



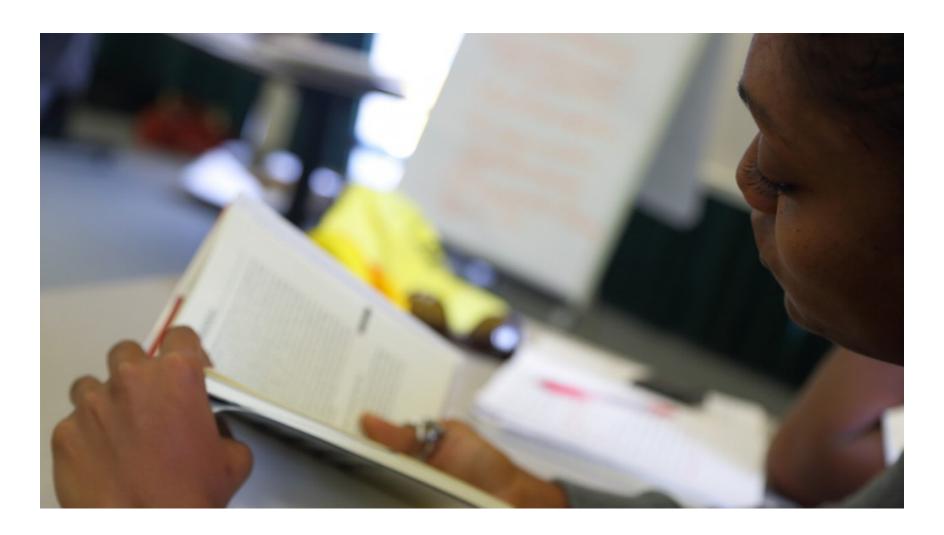
Teaching and Learning Cultural Entrepreneurship Conference 2015 Duluth, Minnesota, USA

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 Plan2015/2019
- 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

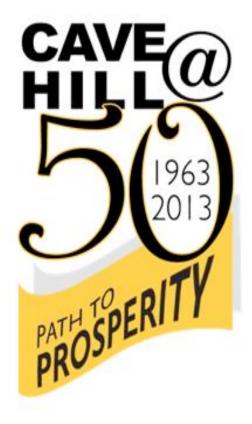
- Strategic resource for sustainable development
- Job creation, income generation, export earning
- Creativity, innovation, entrepreneurship
- Economic growth and diversification
- Improve competitiveness
- Youth employability
 (Nurse 2007, 2015; UN Creative Economy Reports, 2008, 2010, 2013)

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%)

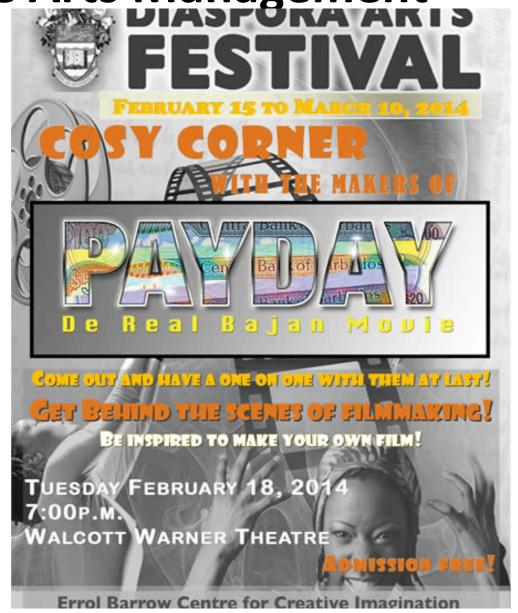
MA Creative Arts Management

Routes:

- Arts Entrepreneurship
- Arts Education
- Studio Arts

Pedagogy:

- Student centered
- Caribbean cultural context
- International university education practice
- Professional development
- Practice-based



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 ProjectManagement 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

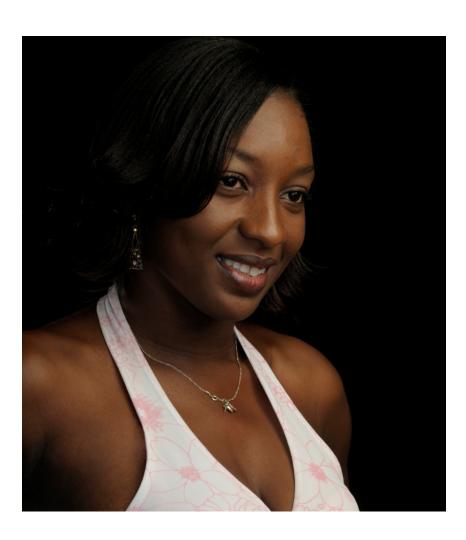
Entrepreneurship and Project Management

Method of Assessment

- EBCCI Arts season project – 30%
- Business plan for an arts-based venture 30%
- Case study of an artsbased organization – 20%
- Analysis and Reflective Essay – 20%

