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# University of Massachusetts Amherst Arts Extension Service Records

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- [About SCUA](#)
  - [SCUA home](#)
  - [Credo digital](#)
- [Scope](#)
- [Overview](#)
  - [Series 1. Administrative](#)
  - [Series 2. Programs](#)
  - [Series 3. Publications](#)
- [Inventory](#)
  - [Series 1. Administrative](#)
  - [Series 2. Programs](#)
  - [Series 3. Publications](#)
- [Admin info](#)
- [Download](#)
  - [xml version](#)
  - [print version \(pdf\)](#)



Read collection overview

The Arts Extension Service (AES), a national arts service organization located at the University of Massachusetts Amherst, is the nation's leading provider of professional arts management education, serving the arts through education, research, and publications. The AES distinguished itself as the first program in the nation to offer a bachelor's degree in Arts Administration and it has subsequently added a range of training programs for state, regional and local arts agencies, including Peer Advising and Artist-in-Business, research services, and two online Certificates in Arts Management.

The records of the Arts Extension Service (AES) are divided into three series: Administration; Programs; and Publications. Series one dates from 1973-2004 and contains correspondence, consulting logs, contracts, course catalogs, organizational plans, press releases, books, booklets, forms and documents. Series two dates from 1977-2005 and contains correspondence, handouts, flyers, news clippings, brochures, pamphlets, reports, proposals, registration forms, grants, evaluation forms, schedules, and planning documents. Series three is composed of news manuals, catalogs, news clippings, newspapers, books, booklets, advertisements, correspondence, entry forms and handbooks that date from 1974-1999.

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[Arts management](#)  
[Education](#)  
[UMass Amherst \(1947- \)](#)

## Background on Arts Extension Service

The Arts Extension Service (AES), a national arts service organization located at the University of Massachusetts Amherst, is the nation's leading provider of professional arts management education, serving the arts through education, research, and publications. The AES distinguished itself as the first program in the nation to offer a bachelor's degree in Arts Administration and it has subsequently added a range of training programs for state, regional and local arts agencies, including Climate Action and Resiliency, Artist-in-Business, Public Art, and research and consulting services, and three online Certificates in Arts Management. AES' Peer Advising Network trained arts management professionals to be arts consultants in more than 30 states.

When founded in 1973 by Stanley Rosenberg, later the President of the State Senate, the AES was conceived of as an initiative in the tradition of the university's land grant mission, extending the educational resources at UMass to stimulate cultural activity across the Commonwealth. Robert Gard's Wisconsin Idea Theater provided important inspiration for Rosenberg, as a sort of modern-day successor to the Lyceum and Chautauqua adult education movements of the turn of the twentieth century. In Gard's model, the state government and state university were partners in extending the opportunity for learning through the state. Like Gard, too, Rosenberg sought to build stronger communities through the formation of community arts councils. The groundwork laid by AES in its early years resulted in the creation of local cultural councils in nearly every community in the Commonwealth.

The AES continues to contribute as a significant partner in university outreach and community development, working to bridge artists, arts managers, and other professionals with best practices, the latest research, publications, and training programs. The central function of the AES remains its educational programming and award-winning courses and workshops for arts managers and artists -- including its on-campus degree program and certificates in Arts Management -- but it has become known as a resource for research in the arts, for its publications, and for matching emerging arts entrepreneurs with mentors or internships. Having launched into publishing as a means of supporting its workshops, the AES now has ten titles in print, ranging from the Fundamentals of Arts Management to the classic, Community Cultural Planning Handbook: A Guide for Community Leaders.

AES staff members are part of the larger College of Humanities and Fine Arts team -- the size and nature of this staff varies according to funding and programming levels -- while finances, personnel, and information technology are managed by staff in the Dean's Office. Its funding comes primarily from revenues earned from teaching, consulting, publication sales, and grants.

The AES has a formal system of independent consultants, the AES Associates, who work as subcontractors on teaching, research, and consulting projects. They add skills, capacity, geographic balance, and racial diversity to the staff, and serve as advisors to other staff in planning, evaluation, and development. The Arts Extension Institute (AEI), a closely-related, independent, not-for-profit organization, raises funds for community arts development work. The AEI is governed by an independent board, which advises AES staff.

