QC School of Arts: Arts Leadership Bootcamp

The QC School of Arts is proud to present the **2025 Arts Leadership Bootcamp**, designed for students to learn what it means to be a professional in the arts from industry experts in various artistic fields.

Taking place on the **CUNY Queens College campus,** the Arts Leadership Bootcamp is open to students from **Queens College, LaGuardia Community College, Queensborough Community College,** and **York College.** Bootcamp activities will include panel discussions, meeting with experts in small groups for 1:1 feedback, workshops in branding and social media, and special events. Discussions will touch upon major relevant issues including diversity, equity, and inclusion (DEI), financial literacy, hybrid programming, multi-hyphenate careers, and more.

Program– (activities are subject to change)

Interactive: There is a Portal

This session will showcase how the arts can influence discussions and action around social justice from the grassroots level to the national political landscape.

Presenter:
- **Kayhan Irani–** Emmy-award-winning writer | Cultural activist | Theater of the Oppressed trainer

Interactive: Pitch Your Art

This interactive session will demonstrate how to formulate a compelling "pitch" to present one's ideas for performances, exhibitions, funding proposals, and other opportunities.

Mentors:
- **Jane Cho–** Director of Administration, Sotheby's Institute of Art
- **Jon Yanofsky–** Director, Kupferberg Center for the Arts
- **Courtney Ffrench–** Artistic Director, Jamaica Center for Arts and Learning

Arts Business and Administration

Participants will gain first-hand advice and insight into the nuanced intersections of creativity and management in this illuminating session tailored for aspiring arts business owners and administrators.

Panelists:
- **Stephanie Lee–** Versatile Artist | Graphic Designer | Curator | Art Educator
- **Kristy Caldwell–** Illustrator | Assistant Professor of Design
- **Ben Ponte–** Visual Artist | Teacher | Workshop Facilitator
- **Eric Hercules–** Commercial Photographer | Creative Director | Ambassador, Sony

Moderator:
- **Emily Verla Bovino–** Artist | Art Historian | Assistant Professor, York College

Interactive: Selling your Art

This interactive session will offer a comprehensive view of the essential steps needed to market their artistry. Students will gain practical insights, discover effective strategies, and uncover the tools to sell their art and book performances.

Instructors:
- **Ilianna Ayala Garcia–** Content Creator | Makeup Artist | Influencer | Plus-Size Model
- **Tess Howsam–** Artistic Director, Culture Lab LIC
- **Allison "Buttons" Bedell–** Dancer | Choreographer | Creative director | Model

Interactive: Digital Marketing and Self-Promotion in the Arts

This interactive workshop will offer students an in-depth look into shaping their social media channels and how digital marketing strategies and tools can be used in self-promotion in the arts.

Instructors:
- **Danielle Sopchak–** Flutist | Educator | Mult-Instrumentalist
- **Shawn Choi–** Director of Marketing, Kupferberg Center for the Arts | Founding Director, SORI Artists

Freelance Careers in the Arts

This panel will immerse students in a thoughtful exploration of navigating the dynamic world of freelance work, empowering artists to build sustainable and fulfilling independent careers.

Panelists:
- **Kiara Ross Paige–** Founder, CarNYval Dancers | Artistic Director | Choreographer
- **Giovanni Escalera–** Founder, Sonidorama
- **Jordany Iturbide–** Multidisciplinary Artist | Augmented Reality Designer
- **Alyssa Alpine–** Director, CUNY Dance Initiative

Moderator:
- **Nedelka Sotelo–** Singer/Songwriter | Actress | Arts Administrator

Storytelling in the Arts

This panel will discuss how to approach storytelling and the importance of developing narratives in different artistic mediums.

