

Linda Essig

California State University, Los Angeles
College of Arts and Letters
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Los Angeles, CA 90032

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SUMMARY:

Experienced academic leader committed to access and excellence in higher education with expertise in strategic planning, student success, enrollment management, resource acquisition, crisis management, communications, faculty development, community engagement, cross-campus collaborations, and more.

EDUCATION:

PhD - Public Administration and Public Policy, Arizona State University
MFA - Design for Stage and Screen, New York University Tisch School of the Arts
BFA - with honors in Design, New York University Tisch School of the Arts

LEADERSHIP POSITIONS:

Dean, College of Arts and Letters, California State University, Los Angeles, 2018-present

Institutional Context:

Cal State LA is an urban comprehensive university serving over 25,000 students, 70% of whom are from traditionally underrepresented groups. The College of Arts & Letters serves over 3600 majors and over 4000 FTEs in nine departments (Art; Communication Studies; English; Liberal Studies; Modern Languages and Literatures; Music; Philosophy; Television, Film, and Media Studies; and Theatre & Dance). The College also includes four research centers and the Ronald H. Silverman Fine Arts Gallery.

Duties and Responsibilities:

Leadership, advancement, strategic planning, student success, oversight of ~\$20M budget, 117 tenured/ track faculty, over 180 lecturers, and 45 staff.

Selected accomplishments:

Vision and leadership:

- Developed new mission and vision for the college through a six-month long visioning process with a variety of internal and external stakeholder groups. Defined new College strategic priorities and articulated College values as part of the process.
- Shifted college culture away from ad hoc reactivity to a culture of planning, transparency, and accountability
- Created a “students first” culture throughout the college
- Created professional development opportunities for department chairs and faculty
- Led college in swift transition to remote instruction in response to Covid pandemic

Student Success:

- Year-to-year increases in freshman retention from 78% to 84% in 2020
- Instituted data-driven enrollment management approach that reduced unmet course

- demand by 33%
- Promote liberal arts employment outcomes through development of professional pathways programming including “Connect the Dots” alumni engagement activities
- Initiated Dean’s Student Advisory Council

Advancement and Resource Management

- Corporate gifts
- Private philanthropy
- Foundation grants
- Expansion of self-support (continuing education) programs
- Created infrastructure to better support faculty grant-writing resulting in three-fold increase in submissions
- Eliminated an inherited general fund structural deficit through enrollment planning

Community Partnerships:

- LA County Museum of Art Sculpture Loan Program
- City of LA Department of Cultural Affairs teaching artist certificate program
- Disney Animation diversity recruitment program
- Boyle Heights Promesa/Mendez High School/Roosevelt High School

Shared Governance

- Member of the Provost’s Deans Council
- Member of the Academic Senate
- Member of ad hoc Enrollment Management Task Force
- Facilitated faculty-led revision of College’s Faculty Governance Guidelines

Communications:

- Collaborative development of strategic communication plan for the college that included redesign of website, regular newsletters, graphic signature, et al.

Process improvements:

- Collaborated with resource manager to accurately project and then distribute SFR, FTES, and budget targets to department chairs prior to course scheduling
- Created and supported a grant application management process resulting in significant increase in grant applications originating in the College
- Created planning tools for chairs to streamline college operations

Director, School of Theatre and Film, Arizona State University, 2006-2010 (also Chair, Department of Theatre 2004-2005);

Institutional Context:

Arizona State University grew into the largest (by student headcount) public research university in the US during the period of my service. I was recruited by President Michael Crow to transform what was then a Department of Theatre into the School of Theatre and Film.

Duties and Responsibilities:

Leadership, advancement, curricular development, oversight of ~\$5M budget, 42 tenured/track faculty, over 8 staff. Artistic director of Herberger Mainstage theatre season.

Selected Accomplishments:

Vision and Leadership:

- Led reorganization of the department as a school, tripling size of student body, almost doubling budget size, and increasing faculty numbers by half.
- Built trust and transparency within the faculty and staff of the school
- Diversified programming for Herberger Mainstage.

Advancement and Resource Acquisition

- Twenty-fold increase in contributed income 2004-2010.
- Grantors include: Kauffman Foundation, National Endowment for the Arts, Arizona Commission on the Arts, Tempe Cultural Affairs, and more

Curriculum and Student Success

- Co-created the BA in Film Production, laying the groundwork for the creation of an independent film school fifteen years later.
- Led re-design of freshman student success course, "Introduction to Theatre and Film," leading to year-over-year improvements in retention 2006-2011.