## **AES Directors**

### **1973-1975**

The Honorable Stanley Rosenberg, founding director, former Massachusetts state legislator who served in the House of Representatives from 1987 to 1991 and then the Massachusetts State Senate, retiring from that body in 2018. During his Senate career, Stan served as chair of several legislative committees, most notably three years as chair of the Senate Ways and Means Committee and as Redistricting Committee chair in both 2001 and 2011.

### **1975-1976**

Ric Kataoka

### **1976-1985**

Robert L. Lynch, is the former president and CEO of Americans for the Arts, the national organization dedicated to advancing the arts and arts education in people's lives, schools, and communities. He was executive director of the National Assembly of Local Arts Agencies for twelve years and managed the merger of that organization with the American Council for the Arts to form Americans for the Arts in 1996. In 2005 he oversaw the merger of the Arts and Business Council, Inc. into Americans for the Arts and created the Americans for the Arts Action Fund and its connected political action committee to engage citizens in advocating for the arts and arts education to ensure arts-friendly public policies.

### **1986-1990**

Barbara Schaffer Bacon, career launched in 1977 at the UMass Arts Extension Service, a national leader in professional education for local arts managers, artists, and civic leaders. Barbara served as director from 1984-90. She led Fundamentals and Advanced Local Arts Management seminars and contributed to the Fundamentals of Local Arts Management textbook and The Cultural Planning Work Kit. In 1996 Barbara took a lead role with Pam Korza to conduct research for and shape Animating Democracy, a program of Americans for the Arts.

### **1990-2002**

Craig Dreeszen, Ph.D., after his career at the Arts Extension Service where he helped the Arts Extension Service develop the University of Massachusetts' first asynchronous distant-learning program, "Introduction to Strategic Planning." He pioneered research to document the practice of community cultural planning and

helped over forty communities develop cultural plans. As director of Dreeszen & Associates he provided planning, evaluation, teaching, facilitation, and research for nonprofits, foundations, and public agencies. Craig is an author of books, articles, and courses on strategic planning, cultural planning, board development, arts education, and program evaluation. He earned his Ph.D. in regional planning with a focus on cultural planning, from UMass.

2002-2004

Shirley K. Sneve, is an enrolled member of the Ponca Tribe in Nebraska. She works for Indij Public Media and the ICT Newscast. Formerly Indian Country Today, the nonprofit news organization started in South Dakota as the Lakota Times. Previously, she directed Vision Maker Media, the largest funder of Indigenous media for PBS stations, located in Lincoln, Nebraska.

2005-2011

Maren T. Brown, is the principal of Maren Brown Associates an independent consultant who works nationally in arts management. Brown is the co-founder of the National Arts Policy Archive and Library at the University of Massachusetts Amherst and co-founded the arts management degree program at the University of Massachusetts Amherst in collaboration with the University Without Walls, which is the only degree program in the nation that focuses on adult learners who wish to obtain a bachelor's degree in arts management.

2011-present

Dee Boyle-Clapp, Director, oversees the programs' campus and online arts management courses, certificates and degree, and the National Arts Policy Archive and Library. She co-founded the Arts Entrepreneurship Initiative which serves the University and area arts through an arts internship program, and works to develop the region's creative economy, via projects including the ArtsHub serving the needs of Western Massachusetts artists. Dee works at the intersection of art and sustainability, tapping the power of the arts to address the climate crisis through her campus and online courses Greening Your Arts Nonprofit Organization and conducts trainings, workshops and webinars through Culture for Climate Action (C4CA) co-founded with UMass alum Lauren de la Parra of Culture Climate Strategy. Dee is the co-editor of the Fundamentals of Arts Management 6th edition.

## Scope of collection

The records of the Arts Extension Service (AES) are divided into three series: Administration; Programs; and Publications. Series one dates from 1973-2004 and contains correspondence, consulting logs, contracts, course catalogs, organizational plans, press releases, books, booklets, forms and documents. Series two dates from 1977-2005 and contains correspondence, handouts, flyers, news clippings, brochures, pamphlets, reports, proposals, registration forms, grants, evaluation forms, schedules, and planning documents. Series three is composed of news manuals, catalogs, news clippings, newspapers, books, booklets, advertisements, correspondence, entry forms and handbooks that date from 1974-1999.

