

# William J. Byrnes

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## **KNOWLEDGE & SKILLS**

### **Arts & Culture Management**

- \* Creating/implementing strategic plans
- \* Arts & NFP management & leadership
- \* Mentoring and career development
- \* Fundraising and grant writing
- \* Marketing/PR/Audience Development
- \* Financial Management and arts economics

### **Academic Administration & Development**

- \* Faculty and staff development
- \* Program and degree development
- \* Creating and managing online learning systems
- \* Budget creation and management
- \* Curriculum planning and development
- \* Fundraising and event management

## **RECENT CAREER ACHIEVEMENTS**

### *Professor in Arts Administration – Southern Utah University (SUU) - Emeritus*

- Created graduate seminars for SUU's [Arts Administration MFA Program](#): *Board Relations and Planning, Fund Development, Managing the Finances of Arts Organizations, and Leadership & Organizational Development.*
- Developed and taught online courses for SUU's new MA degree in Arts Administration
- Created the Utah Center for Arts Administration (UCAA) – A center for training and skills development for arts administrators and leaders in the Intermountain West and beyond

### *Associate Provost & Director of Strategic Planning – Office of Academic Affairs - SUU*

- Chaired NWCCU Accreditation Working Group of 22 faculty staff and students 2011 -2013
- Chaired campus Strategic Planning Working Group – Created draft of 2014-19 SUU Strategic Plan
- Developed, implement and monitor "[Academic Roadmap 2010-13](#)" using online strategic planning software
- Successfully facilitated passage of revisions to twenty-plus SUU governance policies
- Conceptualized, wrote, and edited new publication ([Summit](#)) featuring the accomplishments of SUU faculty
- Developed and guided new degree programs and minors and several Centers through the Utah System of Higher Education (USHE) program approval process as well as program reviews
- 2010-13 Traveled to universities in China, Singapore, Germany, and Serbia to establish partnerships for SUU

### *Dean, College of Performing & Visual Arts, Southern Utah University*

- Organized the 10<sup>th</sup> Anniversary celebration of the College of Performing and Visual Arts (CPVA) which included campus-wide convocation and numerous activities during the year (2008-09)
- Worked with CPVA faculty to achieve national accrediting of Dance, and Art and Design programs, and the successful reaccrediting of Music Program. Completed successful Five-Year Academic Program Review of CPVA (2005-07).
- Developed and implemented a strategic plan for CPVA that resulted in 45% growth between 2004 to 2009 and that included adding new faculty and staff to help enhance the quality of the academic programs
- Worked with faculty to create recruitment and retention programs which led 10% to 30% increases in the number of majors in art, music, theatre, and dance
- Created and implemented a marketing and PR program along with re-design of CPVA website to better support the activities of the departments and the college and to promote alumni and donor activity

## **PUBLICATIONS & EDITING** (selected)

- Foreword and editing for ***The Technical Directors Toolkit***, Zach Stribling & Richard Girtain, Routledge-Focal Press, January 2016.
- ***Management and the Arts***, Taylor & Francis, September 2014, 5th edition, a 574-page textbook used in arts management courses around the world. Translations of 4<sup>th</sup> edition: Chinese, Serbian, Korean with translations underway in Japanese, Italian, and Russian. Created companion website in 2014: [www.managementandthearts.com/5e](http://www.managementandthearts.com/5e)
- ***Approaches to International Arts Leadership – Case Studies***, Tilde University Press, 2013, Australia. Wrote on leadership transition at the Utah Shakespeare Festival 2006 to 2011.
- *Human Resource Management in the Arts: Trends in Arts Employment*, Arts Management Network Newsletter, October 2010 <http://www.artsmanagement.net/>
- Editor: *Inside USITT - Theatre Design & Technology*, the quarterly Journal of U. S. Institute for Theatre Technology – 1998 to 2012
- Editorial Board, [GRADUATE JOURNAL OF CULTURAL AND CREATIVE INDUSTRIES](http://www.gradjournal.org/), Chinese University of Hong Kong
- Editorial Advisory Committee, *Asia Pacific Journal of Arts and Culture Management*, <http://apiacm.arts.unimelb.edu.au/>

## **PRESENTATIONS & RESIDENCIES** (selected)

- *Guest Faculty* - Getty Leadership Institute, June 19, 2017, Claremont Graduate University, Claremont, CA. One-day class and workshop on Fundraising for museum leaders from around the world.
- *Fundraising in the Arts*, Three-Day Workshop, Catholic University of the Sacred Heart, Milan, Italy, March 20-24, 2017.
- *Fund Raising for Impact*, a four-day workshop for the Singapore National Arts Council, October 18-21, 2016. Also, conducted 28 one-hour Skype follow-up coaching sessions with workshop participants in November and December.
- Beijing Central Academy of Drama, lectures, and presentations for the China National Arts Fund Elite Training Program, July 7, 8, 2016. TOPICS: *Leadership and Planning in the Arts, Innovative Practices by Arts Organizations*.
- *Fund Raising for Impact*, One-day workshop for the Singapore National Arts Council, May 12, 2016, and Guest Lecturer, MA Arts Management Program at the LaSalle College of the Arts. Conducted 20 one-hour Skype follow-up fundraising coaching sessions with workshop participants in July and August.
- Keynote speaker at the [Beyond the Big Nine Conference](http://www.beyondthebignine.com/) hosted by the Chinese University of Hong Kong, May 5-7, 2016.
- Guest Lecturer at the Catholic University of the Sacred Heart, Milan, Italy April 14-15, 2016. *Innovative Practices by Arts and Cultural Organizations*.
- Visiting Professor at Jilin University of the Arts, Changchun, China – Nov 1 ->14, 2015. Taught an introductory class in arts administration for two weeks and presented four public lectures on arts management topics.
- Visiting Professor at the [LASALLE College of the Arts](http://www.lasallecollege.edu.sg/), Singapore – Sept 7 -13, 2014. Three class lectures on arts management topics plus presented on the College's *Interactions Series: "Arts Organizations & the Strategy of Diversification."*

