

THE CYCLE |

Management of
Successful Arts and
Cultural Organizations

A free online course by the
DeVos Institute of Arts Management
at the University of Maryland

ENROLL NOW

www.devosinstitute.net/thecycleonlinecourse

DEVOS INSTITUTE
OF ARTS MANAGEMENT

AT THE UNIVERSITY OF MARYLAND

ABOUT THE COURSE

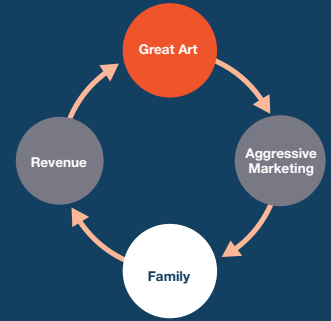
- Six weeks, 1-2 hours/week or on-demand for self-paced learning
- Includes lectures, case studies from around the United States and the world, and planning activities for your organization
- Designed for managers, board members, funders, students, and even patrons and enthusiasts of arts and culture
- Topics include artistic planning, marketing, fundraising, and board development

THE CYCLE WORKS IN:

- Performing and presenting organizations
- Museums and historical societies
- Service and advocacy organizations
- Public libraries
- Arts schools and university programs
- Botanical gardens and zoos

WHAT IS THE CYCLE?

Based on their work in over 80 countries, DeVos Institute Chairman Michael M. Kaiser and President Brett Egan developed The Cycle as a simple, but powerful tool to assist arts managers in their effort to respond to an increasingly complex environment and propel their institutions to excellence.



“This course challenged me to think more long-term, or 5 years from now, and not from year to year.”

“This course gave me a framework to think about and structure critical elements in my line of work.”

“The concept of The Cycle is quite simple, but this course captured the intricacies of navigating an arts organization through these challenges.”

“Being able to work at your own pace through the lectures, tasks, and quizzes means this course is easy to add into any arts manager’s hectic diary.”

“Clear, concise, lots of practical examples. A real eye-opener. Inspiring!”

The DeVos Institute provides training, consultation, and implementation support for arts managers and their boards.

Learn more at www.DeVosInstitute.net.