## Series descriptions

### [Series 1. Administrative](#)

1973-2004

Series one contains administrative files pertaining to the operation of AES. These files include materials pertaining to advertising, consulting, contracts, correspondence, forms, letters of support, local organizations, local programs, organizational plans, partnerships, press releases, public relations and publicity. Included in this series are also files containing materials pertaining to the history of AES as well as research files comprised of books and resources that are not published by AES. Records in this series are arranged alphabetically.

### [Series 2. Programs](#)

1977-2005

Series two contains records pertaining to programs sponsored by AES. These programs include workshops, career days, internship programs, the Amherst College Summer Program, Community Partnership Training Institute, Forum for Funding in the Arts, New England Arts Biennial, New England Artist Festival and Showcase, New England Film Festival and Showcase (later changed to New England Film and Video Festival), Performing Arts Division, Summer Institute for Arts Management, Summer Program in Arts Management, Very Special Arts Festival, Winter Institute for Arts Management, Winter Program in Arts Management, and the Write Angles Conference. Records in this series are arranged alphabetically.

### [Series 3. Publications](#)

1974-1999

Series three contains records pertaining to publications of AES. Included in this series are AES brochures, AES News, The Artist in Business: Basic Business Practices, Arts Directory, Arts Festivals: A Work Kit, Arts Management Bibliography and Publishers, Arts Management Education Opportunities: A Directory, Fairs and Festivals in New England and the Northeast, Fundamentals of Local Arts Management, and The Logo Handbook. Records in this series are arranged alphabetically.

# Inventory

Series 1. Administrative

1973-2004

Consulting

1975-1975

Box 1: 2

Advertising, paid

1981-1982

Box 1: 1

Awards: Community Development Division, National University Extension Association to Stanley Rosenberg

1975 Apr.

Box 7

Awards: American College Testing Program and the National University Continuing Education Association, ACT-NUCEA Innovative Award in Continuing Education to UMass Amherst Division of Continuing Education for the Festival Training Program

1978

Box 7

Awards: American College Testing Program and the National University Continuing Education Association, ACT-NUCEA Innovative Award in Continuing Education to UMass Amherst Division of Continuing Education for hospital volunteer training programs for prisoners

1983

Box 7

Awards: American College Testing Program and the National University Continuing Education Association, ACT-NUCEA Innovative Award in Continuing Education to Barbara Schaffer Bacon, Craig Dreeszen, and Miriam Williford

1985

Box 7

Awards: American College Testing Program and the National University Continuing Education Association, ACT-NUCEA Innovations in Continuing Education Award to Craig Dreeszen and Miriam Williford for the Peer Assistance Education Program

1992

Box 7

Contracts

1998-200

Box 1: 3

Cooperative Extension Service

ca.1978

Box 1: 4

Correspondence

1974-1992

Box 1: 5

Division of Continuing Education: course catalogs

1982

Box 1: 6

Form originals

1996-2000

Box 1: 7

History of Arts Extension Service

1973-1974

Box 1: 8

History of Arts Extension Service

1975-1976

Box 1: 9

Letters of support

1973-1975

Box 1: 10

Letters of support

1976-1979

Box 1: 11

Letters of support

1980

Box 1: 12

Letters of support

1981

Box 1: 13

Letters of support

1982-1983

Box 1: 14  
Letters of support  
1984

Box 1: 15  
Letters of support  
1985

Box 1: 16  
Letters of support  
1986

Box 1: 17  
Letters of support  
1987

Box 1: 18  
Letters of support  
1988

Box 1: 19  
Letters of support  
1989

Box 1: 20  
Letters of support  
1990-1999

Box 1: 21  
Local organizations: Consortium of Local Arts Agencies of Massachusetts  
ca.1984-1989

Box 1: 22  
Local organizations: Massachusetts Council on Arts and Humanities  
ca.1977-1979