## **PRESENTATIONS & RESIDENCIES Cont'd.**

- Guest lecturer at the University of Alabama, Feb. 25-28, 2015. Presentations: *Innovative Practices in the Performing Arts*, and lecture on *Leadership & Organizational Management*
- Presentation – *Utah Shakespeare Festival Leadership Transition*, Hawaii International Arts and Humanities Conference, Jan 2014
- Culture Management Guest Lecturer from 2003 -> 2013, [Internationales Studienzentrum Wirtschaft \(ISW\)](#), an international business school and culture and sports management training program in Freiburg, Germany. I was a guest lecturer in May or June and taught classes for one week on topics such as *Leadership, Organizational Development, Fundraising, and Cultural Policy*.
- Guest Lecturer on arts and culture management at LaSalle College of the Arts, Singapore, March 2010.
- Presenter, 1<sup>st</sup> International Centre for Culture Management Forum, Cologne, Germany, November 2010
- One of three keynote speaker at China Arts Administration Education Association International Conference, (CAAE) Beijing, China, Sept. 2010

## **SERVICE & AWARDS** (sample)

- Board member, Board of Governors Utah Shakespeare Festival, Cedar City, UT, 2004-2010
- [ESTA Foundation Board of Directors](#), New York, NY 2007 -> 2014
- Inducted into the [National Theatre Conference](#) (NTC) – December 2001, New York, NY
- [Founders Award](#) – U.S. Institute for Theatre Technology (USITT) – March 1995
- Inducted as a [Fellow](#) of the U.S. Institute for Theatre Technology (USITT) – March 1993
- [Distinguished Achievement Award in Arts Management](#), USITT Management Commission, Charlotte, NC, March 2011

## **PROFESSIONAL ORGANIZATIONS & SERVICE** (sample)

**Memberships** – Association of Arts Administration Educators ([AAAE](#)), Council for Advancement and Support of Education (CASE), Americans for the Arts

**USITT President** – 2000 to 2002 – Oversaw staff of six and managed the overall operations of a 3600-member international organization of design, production and technology professionals in the performing arts. Developed and implemented USITT's annual Strategic and Operation plans.

**Chair** – USITT 21<sup>st</sup> Century Task Force 2007-08 and Committee Memberships: USITT Executive Director Search Committee 2009-10 and USITT Finance Committee 2006-2010

## **PRODUCTION DESIGN & CONSULTING** (sample)

**LIGHTING DESIGNER & PRODUCTION MANAGER 1970 to 1996**

Theatre, Opera & Dance – Over 120 productions. Lighting design and production manager for over 100 productions. Coordinated campus residences for guest artists at Oberlin College for Trisha Brown, Elizabeth Streb, Meredith Monk, and Garth Fagan.

**TECHNICAL THEATRE CONSULTING 1976-1994**

Consultant for Cleveland Opera and Cleveland Ballet on the renovation of the State Theater in Playhouse Square, Cleveland, OH. Project budget, \$7 million.

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## **WORK HISTORY**

Southern Utah University, Cedar City, UT

- Professor Emeritus, Arts Administration 2017 ->
- Professor, Arts Administration – 2014 - 2017
- Assoc. Provost & Director of Strategic Planning– 2009 to 2014
- Dean of the College of Performing & Visual Arts, Professor of Theatre – 2004 to 2009
- Adjunct Professor, Arts Administration MFA Program – 2005 to 2014

Florida State University - School of Theatre, Tallahassee, FL

- Associate Dean of Operations and Professor of Theatre – 1994 to 2004
- Director of Theatre Management MFA Program – 1995 to 2004

Oberlin College, Theater & Dance Program, Oberlin, OH

- Associate Chair and Professor – 1985-94
- Director of Theater & Dance Program/Associate Professor – 1979-85
- Production Director/Technical Director/Lecturer/Assistant Professor – 1972-79

## **EDUCATION**

*BA* – University of New Mexico: English major with minors in Philosophy and Psychology

*MFA* – University of California at Los Angeles: Lighting Design & Technical Production

Faculty Development Grant, 1987-88, from Oberlin College to attend classes at Cleveland State University, Cleveland, OH. Course work included: Macroeconomics and Microeconomics, Management, Marketing, and Financial Management.

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