Director, Enterprise and Entrepreneurship Programs, Herberger Institute for Design and the Arts, Arizona State University, 2015-2018.

Institutional Context:

The Pave Program in Arts Entrepreneurship created under my leadership while Director of the School of Theatre and Film became a unit of the Herberger Institute, reporting directly to its dean in 2015 and won the 2015 Excellence in Entrepreneurship Education Specialty Program Award from US Assn of Small Business and Entrepreneurship

Duties and Responsibilities:

- Collaboration with campus-wide Entrepreneurship @ ASU initiative
- Pave Arts Venture Incubator, launching over 36 student-led creative enterprises
- Convening of biennial national symposium on arts entrepreneurship
- Graduate Program Head, Master of Arts in Creative Enterprise and Cultural Leadership
- Graduate Program Head, Master of Fine Arts Theatre concentration in Arts Entrepreneurship and Management

Previous appointments:

Chair, UW-Madison Department of Theatre and Drama, 2002-2004

Director of University Theatre, UW-Madison, 2002

Design Area Head, UW-Madison Department of Theatre and Drama, 1990-2002

ACADEMIC APPOINTMENTS:

Evelyn Smith Professor, School of Film, Dance, and Theatre, Arizona State University, 2014-2017

Professor, School of Film, Dance, and Theatre, Arizona State University, 2004-2018. Professor Emerita, 2018-present.

Faculty, Barrett, The Honors College, Arizona State University, 2004-2018

Affiliate Faculty, Arts Media Engineering/Institute for Studies in the Arts, ASU, 2004-2010; 2012

Professor of Lighting Design, University of Wisconsin-Madison, 1999-2004

Associate Professor, Theatre and Drama, University of Wisconsin-Madison, 1994-1999

Assistant Professor, Theatre and Drama, University of Wisconsin-Madison, 1988-1994

Visiting Artist, University of Michigan, 1995
Visiting Artist, DePaul University, 1990

EXTERNAL GRANTS RECEIVED (as faculty member):

Emily Hall Tremain Foundation, \$9,419 *Artists Thrive* funding for research assistant, 2017.
Mellon Foundation, subcontracted through Alliance for the Arts in Research Universities (a2ru), \$8,146 for a study, *The Landscape of Arts Entrepreneurship in US Higher Education*, 2016.
Emily Hall Tremain Foundation, \$34,600, *Arts Entrepreneurship Fellowship* (graduate research assistant for arts business education research and knowledge dissemination), 2014-2016.
Arizona Commission on the Arts, \$7,500 *Arizona Arts Entrepreneur Toolkit Planning and Development*, 2014 (via the inaugural Arizona Art Tank program).
National Endowment for the Arts, co-PI with E. Johnson (PI), M. Fitzgerald, R. Mook, S. Woodson: \$32,000 for *At Home in the Desert: Youth Engagement with Place*, 2012-2013.
Stage Directors and Choreographers Foundation: \$4000 for guest artist director for production of *Big Love*, 2010.
Kauffman Foundation for Entrepreneurship, co-PI with K. Loui (PI), E. Capaldi, J. Rosen, C. Callahan, B. Melnyk et al: \$5,000,000 to ASU to support the University as Entrepreneur Initiative; \$246,000 to support **p.a.v.e.**, the Performing Arts Venture Experience 2006-2011, now The Pave Program in Arts Entrepreneurship.
Arizona Commission on the Arts: \$3400 to support commissioning of new play for young audiences by Laurie Brooks, 2007-08.
City of Tempe Cultural Affairs Arts Grant (co-PI with R. Rivera-Servera): \$5200 to support Performance in the Borderlands community programming and residency of playwright Caridad Svich, 2006-2007.
National Endowment for the Arts "Challenge America Grant": *Suzan-Lori Parks' Venus and African Diaspora Performance*. \$10,000 to support production and national symposium, 2006.
International Association of Lighting Designers: grant-in-kind of optics demonstration materials, 2005.
Evjue Foundation: \$10,000 to supplement activities of the 2003 Hansberry Visiting Professorship at UW-Madison.
Ford Foundation: stewardship of \$100,000 grant to the UW Foundation to support the Lorraine Hansberry Professorship in Dramatics Arts, 2003. James Moy, original grant recipient.
Gilbert Hemsley Programs In Lighting Master Class Award: \$1000
International Association of Lighting Designers Education Trust Fund: gift in kind of teaching materials for course #560, Lighting Design for Architecture, 2001.
Gilbert Hemsley Internship in Lighting Master Class Award: \$1000
Electronic Theatre Controls: gift-in-kind of \$16,000 in control equipment for lighting lab, 1999.
Honorary Member: Milwaukee Repertory Theatre, in recognition of contributions of "time, loyalty, and talent", 1993, 1994.
IES Lighting Library Program: selected through a competitive application process to receive the complete IES Library and Handbooks. These materials are housed in the Reserves collection of UW-Madison Memorial Library, 1992.
Acceptance and Scholarship Award (funded by the Lighting Research and Education Fund of the

Lighting Research Institute): to attend IES 6th Annual Workshop for Teachers of Lighting, 1989.

CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT

Mental Health First Aid, Cal State LA, 2019

Harvard Institute for Higher Education MLE (Management and Leadership in Higher Ed), 2008

Association for Theatre in Higher Education Leadership Institute, 2005

Illuminating Engineering Society Workshop for Teachers of Lighting, 1989

Graduate course work, Public Administration and Public Policy, ASU 2008-2014

ASU Online: Bootcamp for Teaching Online, 2015

PUBLICATIONS (single authored except where noted; *peer reviewed; +invited):

Books:

Creative Infrastructures: Artists, Money, and Entrepreneurial Action, under contract (ms submitted), Intellect Books for 2021 publication.

Essig, L. and Setlow, J. Lighting and the Design Idea, 3rd Edition, Cengage Learning, 2012.

Lighting and the Design Idea, 2nd Edition Los Angeles: Wadsworth/Thomson. Significantly revised and expanded from previous edition, 2005.

*The Speed of Light: Dialogues on Lighting Design and Technological Change; Portsmouth: Heinemann, 2002.

*Lighting and the Design Idea. Fort Worth: Harcourt Brace, 1997. 238 pages; 138 black and white illustrations (85 by author) and 12 color (3 by author).

Book Chapters:

+ “n=1” in S. Woodson and T. Underiner (eds) Theatre, Performance, and Change. Palgrave MacMillan, 2017.

*Hong-Jo, C., Essig, L., and Bridgstock, R. “The Enterprising Artist and the Arts Entrepreneur: Emergent pedagogies for new disciplinary habits of mind” in N. Chick (ed.) Exploring Signature Pedagogies II, Sterling, VA: Stylus Publishing, 2011.

+“Arden Fingerhut: A Unique Approach and Prolific Career” invited submission to B. Owen (ed.) Late and Great: American Designers 1960-2010, Broadway Press, 2010.

+“John Gleason: Master Colorist and Master Teacher,” invited submission to B. Owen (ed.) Late and Great: American Designers 1960-2010, Broadway Press, 2010.

+“A Primer on the History of Stage Lighting,” invited submission to Documenting: Lighting Design Performance Arts Resource #25 Theatre Library Association, 2007. Reprinted with revisions in *Theatre Design & Technology*, Spring 2016.

Articles:

* “Value Creation and Evaluation in Arts Incubators: A Cross-case Analysis,” *International Journal of Arts Management*, in press, 2018.

* “Same or Different: The ‘Arts Entrepreneurship’ and ‘Cultural Entrepreneurship’ Constructs in US and European Higher Education,” *Cultural Trends*, 2017. DOI: <https://doi.org/10.1080/09548963.2017.1323842>.

* “Means and Ends: A Theory Framework for Understanding Entrepreneurship in the U.S. Arts

- and Culture Sector,” *Journal of Arts Management, Law and Society*, 45 (4), 2015.
- Taylor, E.A., Bonin-Rodriguez, P., and Essig, L. “Perspectives on Arts Entrepreneurship, Part 1.” *Artivate: A Journal of Entrepreneurship in the Arts* 4 (1), 3-7, 2015.
- * “Arts Incubators: A Typology,” *Journal of Arts Management, Law, and Society* 44(3), 169-180, 2014.
- *“Ownership, Failure, And Experience: Goals And Evaluation Metrics Of University-Based Arts Venture Incubators,” *Entrepreneurship Research Journal* 4(1), pp. 117-135, 2014.
- *“Frameworks for Educating the Artist of the Future: Habits of Mind for Arts Entrepreneurship,” *Artivate: A Journal of Entrepreneurship in the Arts* 1 (2), 2013.
- + “Slow and Fast Learning in the Digital Age,” *Symposium Magazine*, August 2013.
- Beckman, G. and Essig, L. “Arts Entrepreneurship: A Conversation,” *Artivate: A Journal of Entrepreneurship in the Arts* 1(1), 2012.
- +“Teaching Theatre Students to Think Entrepreneurially,” *Stage Directions* 25(10), 2012.
- +Essig, L., Rodger, D., Smith, R.L., Tosti-Lane, D. “Thoughts from the Curators,” *Theatre Design and Technology* 47, (4), Fall 2011.
- *“Suffusing Entrepreneurship into Theatre Curricula” *Theatre Topics*, September, 2009.
- *“Stanley McCandless, Lighting History, and Me,” *Theatre Topics*, March, 2007.
- “On Their Shoulders: Women in Lighting Design,” *Theatre Design and Technology*, Fall 2005.
- “Three Hours in the Light: Experiencing the Work of James Turrell,” *Theatre Design and Technology*, Spring 2003.
- “...and the Market Decided: The Birth of DMX 512,” *Theatre Design and Technology*, Winter 2000.
- “A Chorus Line Revisited - Legacies of Computerized Lighting Control” *Theatre Design and Technology*, Winter 1998.
- +“Lighting Applications for Visual Impact” Illuminating Engineering Society publication #ED100.7, 1999. (Significant expansion and revision of 1993 version).
- +“Lighting for Visual Impact” Illuminating Engineering Society publication #ED100.7, 1993.