Box 1: 23  
Local programs: Community Arts Network Gathering  
2004

Box 1: 24  
Local programs: Elderhostel  
1977-1978

Box 1: 25  
Local programs: Pioneer Valley Art Auction  
1991

Box 1: 26  
Long range plan  
1986

Box 1: 27  
Master for copying: grants and funding  
1996-1998

Box 1: 28  
Partnerships: building and planning  
1991-1999

Box 1: 29  
Planning  
1978-1983

Box 1: 30  
Planning  
1984-2002

Box 1: 31  
Press releases  
1976-1977

Box 1: 32  
Public relations  
1984

Box 1: 33  
Publicity  
1981-1982

Box 1: 34  
Publicity, news clippings  
ca.1973-1978

Box 1: 35  
Publicity, news clippings  
1980-1981

Box 1: 36  
Publicity, news clippings

1982-1983  
Box 1: 37  
Publicity, news clippings  
1984-1985  
Box 1: 38  
Publicity, news clippings: Arts management courses  
1981-1983  
Box 1: 39  
Publicity, news clippings: workshops  
1981-1982  
Box 1: 40  
Publicity: public service announcements  
1981-1982  
Box 1: 41  
Publicity: University Arts Council  
1981-1982  
Box 1: 42  
Publicity: workshops  
1981-1982  
Box 1: 43  
Research files  
ca.1977-1991  
Box 1: 44  
Research files: Americans and the Arts VI  
1992  
Box 1: 45  
Research files: Arts Education Advocate  
ca.1984  
Box 1: 46  
Research files: Big Book, chapter 1  
1990  
Box 1: 47  
Research files: Big Book, chapter 2.1-2.8  
1990  
Box 1: 48  
Research files: Big Book, chapter 2.9-2.20  
1990  
Box 1: 49  
Research files: Big Book, chapter 3.1-3.12  
1990  
Box 1: 50  
Research files: Big Book, chapter 3.13-3.17  
1991  
Box 2: 1  
Research files: Big Book, chapter 4.1-4.10  
1992  
Box 2: 2  
Research files: Big Book, chapter 4.11-4.18  
1993  
Box 2: 3  
Research files: Big Book, chapter 5.1-5.9  
1994  
Box 2: 4  
Research files: Big Book, chapter 5.10-5.18  
1995  
Box 2: 5  
Research files: Big Book, chapter 6.1-6.12  
1996  
Box 2: 6  
Research files: Big Book, chapter 6.13-6.19  
1997  
Box 2: 7  
Research files: Big Book, chapter 7.1-7.4  
1998  
Box 2: 8  
Research files: Big Book, chapter 7.5-7.12  
1999  
Box 2: 9

Research files: Big Book, chapter 7.13-7.18  
2000  
Box 2: 10  
Research files: Big Book, chapter 8  
2001  
Box 2: 11  
Research files: Community cultural planning  
1998  
Box 2: 12  
Research files: Contracts  
undated  
Box 2: 13  
Reimagining Community: Community Arts and Cultural Planning in America, dissertation by Craig Dreeszen  
1994  
Box 2: 14  
Research files: Dissertation bibliography  
1994  
Box 2: 15  
Research files: Dissertation summary report  
1994  
Box 2: 16  
Research files: Historic spaces for performing arts use  
1990-1991  
Box 2: 17  
Research files: Politics of culture  
1992  
Box 2: 18  
Research files: Social impact of the arts project  
2004  
Box 2: 19  
Staff biographies  
1984  
Box 2: 20  
Strategic plans  
1994-2001  
Box 2: 21  
Videos: Page 57, WGBY: Ed Lilly (Play therapy); Ellen Goodman (interview); Smith College Architecture  
Exhibit  
1981 June  
Box 7  
Videos: New England Film and Video Awards (Umatic master tape)  
1992  
Box 7  
Videos: New England Film and Video Awards (Umatic master tape)  
1993  
Box 7  
Series 2. Programs  
1977-2005  
Amherst College summer program  
1998  
Box 2: 22  
Career Days  
1978  
Box 2: 23  
Community Partnership Training Institute  
ca.1994  
Box 2: 24  
Community Partnership Training Institute  
ca.1995-1996  
Box 2: 25  
Forum for Funding in the Arts  
2002  
Box 2: 26  
Internship programs  
1977-1979  
Box 2: 27  
New England Arts Biennial  
1985

Box 2: 28  
New England Artist Festival and Showcase  
1978

Box 2: 29  
New England Artist Festival and Showcase  
1979

Box 2: 30  
New England Artist Festival and Showcase  
ca.1980-1983

Box 2: 31  
New England Artist Festival and Showcase: Valley Advocate  
1976-1978

