



Manhattan School of Music CENTER FOR MUSIC ENTREPRENEURSHIP

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Center for Music Entrepreneurship

Casey Molino Dunn, Director

Astrid Kuljanic (MM '15, jazz voice) and **Chris Vaughn**, Coordinators

Chantal Brundage (MM '18, classical voice), Associate

Doctoral Fellows complete the team.

Focused on turning ideas into action, the Center for Music Entrepreneurship (CME) fosters the vision, skills, and mindset musicians need to build rewarding and sustainable careers. By offering “next step” mentoring and targeted services, the CME helps students and alumni create innovative career paths, income streams, and business models that are transforming the profession.

Coursework

Practical Foundations: Entrepreneurial Leadership Skills

Focusing on creativity, innovation, values, and impact, this core course explores the basics of establishing a professional career. The class covers marketing, communication, financing, community engagement, and project management—for both new and traditional career paths.

Advanced Practicum in Music Entrepreneurship

Students plan and launch their own ventures in a supportive “think tank” environment. Creating business plans, budgets, and action steps, students work to achieve their desired goals. Past projects include launching a new festival, developing a production company, and designing an innovative portable performance structure that reimagines the concert experience.

Orchestral Entrepreneurship

Designed for students in the Orchestral Performance Program, this course focuses on investigating and devising creative solutions to today’s orchestral challenges, from audience development and community engagement, to finances, governance, and programming.

Internships

Students gain practical “real world” experience through administrative internships with top NYC organizations.

Setting the Stage Series

Inspiring entrepreneurial speakers share their expertise and advice in hands-on interactive workshops programmed throughout the year. Popular topics have included social media and networking skills, niche creation, audience development, and creative funding strategies.

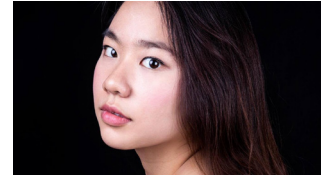
Entrepreneurial Coaching & Career Advising

The CME staff provides professional career coaching to students and alumni. In individual sessions, musicians can explore their career plans and projects, plus receive feedback on self-promotion, fundraising, grants and more. Additional mentoring is available through MSM’s extensive network of accomplished alumni, faculty, staff, and friends.

Referral Services

Each year, the CME receives hundreds of requests from the general public for performers and private teachers. The CME connects MSM students and alumni with these paid opportunities: performing at special events, corporate functions, and religious services, and teaching/coaching in the community. In addition, the CME provides resources for the expanding range of music industry opportunities.

Recent Student & Alumni Ventures



Ashley Chui (BM '17, mezzo-soprano) expanded **Juillitan Productions**, her company that works with musicians to create digital and print promotional materials.



Ford Fourqurean (MM '18, contemporary clarinet) increased the touring and community engagement initiatives in the NYC metro area and in the Southeast for **Unheard-of// Ensemble**, his modular contemporary chamber ensemble.



Scott Joiner (BM '05, MM '07, DMA candidate, tenor) composed and starred in **Connection Lost: L'opera di Tinder** and **Something Blue: L'opera del Bachelor**, two internet operas that have also been featured at film festivals and in coverage on NPR.



Through **Kaleidoscope Creative Arts Program**, a camp and after-school program in Harlem and lower Westchester, **Sakura Myers** (MM '08, piano) is connecting school-aged children with hands-on training by noted Teaching Artists.



Benjamin Sutin (BM '16, jazz violin) has taken **Klazz-Ma-Tazz**, a jazz ensemble fusing elements of Klezmer, Balkan folk music, and Middle Eastern idioms, to a variety of high profile east coast venues and released **Tangability**, the band's first record.

RECENT HIGHLIGHTS

Applying to and Thriving at Festivals

Audition Success for Singers

Navigating Competitions, YAPs and more

Breaking into the Biz: Pop, Jazz and More

Both Sides of the Atlantic: Music Entrepreneurs

Collaborative Pianists at the Met and Beyond

Copyright for Music Creators

Distinguished Alumni Career Panel

For International Students: Life after F-1/J-1 Visas

Finding Your Voice: alumni & faculty career panel

From the Conductor's Viewpoint

Getting Hired for College Teaching

Life after MSM: Alumni Career Panels

Music as a trade:

Making Money Doing What You Love

Musicians as Leaders

Navigating the Business of Music

New Music Career Workshop

New Ventures: Launching Projects

Online Promotion

Orchestras: Today & Beyond

Producing & Managing Theatrical Productions

Recording & Entrepreneurial Projects

from classical to jazz to world music and beyond

Resources for Musicians: Service Organizations

Resources for Musicians: Unions

Self-produced Theatre

Starting & Growing a Private Teaching Studio

Taking the Stage: Career Panel for Singers

Taking Your Ensemble to the Next Level

Taking Your Talents Beyond the Practice Room

Talking about Your Projects: Public Speaking

The Business and Art of Contemporary Opera

Taxes for Musicians

Telling It Like It Is: Alumni Share Career Insights and Entrepreneurial Strategies

Workshops feature a range of noted musicians and industry leaders. Many are MSM alumni. Organizations that have recently been involved include:

Actors' Equity Association

American Guild of Musical Artists

American String Quartet

Aspen Opera Theater Center

Chamber Music America

Classical Music Communications

I Care If You Listen

JACK Quartet

Metropolitan Opera

MusicAnswers

National Arts Centre (Canada)

National Opera Association

New World Symphony

New York Philharmonic

OPERA America

Orchestra of St. Luke's

Sibelius Academy

Yellow Barn

Many workshops are collaborations with other MSM departments/programs, including Alumni Affairs, Brass Lab, Choral Activities, Community Partnerships, Composers' Forum, Contemporary Opera Ensemble, Contemporary Performance, Distance Learning, International Student Services, Jazz Arts, Musical Theatre, Opera Theater, Student Engagement and Residence Life, Voice, and Woodwind Lab.

SETTING THE STAGE attendance: While all events are open to all students, Bachelor of Music candidates as well as Master of Music and Professional Studies candidates in Collaborative Piano, Contemporary Performance, Orchestral Performance, and Orchestral Conducting are required to attend five Setting the Stage events by the time they graduate.