



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

Cultural Entrepreneurship as a Path to Prosperity
for the Caribbean

Presenter: Maureen Salmon
Freshwaters Consultancy and University of the
West Indies



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

(Nurse 2007, 2015; UN Creative Economy Reports, 2008, 2010, 2013)

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

DIASPORA ARTS FESTIVAL
FEBRUARY 15 TO MARCH 10, 2014

COSY CORNER
WITH THE MAKERS OF

PAYDAY
De Real Bajan Movie

COME OUT AND HAVE A ONE ON ONE WITH THEM AT LAST!
GET BEHIND THE SCENES OF FILMMAKING!
BE INSPIRED TO MAKE YOUR OWN FILM!

TUESDAY FEBRUARY 18, 2014
7:00P.M.
WALCOTT WARNER THEATRE

ADMISSION FREE!

Errol Barrow Centre for Creative Imagination

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, 0000 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.
- Winner of numerous awards: 1984 Barbados National Stadium Mural Competition, Crop Over Fine Art Exhibition.
- 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

MPAC Graduates 2014



Exciting!!

Professional!

PASSION!!

Inspiring

Creative

KAL
VIBE



Thank you

Maureen Salmon

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