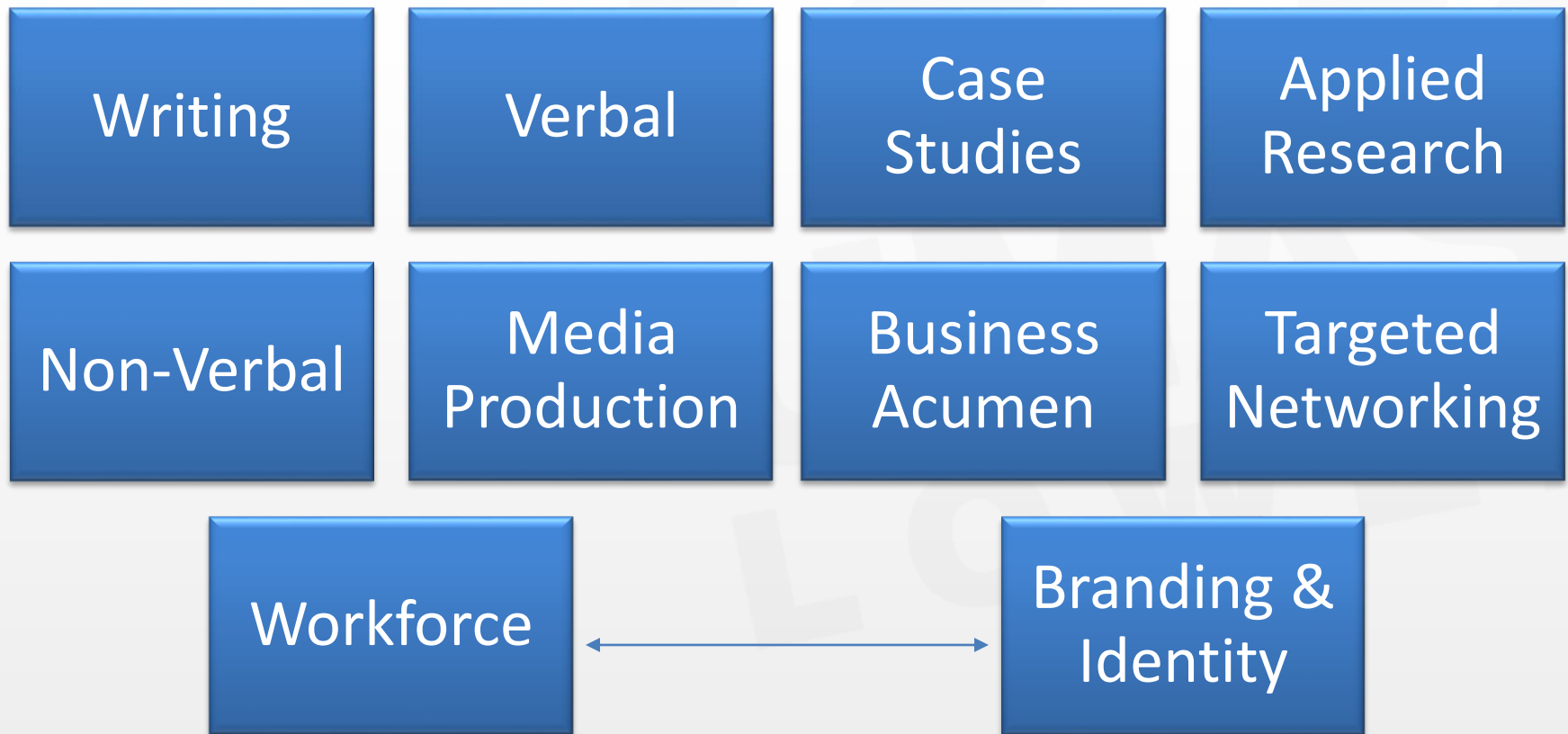
Capstone/Practicum Course Outline

Balancing Experiential, Technical, and Communication Objectives

- ▶ Varies by institutional degree requirements.
- ▶ Examples include: recording projects, research thesis, instrument construction, exhibit or live performance, working on a film/theater crew.
- ▶ Revising prior work into the best three to five minutes, website building, business cards, social media, business plan.
- ▶ Mock interviews, career services meetings.

Deeper Skills in a Changing Industry

Multiplatform Communication and Creative Entrepreneurship



Arts-Centered Entrepreneurship

Aligning with Career Research

- ▶ Balancing business skills with personal and artistic identity.
- ▶ Targeting the career search towards networks with similar value structures.
- ▶ Using the E-Portfolio to demonstrate learning and growth potential, communication skills and personal identity.
- ▶ Embracing a fluid and non-traditional career trajectory.

Digital Storytelling (DST)

Possible Benefits

- Using media tools to communicate the student's narrative.
- Encourages multiplatform scripting, narration, revision and creativity.
- Reveals more about the student than a one-page cover letter and resume.
- Empowers students to control how their message is conveyed to employers.
- Requires the student to reflect on their learning.
- Beyond the demo reel, it's a tangible expression of acquired skills and knowledge.
- Cost-effective with Web 2.0 resources.
- Inspires students to use their research and analytical skills.

Possible DST Ideas

Topics for Exploration in the Capstone Course

Video
Journals

Recording
Session
Footage

Screen
Capture of
“Mix-In-
Progress”

Multimedia
Business
Plan

Video
Interview
with
Industry
Expert

Product
Demo and
Review

Teach-Back
Tutorials

Video Cover
Letter

Further Consideration

Future Research and Pedagogical Issues

- Professional Development Workshops – Career Services, Faculty, Administration.
- Industry input can be helpful with clearly established objectives.
- Workshops for Career Services from audio/music industry experts.
- Workshops for practitioner/instructors on HRM and Career Services.
- Web-specific skills including SEO, marking, keywords, and social networking.
- Explore collaborative relationships among arts organizations, educational leadership and HRM.
- Best-practices handbook on Internet etiquette and digital identity.
- Further scholarship with audio/music education/arts administration and HRM.

Thank You!

Please email Daniel_Walzer@uml.edu for a PDF copy of the full paper.

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