Teaching and Learning Cultural Entrepreneurship Conference 2015
Duluth, Minnesota, USA

Cultural Entrepreneurship as a Path to Prosperity for the Caribbean

Presenter: Maureen Salmon
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Fresh Thinking
The Caribbean and Globalisation

Challenges

• Political and economic infrastructure
• Leadership and governance
• Reliance one or more export sectors (agriculture, natural resource, tourism)
• Global competitiveness
• Labour export
• 2008/9 global financial and economic crisis
• High youth unemployment

Opportunities

• CARICOM Strategic Plan 2015/2019
• UWI Strategic Plan 2012/2017
• Regional development agencies
• Market diversification
• Cultural creative industries
• ICT/ digital technologies
• 31% population under 24
• Global entrepreneurial revolution
Repositioning for Change

• Political, Economic, Social, Technological, Legal, Environmental

• “....education and training systems must be a priority with greater emphasis on science, technology, engineering and mathematics; entrepreneurship education as well as on technical and vocational education and training”

(Strategic Plan 2014-2019: Repositioning CARICOM)
Caribbean Cultural and Creative Sector

• Strategic resource for sustainable development
• Job creation, income generation, export earning
• Creativity, innovation, entrepreneurship
• Economic growth and diversification
• Improve competitiveness
• Youth employability
Cultural Industries Growth

- Reggae Sun splash Jamaica
- Trinidad & Tobago carnival
- Havana Biennale
- St Lucia Jazz festival
- Dominica World Creole Music festival
- Barbados Crop Over festival
- Jonkanoo festival Bahamas
- Calabash literary festival in Jamaica.
- Caribbean Fashion Week
University of the West Indies
Teaching and Learning Cultural Entrepreneurship

• Lack of education and training in arts management and entrepreneurship hindrance to growth in cultural and creative sector
  (Nurse 2007; Hopeton and Thomas 2013)

• Rationale for the MA in Creative Arts Management - Entrepreneurship Route
MA Creative Arts Management

• Strategic intervention to contribute to economic growth
• Practice-based artistic production, entrepreneurship and arts management programme
• Build the capacity creative and cultural sector in Barbados at critical time, economic diversification, youth unemployment (27%)
MA Creative Arts Management

Routes:
• Arts Entrepreneurship
• Arts Education
• Studio Arts

Pedagogy:
• Student centered
• Caribbean cultural context
• International university education practice
• Professional development
• Practice-based
MA in Creative Arts Management

Cohort Learning Group
• Recent graduates and professionals
• Evidence of achievement
• Creative ability
• Leadership qualities
• Emotional maturity

Motivation

Method of Delivery
• Personal professional development
• Classroom and online learning
• Lectures, tutorials
• Student-led seminars
• Site visits
• Guest speakers
• Case studies
• Research
Arts Entrepreneurship Route
(36 credits)

Core Courses – 9 credits
• Research Methods in the Arts
• Seminar: Aesthetics, Theory and Criticism
• Theorising Caribbean Art

Professional Practice – 6 credits
Six credit hours of approved Professional Practice at the Errol Barrow Centre for Creative Imagination.

Electives – 12 credits
• Conservation and Exhibition Management
• Entrepreneurship and Project Management
• Festive Celebrations of the Caribbean
• Arts Administration
• Marketing the Arts
• Audience and Visitor Dynamics

Research Paper – 9 credits
Complete a research paper (15,000 to 20,000 words, exclusive of notes and bibliography)

Or

Non-Research Paper - 9 credits
An additional nine credits of directed electives:
• Community Arts
• Independent Study
• Arts Internship
Entrepreneurship and Project Management Module

• Creation of new ways of thinking, ideas, models and business ventures.
• Explore the individual power of entrepreneurship in the context of the arts and in arts-based careers.
• Develop skills and techniques required for creative business leadership and management of the arts.
• Produce an arts or related cultural product for EBCCI programme
Entrepreneurship and Project Management

Method of Assessment

• EBCCI Arts season project – 30%
• Business plan for an arts-based venture – 30%
• Case study of an arts-based organization – 20%
• Analysis and Reflective Essay – 20%
2013 Graduate: Tracia Walcott

- Currently studying for PhD in Cultural Studies, researching "Masquerade as Art, the Form and Purpose of Crop Over in Barbados"
- Webpage "Bajan Back Chat” focus on performance art in Barbados.
- Manages a costume band for Crop Over.
- Teacher
2013 Graduate: Janelle Mitchell

Writer and Entrepreneur

- Founder of Smart Arts Room, edutainment hub for children (3-16 year olds) inspire creativity and give new meaning to reading. READ.THINK.CREATE while focusing on local literature of Barbados.

- Smart Arts Room bridge the gap between reading and expression in the youth.

www.smartartsroom.com
2014 Graduate: Satya Collymore

Film-maker

• Contributor to the Caribbean film industry with her award winning film "Diaries of an immigrant" is the manifestation of her passion for people and their stories.

• Building production company committed to community development.

• https://www.facebook.com/diariesofanimmigrant?fref=ts
Current Student: Susan Alleyne-Forde

Visual Artist, Arts Teacher

- Art career spanned over 25 years.
- Work exhibited in the Caribbean and internationally.
- Exploring new business model for gallery business.
Future Development and Growth

The Entrepreneurship and Project Management module of the MA in Creative Arts programme:

• Adapted for the Motion Picture Arts Certificate for young people on the Barbadian Government’s creative industries employability programme 2014 and 2015.

• Explored as part of a certificate programme for deliver through UWI Open Campus
Exciting!!

Professional!

Passion!!

Inspiring

Creative

KAG VIBE
Thank you

Maureen Salmon

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