Research reports:

- Essig, L. and Guevara, J. “A Landscape of Arts Entrepreneurship in US Higher Education,” Alliance for the Arts in Research Universities, 2017. DOI: 10.13140/RG.2.2.35204.73606
- “Networking and Entrepreneurial Success: A Review of Literature,” Emily Hall Tremain Foundation, 2016. DOI: 10.13140/RG.2.2.35297.71525
- Flanagan, M. and Essig, L. “Artist Professional Development Needs: Findings and recommendations from a survey of artists and organizations,” Emily Hall Tremain Foundation, 2016. DOI 10.13140/RG.2.1.2956.2003
- Essig, L. and Flanagan, M. “How It’s Being Done: Arts Business Training Across the US,” Emily Hall Tremain Foundation, 2015. DOI 10.13140/RG.2.1.1252.8081

Book reviews:

- + “Should We Build It? Will They Come?” A review of Building for the Arts by Peter Frumkin and Ana Kolendo. *Journal of Public Administration Research and Theory*, 2015.
- +The Disappearing Stage edited by Arnold Aronson, *Theatre Design and Technology*, Winter 2013.

- +Architecture of the Night by Dietrich Neumann, *Theatre Design and Technology*, Spring 2003.
- +The Photometrics Handbook by Robert C. Mumm, *Theatre Design and Technology*, Fall 1998.

Popular press:

- “Thought Leader of the Week: Linda Essig,” *LiveDesign* online, August 29, 2019
- “Open for Business,” *American Theatre Magazine*, January 2013 (extended interview).
- “Art students also need to develop their business skills to succeed,” *The Phoenix Business Journal*, September 14, 2007, p. 71 (Op-Ed).
- “I Wish I’d Thought of That: Linda Essig” in “Season Preview,” *American Theatre*, October 2007, p.64.

Published projects and drawings:

- Lampert-Greaux, Ellen "Ah! Summer Theatre in Utah – Linda Essig Designs *Ah! Wilderness*" *Entertainment Design Magazine Online*, October 2001. Project profile, photographs and sketches.
- Lampert-Greaux, Ellen "Happy Holidays" *Lighting Dimensions Magazine*, March 2001. Project profile of Wisconsin State Capitol color installation.
- Fingerhut, Arden Theatre: Choice in Action, New York: HarperCollins, 1995, color plate. Lighting Sketch for *The Hairy Ape*.
- Dorn, Dennis and Mark Shanda Drafting for The Theatre, Carbondale: Southern Illinois University Press, 1991, pp. 216-223. Light Plot, Section, and Hookup for *Sweeney Todd*. *Theatre Design and Technology*, Fall 1992. Production Photo of *The Hairy Ape* and Designer Profile.
- Theatre Crafts*, April 1989. Light Plot for *Driving Miss Daisy*; drafting by Linda Essig, design by A. Fingerhut.
- Lighting Dimensions*, January/February 1987. Project Profile of *4D Discotheque*, Linda Essig, project manager.

EXHIBITIONS (Lighting designs):

- * **Prague Quadrennial of Scenography** Lighting design for *Venus*, Prague 2007. (international/juried); subsequent exhibition at National Performing Arts Convention, Denver 2008; USITT Annual Conference, Houston 2008.
- * **World Stage Design Digital Exhibit** Lighting design for *Oxygen*, Toronto, 2005. (international/juried)
- * **USITT Design Expo '92**, Lighting design sketches, drawings, and production photos for *The Hairy Ape*, 1992 (juried).
- + **Shakespeare Designed and Realized**, Braithwaite Fine Arts Gallery, Cedar City, Utah, 1992. Lighting design sketches for *King Lear*.

