Center for Music Entrepreneurship

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In today’s marketplace, musicians need more than artistic excellence: they need the entrepreneurial skills and vision to build rewarding and sustainable careers. Focused on turning ideas into action, the Center for Music Entrepreneurship fosters the mindset, experience, skills, and contacts musicians need to create their own success. By offering “next step” mentoring and targeted services, the CME helps students and alumni create innovative career paths, income streams, and business models that are transforming the music profession.

**Setting the Stage Series**
Inspiring entrepreneurial speakers share their expertise and advice in hands-on interactive workshops programmed throughout the year. Popular topics have included social media and networking skills, niche creation, audience development, and creative funding strategies.

**Entrepreneurial Coaching & Career Advising**
The CME staff provides professional career coaching to students and alumni. In individual sessions, musicians can explore their career plans and projects and receive feedback on self-promotion, fundraising, grants and more. Additional mentoring is available through MSM’s extensive network of accomplished alumni, faculty, staff, and friends.

**Referral Services**
Each year, the CME receives hundreds of requests from the general public for performers and private teachers. The CME connects MSM students and alumni with these paid opportunities: performing at special events, corporate functions, and religious services, and teaching/coaching in the community.

**Music for the Seasons**
This community engagement program connects MSM performers with audiences at NYC Alzheimer’s, homeless, and senior care programs. Musicians present interactive programs that harness the power of music to energize the mind, body, and spirit.

**Coursework**

**Practical Foundations: Entrepreneurial Leadership Skills**
Focusing on creativity, innovation, values, and impact, this core course explores the basics of establishing a professional career. The class covers marketing, communication, financing, community engagement, and project management— for both new and traditional career paths.

**Advanced Practicum in Music Entrepreneurship**
Students plan and launch their own ventures in a supportive “think tank” environment. Creating business plans, budgets, and action steps, students work to achieve their desired goals. Past projects include launching a new festival, developing a production company, and designing an innovative portable performance structure that reimagines the concert experience.

**Internships**
Students gain practical “real world” experience through administrative internships with top NYC organizations. Interest areas include contemporary music, jazz, opera, orchestral and chamber music, as well as music publishing, recording, radio, arts education, and more. Students learn valuable skills relevant to an active career as a professional musician and/or arts administrator.

Recently Launched Student Projects

Jazz composer Nikolas Schriefer is pioneering StageLink, a digital tour booking platform that aggregates information on artists, venues, and fan interest, to make booking concerts more adaptable, efficient, and profitable.

Pianist Eunbi Kim’s Murakami Music Project is producing multidisciplinary performances on the writings of novelist Haruki Murakami.

Jazz trombonist, vocalist, and composer Natalie Cressman released her second album, Turn the Sea, and booked a two-week West Coast tour with her band.

Hornist Kyra Sims founded the Harlem Sound Project to produce benefit concerts that support children’s music lessons.

Founded by MSM students, the conductorless chamber orchestra Shattered Glass recently debuted at Carnegie Hall’s Zankel Hall.

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