

The Creative Arts Enterprise major program equips students to be active and engaged arts professionals in the modern world. With a concentration in Music, Theater, or Visual Art, students get extensive training in their artistic discipline. In addition, students take a highly customizable set of coursework in entrepreneurship, marketing, and professional writing. The major allows students to develop a personalized and flexible set of skills, with which they emerge as creative arts professionals ready to meet the needs of audiences and arts organizations in a shifting global economy.

## HOW TO USE THE ACTION PLAN

Use the Action Plan timeline to explore potential career paths and plan for success during and after your college experience. The Action Plan provides suggestions and a place to start the conversation with your advisor, but every person and every career journey is unique. Customize your own personal action plan using the **My Creative Arts Enterprise Action Plan** tool (next page).

Maximize the time you have in college to prepare for your future. What do you want to do after you graduate with a Creative Arts Enterprise degree?

The Action Plan helps you to come up with tentative goals (remember, it's ok if these change as you continue to learn more about yourself and the field!) so you can start working on short-term steps to help you reach those goals or shift directions. Remember, you do not have to do this all on your own, get the support you need from your department and from Student Support Services like **Career Services and Advising (CSA)**.

## CORE COMPETENCIES

### Artistic Training:

Develop a broad-based set of expressive skills, utilizing artistic mediums, techniques, concepts, and practices within the field of music, visual art, or theater.

### Entrepreneurial Mindset:

Develop strategies for building and managing arts-based organizations and careers by utilizing entrepreneurial skills such as identifying marketplace opportunities, and creating and implementing plans for business success.

### Critical Thinking:

Gather and analyze information from a wide variety of sources and individuals, and summarize and interpret that information with an awareness of biases and preconceptions.

### Communication:

Effectively address a wide variety of audiences, with deep understanding of purpose, meaning, and intent.

### Teamwork/Collaboration:

Develop self-awareness, and empathy for colleagues, enabling effective listening and respect for diversity in the pursuit of common goals.

### Creativity/Problem Solving:

Generate different types of ideas, synthesize ideas in unusual ways, and make unconventional connections in order to outline novel solutions to meet a given purpose.

### Intercultural Fluency:

Cultivate a broad awareness, appreciation, and understanding of attitudes and aesthetic values beyond personal experience.

### Professionalism/Work Ethic:

Set and meet goals, maintain motivation and persistence, develop and maintain a growth mindset, and sustain focused attention to detail.

## WHY CONSIDER AN INTERNSHIP?

- Gain experience in potential career fields
- Discover areas of interest across various occupations
- Build your professional networks

## POTENTIAL INTERNSHIP EXPERIENCES

- Shea Theater house management intern
- Worcester Art Museum curatorial intern
- Pioneer Valley Symphony administrative intern

ALUMNI CAREER FIELDS

Professional musician, artist, actor, director, etc.

Arts nonprofit administration

Arts management

Arts marketing and publicity

# CREATIVE ARTS ENTERPRISE ACTION PLAN

Take a look at the suggested activities in the Action Plan below. You do not need to complete all these tasks, but it is a place to start generating ideas. Think about what you would like to work on now in order to feel well prepared to enter your career field or graduate school upon graduation. Use the blank My Action Plan tool with your advisor to come up with the action items that are priorities for you. Revisit and revise this action plan each semester

	FIRST YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
ACHIEVE ACADEMIC MILESTONES	Take classes that interest and challenge you, particularly when selecting your General Education classes, and reflect on how they align with possible future careers	Confirm major choice is right for you Declare a minor or double-major if desired and begin corresponding coursework	Go over your full plan of study with your advisor and make sure you are on track to reach your goals	Go over remaining degree requirements with your advisor and apply for graduation
BUILD EXPERIENCE	Take a career strength/skills assessment Consider a part-time job to build your experience	Talk to your advisor about opportunities for internships/experiential learning Apply to summer jobs/internships that will build relevant experience Speak to a professor about specific interests and potential research or performance opportunities Consider participating in alumni job shadowing or informational interviews with professionals in potential career fields	Pay attention and attend events with employers on campus/career fairs Search and apply to internships in your career field Consider submitting work to the Undergraduate Research and Creative Activity Conference	If applicable, finalize a professional portfolio
JOIN THE CAMPUS COMMUNITY	Join university clubs and organizations in your interest area, such as Musical Theater Club, Fitchburg State Choirs, Fitchburg Activities Board, Business Society, Crafter's Club, Dance Club, Improv Club, Media Content Creators Club, North Central Massachusetts Entrepreneurship Association, Writing Club, and WXPL 91.3 Fitchburg State Radio	Attend university and department events and performances, and ask questions of alumni and guests	Seek out leadership positions in university clubs and organizations Explore membership in Sigma Beta Delta Business Honor Society	Attend campus events and performances and connect with alumni and guests to build your network
EXPLORE CIVIC & GLOBAL ENGAGEMENT	Explore local agencies and organizations of interest	Talk with your advisor about opportunities to study abroad	Consider volunteering with local arts agencies and organizations	Consider participating in a service organization or fellowship after graduation
PREPARE FOR LIFE AFTER GRADUATION	Familiarize yourself with CSA workshops and services Create resume and have it approved by an advisor in CSA Center Activate your Handshake account	If applicable, begin to collect material for a professional portfolio Create LinkedIn account Attend a CSA workshop or one-on-one meeting to go over cover letters and interview prep	Update Handshake profile Consider graduate schools and decide if it's right for you and your career path Develop a list of potential graduate school programs and check for audition and application requirements Pay attention and attend events with employers on campus/career fairs	Apply to jobs and/or graduate school starting in the fall Keep track of and follow up with job applications If applicable, take graduate school entrance exams and complete applications and auditions Practice skills by doing at least 2 mock interviews and getting feedback Develop a list of potential employers and check for recruitment events/open positions throughout the year

Note for Transfer Students: This plan is not rigid and you may be at different points in each section than your class year. This plan is just a starting point to discuss with your advisor and customize for the experiences you want to have before completing your degree.