



# Manhattan School of Music CENTER FOR MUSIC ENTREPRENEURSHIP

130 CLAREMONT AVENUE, NEW YORK, NY 10027-4698

WWW.MSMNYC.EDU/CME

CME@MSMNYC.EDU

## Center for Music Entrepreneurship

**Casey Molino Dunn**, Director

**Chris Vaughn**, Coordinator

**Chantal Brundage** (MM '18, classical voice), Associate

**Graduate and Doctoral Fellows** complete the team.

Focused on turning ideas into action, the Center for Music Entrepreneurship (CME) fosters the vision, skills, and mindset musicians need to build rewarding and sustainable careers. 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 profession.

### Coursework

#### Practical Foundations: Career Development & Entrepreneurial Leadership Skills

Focusing on creativity, innovation, values, and impact, this core course explores the basics of establishing a professional career. The class, offered in sections tailored to different majors, 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 new ensembles, series, festivals, recording projects, and production companies, plus developing international touring and designing an innovative portable performance structure that reimagines the concert experience.

#### Orchestral Entrepreneurship

Designed for students in the Orchestral Performance Program, this course focuses on investigating and devising creative solutions to today’s orchestral challenges, from audience development and community engagement, to finances, governance, and programming.

#### Internships & Independent Studies

Students gain practical “real world” experience through administrative internships with top NYC organizations.

### 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, plus 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. In addition, the CME provides resources for the expanding range of music industry opportunities.

### Recent Student & Alumni Ventures



**Ashley Chui** (BM '17, mezzo-soprano) expanded **Juillitan Productions**, her company that works with musicians to create digital and print promotional materials.



**Ford Fourqurean** (MM '18, contemporary clarinet) increased the touring and community engagement initiatives in the NYC metro area and in the Southeast for **Unheard-of// Ensemble**, his modular contemporary chamber ensemble.



**Scott Joiner** (BM '05, MM '07, DMA candidate, tenor) composed and starred in **Connection Lost: L'opera di Tinder** and **Something Blue: L'opera del Bachelor**, two internet operas that have also been featured at film festivals and in coverage on NPR.



Through **Kaleidoscope Creative Arts Program**, a camp and after-school program in Harlem and lower Westchester, **Sakura Myers** (MM '08, piano) is connecting school-aged children with hands-on training by noted Teaching Artists.



**Benjamin Sutin** (BM '16, jazz violin) has taken **Klazz-Ma-Tazz**, a jazz ensemble fusing elements of Klezmer, Balkan folk music, and Middle Eastern idioms, to a variety of high profile east coast venues and released **Tangability**, the band’s first record.