



Fundamentals of Arts Management

Craig Editor Dreeszen

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Fundamentals of Arts Management Fourth Edition is the classic text in arts management that has been helping professional and volunteer arts leaders learn to connect the arts and community since the first edition in 1987. As the field evolves so has this text. This fourth edition significantly updates chapters on strategic planning, fundraising, board development, and marketing. Four entirely new chapters on community organizing, program evaluation, arts education, and accessibility bring the book in line with the larger range of professional skills needed by 21st century community arts managers. A team of nationally-recognized authors have assembled this "Desk-Reference" with ten chapters covering community organizing, strategic planning, board development, volunteers, program development, arts education, cultural access, evaluation, marketing, fundraising and financial management. Fundamentals of Arts Management is published by the Arts Extension Service program of the Division of Continuing Education of the University of Massachusetts Amherst with funding from the National Endowment for the Arts, the Bill and Sally Venman Community Arts Endowment Fund and the Division of Continuing Education at the University of Massachusetts Amherst.

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