Box 2: 32  
New England Artist Festival and Showcase: Valley Advocate  
1979-1983

Box 2: 33  
New England Artist Festival and Showcase: news clippings  
1978

Box 2: 34  
New England Artist Festival and Showcase: news clippings  
1979

Box 2: 35  
New England Artist Festival and Showcase: news clippings  
1980

Box 2: 36  
New England Artist Festival and Showcase: news clippings  
1981-1983

Box 2: 37  
New England Artist Festival and Showcase: press releases  
1976-1979

Box 2: 38  
New England Artist Festival and Showcase: publicity  
1982-1983

Box 2: 39  
New England Film and Video Festival: brochures and fliers  
1980-1992

Box 2: 40  
New England Film and Video Festival: public relations/marketing report  
1990

Box 2: 41  
New England Film and Video Festival: summary report  
1988

Box 2: 42  
New England Film and Video Festival: summary report  
1990

Box 2: 43  
New England Film and Video Festival: news clippings  
1982-1983

Box 2: 44  
New England Film and Video Festival: proposal  
1988-1989

Box 2: 45  
New England Film and Video Festival: publicity  
1982

Box 2: 46  
New England Film Festival: summary report  
1986

Box 2: 47  
New England Film Festival: summary report  
1987

Box 2: 48  
Performing Arts Division  
ca.1996-2003

Box 2: 49  
Performing Arts Division: academic approvals  
2000

Box 2: 50  
Performing Arts Division: brochure

1998  
Box 2: 51  
Performing Arts Division: financial  
1997-2001  
Box 2: 52  
Performing Arts Division: instructors  
1995-2000  
Box 2: 53  
Performing Arts Division: marketing  
1998  
Box 3: 1  
Performing Arts Division: policies and procedures  
1999  
Box 3: 2  
Performing Arts Division: registration form  
1998-1999  
Box 3: 3  
Performing Arts Division: SARIS reports  
1996-2000  
Box 3: 4  
Performing Arts Division: transition  
1996-1997  
Box 3: 5  
Performing Arts Division: UMass Arts Council Block Grant  
1996-2001  
Box 3: 6  
Summer Institute for Arts Management 2003: conference planning  
ca.2002-2003  
Box 3: 7  
Summer Institute for Arts Management 2003: evaluations  
2003  
Box 3: 8  
Summer Institute for Arts Management 2003: handouts  
2003  
Box 3: 9  
Summer Institute for Arts Management 2003: letters of support  
2003  
Box 3: 10  
Summer Institute for Arts Management 2004: conference planning  
2003-2004  
Box 3: 11  
Summer Institute for Arts Management 2004: correspondence  
2004  
Box 3: 12  
Summer Institute for Arts Management 2004: packet resources  
2004  
Box 3: 13  
Summer Institute for Arts Management 2004: scholarships  
2004  
Box 3: 14  
Summer Institute for Arts Management 2004: Venman Community Arts Fellows  
2004  
Box 3: 15  
Summer Institute for Arts Management 2004: workshops  
2004  
Box 3: 16  
Summer Program in Arts Management  
1985-1987  
Box 3: 17  
Summer Program in Arts Management: Robert Gard Lecture  
1984-1988  
Box 3: 18  
Summer Program in Arts Management: Robert Gard Lecture  
1999-2001  
Box 3: 19  
Summer Program in Arts Management 1988: alumni  
1988  
Box 3: 20