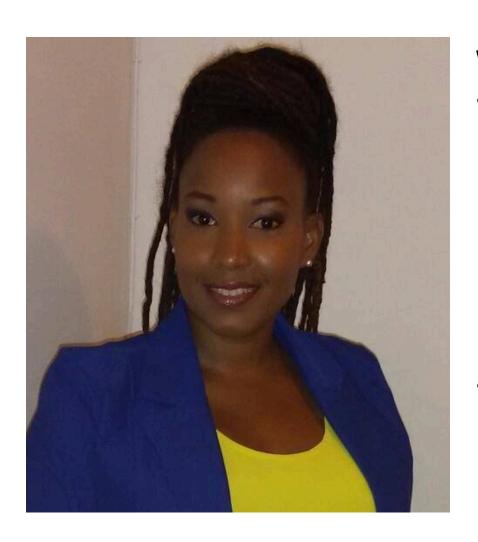


2013 Graduate: Tracia Walcott



- 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

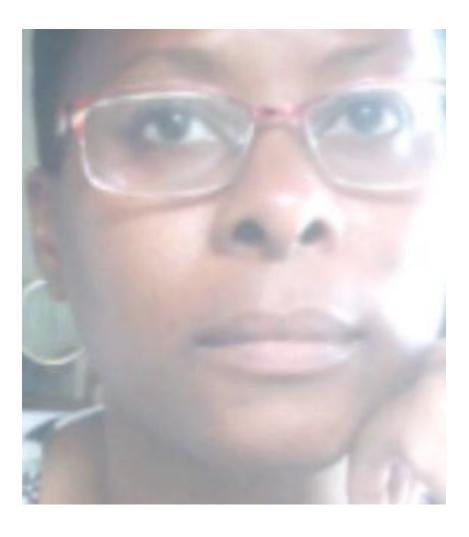
2014 Graduate: Satya Collymore



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

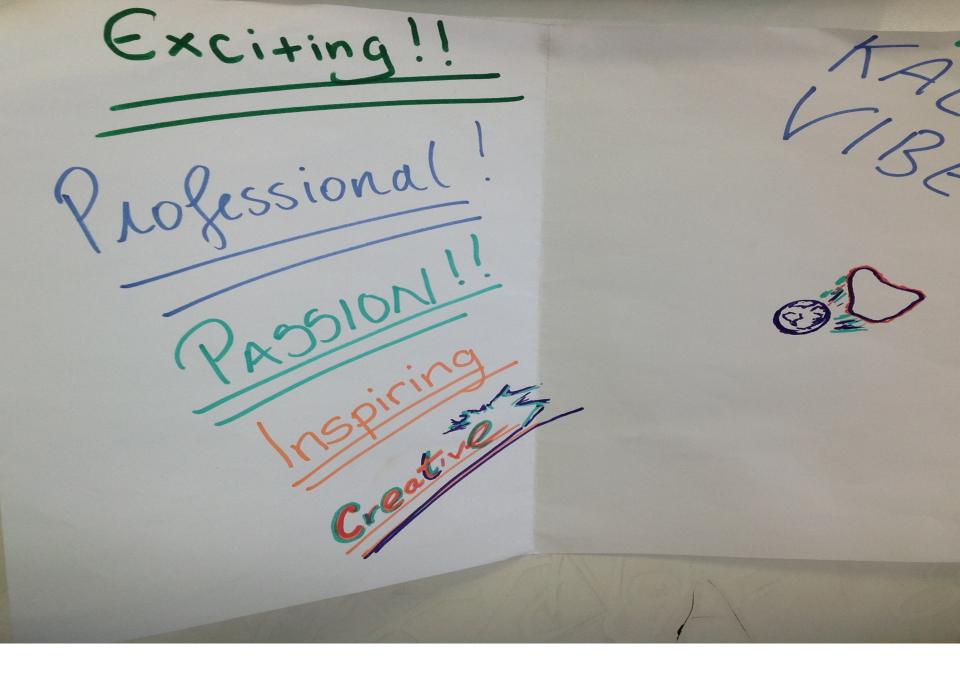
Future Development and Growth

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





Thank you

Maureen Salmon

www.freshwatersconsultancy.co.uk

Linkedin: Maureen A Salmon FCMI