Personal Narrative and Practical Application of Technology:

Guiding Undergraduate Music and Audio Students Towards an Entrepreneurial Career Search

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MEIEA Educator’s Summit
Austin, TX
3-24-15
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

- Writing
- Verbal
- Case Studies
- Applied Research
- Non-Verbal
- Media Production
- Business Acumen
- Targeted Networking

Workforce → Branding & Identity
**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
- Video Interview with Industry Expert
- Product Demo and Review
- Screen Capture of “Mix-In-Progress”
- Teach-Back Tutorials
- Multimedia Business Plan
- Video Cover Letter

Learning with Purpose
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.
References


References – Part Two