Summer Program in Arts Management 1988: evaluations and final report  
1988  
Box 3: 21  
Summer Program in Arts Management 1988: faculty  
1987-1988  
Box 3: 22  
Summer Program in Arts Management 1988: financial  
1987-1988  
Box 3: 23  
Summer Program in Arts Management 1988: planning  
1988  
Box 3: 24  
Summer Program in Arts Management 1988: promotion  
1988  
Box 3: 25  
Summer Program in Arts Management 1989: alumni  
1989-1990  
Box 3: 26  
Summer Program in Arts Management 1989: correspondence  
1989  
Box 3: 27  
Summer Program in Arts Management 1989: credit  
1989  
Box 3: 28  
Summer Program in Arts Management 1989: evaluations  
1989  
Box 3: 29  
Summer Program in Arts Management 1989: faculty  
1989  
Box 3: 30  
Summer Program in Arts Management 1989: financial  
1988-1989  
Box 3: 31  
Summer Program in Arts Management 1989: packet resources  
1989  
Box 3: 32  
Summer Program in Arts Management 1989: planning  
1989  
Box 3: 33  
Summer Program in Arts Management 1989: promotion  
1989  
Box 3: 33a  
Summer Program in Arts Management 1990  
1990  
Box 3: 34  
Summer Program in Arts Management 1991  
1991  
Box 3: 35  
Summer Program in Arts Management 1993  
1993  
Box 3: 36  
Summer Program in Arts Management 1996  
1996-1997  
Box 3: 37  
Summer Program in Arts Management 1997: evaluations  
1997  
Box 3: 38  
Summer Program in Arts Management 1997: faculty  
1997  
Box 3: 39  
Summer Program in Arts Management 1997: financial  
1996-1997  
Box 3: 40  
Summer Program in Arts Management 1997: packet resources  
1997  
Box 3: 41  
Summer Program in Arts Management 1997: planning  
1996-1997

Box 3: 42  
Summer Program in Arts Management 1997: promotion  
1997-1998

Box 3: 43  
Summer Program in Arts Management 1997: scholarships  
1997

Box 3: 44  
Summer Program in Arts Management 1998  
1998

Box 3: 45  
Summer Program in Arts Management 1998: evaluations  
1998

Box 3: 46  
Summer Program in Arts Management 1998: financial  
1998

Box 3: 47  
Summer Program in Arts Management 1998: packet resources  
1998

Box 3: 48  
Summer Program in Arts Management 1999: conference planning  
1999

Box 3: 49  
Summer Program in Arts Management 1999: evaluations  
1999

Box 3: 50  
Summer Program in Arts Management 1999: packet resources  
1999

Box 3: 51  
Summer Program in Arts Management 1999: presenter handouts  
1999

Box 3: 52  
Summer Program in Arts Management 1999: scholarships and correspondence  
1999

Box 3: 53  
Summer Program in Arts Management 2000: conference planning  
2000

Box 3: 54  
Summer Program in Arts Management 2000: correspondence  
2000

Box 3: 55  
Summer Program in Arts Management 2000: evaluations  
2000

Box 3: 56  
Summer Program in Arts Management 2000: financial  
2000

Box 3: 57  
Summer Program in Arts Management 2000: follow up  
2000

Box 3: 58  
Summer Program in Arts Management 2000: packet resources  
2000

Box 3: 59  
Summer Program in Arts Management 2001: creative economy  
2001-2004

Box 3: 60  
Summer Program in Arts Management 2001: financial  
2000-2001

Box 3: 61  
Summer Program in Arts Management 2001: handoust  
2001

Box 3: 62  
Summer Program in Arts Management 2001: marketing  
2001-2002

Box 3: 63  
Summer Program in Arts Management 2001: packet resources  
2000-2001

Box 3: 64  
Summer Program in Arts Management 2001: planning

2000-2001  
Box 3: 65  
Summer Program in Arts Management 2001: scholarships  
2001  
Box 3: 66  
Summer Program in Arts Management 2002: handout and packet resources  
2002  
Box 3: 67  
Summer Program in Arts Management 2002: Northampton information  
2001-2002  
Box 3: 68  
Summer Program in Arts Management 2002: planning  
2001-2002  
Box 3: 69  
Summer Program in Arts Management 2002: presenter information  
2001-2002  
Box 3: 70  
Summer Program in Arts Management 2002: projected costs  
2001-2002  
Box 3: 71  
Very Special Arts Festival: publicity  
1982  
Box 3: 72  
Winter Institute for Arts Management 2003  
ca.2002-2003  
Box 3: 73  
Winter Institute for Arts Management 2003: accommodations  
2002-2003  
Box 3: 74  
Winter Institute for Arts Management 2003: budget and scholarships  
2003  
Box 4: 1  
Winter Institute for Arts Management 2003: conference center reservations  
2003  
Box 4: 2  
Winter Institute for Arts Management 2003: conference planning  
2002-2003  
Box 4: 3  
Winter Institute for Arts Management 2003: correspondence  
2001-2002 Aug.  
Box 4: 4  
Winter Institute for Arts Management 2003: correspondence  
2002 Sept.-2003  
Box 4: 5  
Winter Institute for Arts Management 2003: evaluations  
2003  
Box 4: 6  
Winter Institute for Arts Management 2003: packet resources  
2003  
Box 4: 7  
Winter Institute for Arts Management 2003: registrations  
2003  
Box 4: 8  
Winter Institute for Arts Management 2004  
2003-2004  
Box 4: 9  
Winter Institute for Arts Management 2004: accommodations, catering, and travel  
2003-2004  
Box 4: 10  
Winter Institute for Arts Management 2004: budget  
ca.2003-2004  
Box 4: 11  
Winter Institute for Arts Management 2004: correspondence  
2003-2004  
Box 4: 12  
Winter Institute for Arts Management 2004: evaluations  
2004  
Box 4: 13

