

Dr. Jeffrey Nytch

Entrepreneur-in-Residence

Engaging Dr. Jeffrey Nytch as Entrepreneur-in-Residence will empower your students, faculty and staff, and heighten the spirit of entrepreneurship at your institution.



Need:

More than ever, musicians need to be entrepreneurial as they navigate their career paths. And while the concept of turning dreams and goals into opportunities is nothing new for those in the arts, many of the available tools, strategies and environments are.

Solution:

Institutions, faculty and, most importantly, students are beginning to benefit from key components of entrepreneurship taught in schools with dedicated music entrepreneurship centers. However, many institutions don't yet enjoy this benefit.

Entrepreneurship specialist, composer and author

Jeffrey Nytch offers:

- Workshops and classes
- Individual and group student advising, and
- Faculty and staff empowerment sessions

These offerings will provide current students with the creative tools and strategies necessary in reaching their artistic goals within the context of entrepreneurship, sustainability and business savvy.

Selected workshops and lectures include:

What's Entrepreneurship Got to Do With It?

Artists often assume that art and commerce are mutually exclusive realms, or that commerce is automatically a corrupting force for the artist. This workshop

- **Dispels misconceptions** about the nature of entrepreneurship and
- **Unpacks a paradigm** in which art and entrepreneurship are not only not opposed to each other, but can actually work together to unlock a powerful synergy.

The Entrepreneurial Musician

Entrepreneurial principles are explored through the words and ideas of participants who are asked to articulate their work through a market-based lens. This critical perspective requires musicians and artists to remain true to their artistic calling. This interactive workshop calls students to action by

- **Challenging young artists** to define what they do with their art and which portions of the marketplace they hope to reach.

More about Dr. Jeffrey Nytch

Jeffrey Nytch enjoys a rich and diverse career as a composer, performer, educator and advocate. His has been a professional odyssey, involving an accomplished composition career, various teaching positions, and a five-year stint as an arts administrator, leading Pittsburgh New Music Ensemble. As Director of the Entrepreneurship Center for Music at The University of Colorado-Boulder, he draws on the full range of his professional experiences.

For rates and availability, visit jeffreynytch.com/contact

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Entrepreneur-in-Residence: Sample Day

Sample day

8am | Breakfast with host(s)

9-10:45am | Morning session: Faculty/Staff session with administration and interested/potential stakeholders

11am-noon | Keynote lecture

Lunch: Meet informally with students

1pm-2:45pm | Afternoon session: Student seminar/workshop

3pm-4pm | Optional session for composition students

6:30pm | Dinner with students and faculty

Note: *A student, faculty, and staff inclusive day as outlined above requires Dr. Nytch's arrival the afternoon before, and departure the following morning (2 nights spent in a hotel); adjustments can be made in cases of budgetary restrictions.*

Additional days with Dr. Nytch can be added to include private compositions sessions; a more extended student entrepreneurial workshop; as well as further in-depth strategic planning sessions with members of the hosting institution's faculty and administration.

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