

Learnings From the Creation of a Free Music Business Program for Local Musicians

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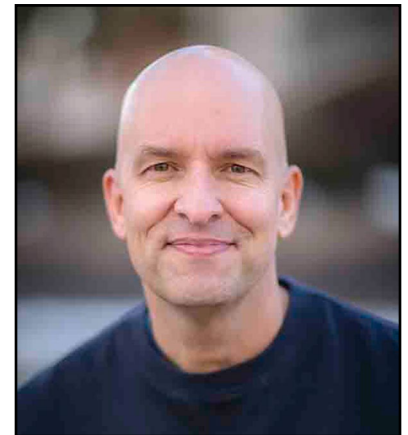
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Abstract

Perhaps it goes without saying that in any community musicians are the central component of a local music ecosystem. Their ability to thrive as creators and performers is a basic necessity in building, sustaining, and growing a city's music economy. The reality, though, is that to maintain their livelihood, whether as a part- or full-time endeavor, musicians have an abundance of needs, including an understanding of the business aspects of their art.

With that need in mind and through research funding from a President's Grant, students at the University of Colorado Denver developed and taught a series of music business education sessions with the goal of providing knowledge of the music business to local musicians who may not have the time or the resources to enroll in a formal program. The cohort of students, most of them enrolled in the College of Arts and Media's music business program, created and developed the recruiting, marketing, and curriculum creation for two iterations of the program: an eight-week series in the spring of 2021 and a six-week program the following fall. Their intention was to identify not only the viability of such a program, but the value as well. Students also gained valuable instructional experience while researching how well the program met the participants' needs and expectations. Data was collected weekly throughout the programs, as well as after their culminations. It provided insights into best practices in establishing and delivering the program, as well as its effectiveness. This presentation provides an overview of those findings from this research project.

Keywords: musicians, music ecosystems, professional development, music cities, music business education



Storm Gloor is an associate professor in the Music and Entertainment Industry Studies department of the College of Arts and Media at the University of Colorado Denver where he serves as the program director of the Music Business area. He was the recipient of the university's 2018 Excellence In Teaching award and the college's 2020 Excellence in Service award. Mr. Gloor's teaching experience includes courses such as Music Marketing, Music Cities, Music in the Digital Age, Introduction to the Music Business, and Artist Management. He is the faculty sponsor for all internships within the College of Arts and Media. Gloor earned his MBA at West Texas A&M University and is a past president of MEIEA.



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