Panelists:
- **Cheo Pardo–** Music Producer | Co-Founding Member, Los Amigos Invisibles
- **Whitney Browne–** Arts and Culture Photographer | Movement Photographer
- **Roberto Alcazar–** Film Producer | Advertising Executive
- **Tyrel Hunt–** Novelist | Filmmaker | Marketing Director, Jamaica Center for Arts and Learning

Moderator:
- **Julia del Palacio–** Associate Dean, School of Arts

Interactive: Focusing Your Career

This interactive workshop will offer students practices to define their career paths in the ever-evolving art and culture landscape by identifying meaningful goals and exploring strategies to accelerate their professional growth.

Instructors:
- **Chelsea Goding-Doty–** Professional Co-Active Coach | Arts Administrator | Producer | Senior Program Officer, New York Foundation for the Arts

Breakout Sessions

The breakout sessions will provide students the opportunity to ask specific questions about the panelists' work and request feedback or advice on their projects and ideas.

QC Art Center Opening and Reception

Pitch Your Art Finale

This friendly competition will decide who delivers the best pitch among bootcamp participants.

Emcee:
- **Jamie Benson–** Marketing Manager, CUNY Dance Initiative (CDI) | Strategy Director

Schedule– (subject to change)

Day 1– Friday, March 7th, 2025

- **Orientation–** 9:00 am to 10:00 am
  - Location: Klapper Hall, Room 401 | Godwin-Ternbach Museum
- **Interactive: Pitch Your Art–** 10:00 am to 12:00 pm
  - Location: Klapper Hall, Room 401 | Godwin-Ternbach Museum
- **Lunch–** 12:00 pm to 12:45 pm
  - Location: Klapper Hall, **Klapper Hall, Room 463**
- **Freelance Careers in the Arts–** 12:45 pm to 1:45 pm
  - Location: Klapper Hall, Room 401
- **Breakout Session #1–** 1:45 pm to 2:45 pm
  - Location: Klapper Hall, Room 401 | Godwin-Ternbach Museum
- **Coffee Break–** 2:45 pm to 3:00 pm
  - Location: Klapper Hall, **Klapper Hall 4th Floor Lobby**
- **Interactive: Digital Marketing and Self-Promotion in the Arts–** 3:00 pm to 5:00 pm
  - Location: Klapper Hall, Room 401 | Godwin-Ternbach Museum

Day 2– Saturday, March 8th, 2025

- **Interactive: Selling Your Art–** 9:30 am to 11:00 am
  - Location: Rosenthal Library, President's Conference Rooms 525 and 527
- **Storytelling in the Arts–** 11:00 am to 11:45 am
  - Location: Rosenthal Library, President's Conference Rooms 525
- **Breakout Session #2–** 11:45 am to 12:30 pm
  - Location: Rosenthal Library, President's Conference Rooms 525 and 527
- **Lunch–** 12:30 pm to 1:15 pm
  - Location: Rosenthal Library, President's Conference Lobby
- **Interactive: Focusing Your Career–** 1:15 pm to 3:15 pm
  - Location: Rosenthal Library, President's Conference Rooms 525
- **Coffee Break–** 3:15 pm to 3:30 pm
  - Location: Rosenthal Library, President's Conference Lobby
- **Arts Business and Administration–** 3:30 pm to 4:30 pm
  - Location: Rosenthal Library, President's Conference Rooms 525
- **Breakout Session #3–** 4:30 pm to 5:30 pm
  - Location: Rosenthal Library, President's Conference Rooms 525 and 527
- **Arts Leadership Bootcamp Alumni Exhibition Opening and Reception–** 5:30 pm to 7:00 pm
  - Location: QC Arts Center - 6th floor of Rosenthal Library

Day 3– Sunday, March 9th, 2025

- **Interactive: There is a Portal–** 10:00 am to 11:45 am
  - Location: Colden Auditorium
- **Stretch Break–** 11:45 am to 12:00 pm
  - Location: Colden Auditorium
- **Pitch Your Art Finale Part 1–** 12:00 pm to 1:30 pm
  - Location: Colden Auditorium
- **Lunch–** 1:30 pm to 2:00 pm
  - Location: Colden Auditorium Lobby
- **Pitch Your Art Finale Part 2–** 2:00 pm to 3:30 pm
  - Location: Colden Auditorium