



Hollins' New Certificate Program Blends Arts, Business

Roanoke, Va. - Hollins University students who have a strong background in the fine and performing arts can now add business skills to their portfolio with the school's new certificate in arts management program.

The program, which was launched this fall, introduces students to the nuts and bolts of arts organization management.

"The arts world has a great need for leaders who know how to effectively and efficiently run a business," said Judith Cline, associate professor and chair of Hollins' music department. "The certificate program gives our fine and performing arts majors the opportunity to combine their creative drive with training - much of it hands-on - in a variety of management functions."

In order to successfully complete the program, students earn credits in communications and business, choosing from courses such as *Introduction to Business*, *Managing Nonprofit Organizations*, *Marketing*, *Public Relations Principles*, and *Microcomputers in the Business World*. In addition, students must complete two internships in an area of arts management, one of which must be a full-term or summer internship. The program concludes with a final project of the student's creation that supports her particular area of interest within the field.

"Our program is designed to show that leadership in the arts and leadership in business can go hand-in-hand," explained Cline.

Hollins is an independent liberal arts university offering undergraduate education for women, selected graduate programs for men and women, and community outreach initiatives. Founded in 1842 as Virginia's first chartered women's college, Hollins offers a wide array of majors in the fine and performing arts, including art history, studio art, dance, music, film and photography, and theatre.

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