Winter Institute for Arts Management 2004: handouts and packet resources  
2004  
Box 4: 14  
Winter Institute for Arts Management 2005  
2003-2005  
Box 4: 15  
Winter Program in Arts Management 2000  
2000  
Box 4: 16  
Winter Program in Arts Management 2001  
2000-2001  
Box 4: 17  
Winter Program in Arts Management 2001: financial  
1999-2001  
Box 4: 18  
Winter Program in Arts Management 2002: conference planning  
ca.2000-2002  
Box 4: 19  
Winter Program in Arts Management 2002: contracts  
2001-2002  
Box 4: 20  
Winter Program in Arts Management 2002: evaluations  
2002  
Box 4: 21  
Winter Program in Arts Management 2002: financial  
2001-2002  
Box 4: 22  
Winter Program in Arts Management 2002: handouts  
2001-2002  
Box 4: 23  
Winter Program in Arts Management 2002: workshops  
2002  
Box 4: 24  
Workshops  
1978  
Box 4: 25  
Write Angles Conference 1998  
1997-1999  
Box 4: 26  
Series 3. Publications  
1974-1999  
AES News  
ca.1974-1979  
Box 4: 27  
AES News  
1980-1981  
Box 4: 28  
AES News: procedure manual  
1981  
Box 4: 29  
AES Press and Programs catalog  
ca.1998  
Box 4: 30  
Artist in Business: Basic Business Practices  
1991-1996  
Box 4: 31  
Arts Directory  
1975-1976  
Box 4: 32  
Arts Directory  
1977  
Box 4: 33  
Arts Directory  
1979-1980  
Box 4: 34  
Arts Directory  
1981  
Box 4: 35

Arts Directory: advertising  
1979-1980  
Box 4: 36  
Arts Directory: correspondence  
1976-1982  
Box 4: 37  
Arts Directory: directory of Massachusetts exhibition spaces  
ca.1979  
Box 4: 38  
Arts Directory: general information  
ca.1980  
Box 4: 39  
Arts Directory: promotion  
1976-1981  
Box 4: 40  
Arts Directory: questionnaires and surveys  
1977-1980  
Box 4: 41  
Arts Festivals: A Work Kit  
1974  
Box 4: 42  
Arts Festivals: A Work Kit  
1977  
Box 4: 43  
Arts management bibliography and publishers  
1995  
Box 4: 44  
Arts Management Education Opportunities: A Directory  
1986  
Box 4: 45  
Brochures  
1974-2003  
Box 4: 46  
Fairs and Festivals  
1998  
Box 4: 47  
Fairs and Festivals 1998, editor's copy  
1998  
Box 4: 48  
Fairs and Festivals 1999  
1999  
Box 4: 49  
Fairs and Festivals: advertising  
1994-1995  
Box 4: 50  
Fairs and Festivals: buyers  
1995  
Box 4: 51  
Fairs and Festivals, entry forms: schedules  
1998-1999  
Box 5: 1  
Fairs and Festivals, entry forms: A-American Heart  
1998-1999  
Box 5: 2  
Fairs and Festivals, entry forms: American Society-Art in  
1998-1999  
Box 5: 3  
Fairs and Festivals, entry forms: Art League-Ath  
1998-1999  
Box 5: 4  
Fairs and Festivals, entry forms: Atl-Bil  
1998-1999  
Box 5: 5  
Fairs and Festivals, entry forms: Bir-Can  
1998-1999  
Box 5: 6  
Fairs and Festivals, entry forms: Car-Ch  
1998-1999

Box 5: 7  
Fairs and Festivals, entry forms: Ci-Cla  
1998-1999  
Box 5: 8  
Fairs and Festivals, entry forms: Cle-Cul  
1998-1999  
Box 5: 9  
Fairs and Festivals, entry forms: D-Don  
1998-1999  
Box 5: 10  
Fairs and Festivals, entry forms: Dow-Fal  
1998-1999  
Box 5: 11  
Fairs and Festivals, entry forms: Fam-Fol  
1998-1999  
Box 5: 12  
Fairs and Festivals, entry forms: For-Ger  
1998-1999  
Box 5: 13  
Fairs and Festivals, entry forms: GF-Go  
1998-1999  
Box 5: 14  
Fairs and Festivals, entry forms: Gr-He  
1998-1999  
Box 5: 15  
Fairs and Festivals, entry forms: Hi-Ke  
1998-1999  
Box 5: 16  
Fairs and Festivals, entry forms: Ki-Lew  
1998-1999  
Box 5: 17  
Fairs and Festivals, entry forms: Lex-Mai  
1998-1999  
Box 5: 18  
Fairs and Festivals, entry forms: Mal-Mars  
1998-1999  
Box 5: 19  
Fairs and Festivals, entry forms: Mart-Mid  
1998-1999  
Box 5: 20  
Fairs and Festivals, entry forms: Mil-My  
1998-1999  
Box 5: 21  
Fairs and Festivals, entry forms: Na-Og  
1998-1999  
Box 5: 22  
Fairs and Festivals, entry forms: Oh-Pil  
1998-1999  
Box 5: 23  
Fairs and Festivals, entry forms: Pin-Ra  
1998-1999  
Box 5: 24  
Fairs and Festivals, entry forms: Re-Rosc  
1998-1999  
Box 5: 25  
Fairs and Festivals, entry forms: Rose-Shad  
1998-1999  
Box 5: 26  
Fairs and Festivals, entry forms: Shar-Sp  
1998-1999  
Box 5: 27  
Fairs and Festivals, entry forms: St-Sug  
1998-1999  
Box 5: 28  
Fairs and Festivals, entry forms: Sum-Sy  
1998-1999  
Box 5: 29  
Fairs and Festivals, entry forms: Ta-Tom

1998-1999  
Box 5: 30  
Fairs and Festivals, entry forms: Tow-Ven  
1998-1999  
Box 5: 31  
Fairs and Festivals, entry forms: Ver-We  
1998-1999  
Box 5: 32  
Fairs and Festivals, entry forms: WF-Woodb  
1998-1999  
Box 5: 33  
Fairs and Festivals, entry forms: Woods-Z  
1998-1999  
Box 5: 34  
Fairs and Festivals: listings  
ca.1978  
Box 5: 35  
Fairs and Festivals: mailings  
1995  
Box 5: 36  
Fairs and Festivals: miscellaneous  
1994-1995  
Box 5: 37  
Fairs and Festivals: news clippings  
1981-1983  
Box 6: 1  
Fairs and Festivals: press releases  
1995  
Box 6: 2  
Fairs and Festivals: production  
1995  
Box 6: 3  
Fairs and Festivals: publicity  
1982  
Box 6: 4  
Fairs and Festivals: special offers and sponsors  
1995  
Box 6: 5  
Fairs and Festivals in New England and the Northeast  
1978  
Box 6: 6  
Fairs and Festivals in New England and the Northeast  
1980  
Box 6: 7  
Fairs and Festivals in New England and the Northeast  
1981  
Box 6: 8  
Fairs and Festivals in New England and the Northeast  
1982  
Box 6: 9  
Fairs and Festivals in the Northeast  
1983  
Box 6: 10  
Fairs and Festivals in the Northeast  
1986  
Box 6: 11  
Fundamentals of Arts Management  
1993  
Box 6: 12  
Fundamentals of Local Arts Management, chapters 1-3  
1994  
Box 6: 13  
Fundamentals of Local Arts Management, chapters 4-8  
1994  
Box 6: 14  
Fundamentals of Local Arts Agency Management 1988  
1986-1988  
Box 6: 15

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