(Selected) NATIONAL/INTERNATIONAL CONFERENCE PRESENTATIONS:

- Readings from *Creative Infrastructures*. Rural Arts and Culture Research Conference, Rural Policy Research Institute, 2021. (invited)
- “New. Not Normal.” University of Indiana Arts and Innovation Research Lab, virtual symposium, 2020. (invited)

- “Crisis of Compensation: A Critical Discussion of Fair Wages, Access, and Equity for Junior Professionals and Academics in Arts Administration,” panel presentation with Y. Jung and J. Taylor, AAAE, Madison, 2019.
- “Same or Different? The Development of the Cultural Entrepreneurship and Arts Entrepreneurship Constructs in Europe and the US,” juried paper, European Network of Cultural Management, Valencia and a2ru, Denver, 2016; AAAE, 2017 (revised).
- “The Landscape of Arts Entrepreneurship in US Higher Education,” pre-conference presentation, a2ru annual conference, Denver, 2016.
- “Arts Entrepreneurship: A Conversation about Practice and Education,” invited plenary with Ian David Moss, Association of Arts Administration Educators, Philadelphia 2016.
- “Nurturing Artist Entrepreneurs to be Drivers of Creative Economies,” invited presenter, Americans for the Arts annual convention, Chicago 2015
- “Means and Ends: A Theoretical Framework for Understanding Entrepreneurship in the U.S. Arts and Culture Sector,” AIMAC Biennial Conference, Aix-en-Provence, 2015
- “Effectual Entrepreneurship in the Experiential Classroom: The Case of SAM,” juried presentation, Society for Arts Entrepreneurship Education conference, Columbus, 2015
- “Not about the Donuts: Designing and managing a theatre internship,” UISTT annual conference, Cincinnati, 2015.
- “Arts Incubators as Public Policy Tools: Outputs, Outcomes, and Policy Targets,” juried paper, Social Theory, Politics and Arts annual conference, Ottawa 2014
- “Arts Venture Incubation as a Pedagogic Technique,” juried panel, Assn of Arts Administration Educators annual conference, Montreal 2014
- “Arts Entrepreneurship Program Development,” juried panel, Assn of Arts Administration Educators annual conference, Montreal 2014
- “Arts Incubators: A Typology of Forms and Foci,” juried paper, Social Theory, Politics, and Arts conference, Seattle 2013
- “What Do We Mean When We Talk About Arts Entrepreneurship?” juried panel organizer and presenter, Assn of Arts Administration Educators annual conference, 2013
- “Failure is a Necessary Condition: Evaluating the Success of University Arts Venture Incubators,” juried paper at USASBE annual conference, 2013.
- “Teaching Habits of Mind for Creative Entrepreneurship: Three Action-oriented Pedagogies,” juried presentation at Higher Education Creativity Conference, University of Sichuan, Chengdu, China, 2012.
- “Cognitive Combining in Heterogeneous Groups in the Arts Entrepreneurship Classroom,” invited presenter, US Association of Small Business and Entrepreneurship annual conference, New Orleans, 2012.
- “Will We Just Survive or Will We Thrive? The Challenge of Implementing Entrepreneurship in Theatre” invited panelist, ATHE annual conference, Los Angeles 2010
- “The Great Chain of Pedagogy: Lighting Design Education 1960-2010,” invited panelist, USITT annual conference, Kansas City, 2010
- “Entrepreneurship and the Theatre Designer,” invited panelist, USITT annual conference, Houston, 2008
- “Women Lighting Designers: Statistics and Trend Analysis” invited presenter, USITT annual conference, Toronto, 2005

"The Aesthetics of Choosing Color," invited panelist, USITT annual conference - Toronto, 1999
"Publication in Technical Theatre," invited panelist USITT annual conference - Pittsburgh, 1997
"Lighting Design Solutions for Repertory Theatre," invited panelist USITT annual conference - Fort Worth, 1996.
"Alternatives to the Light Lab for Visual Training," invited panelist USITT annual conference - Wichita, 1993.
"Principles of Architectural Lighting Design for the Theatrical Lighting Designer," invited lecture, DePaul University, January 1989.

INVITED LECTURES & KEYNOTE PRESENTATIONS

"Research and Publication for and by Arts Administrators," invited presentation, Seattle University, 2015, 2016.
"Lowering Barriers: Lessons Learned from US Arts Incubation Practices," keynote address, first annual Creative Initiatives Conference, Tbilisi, Georgia, 2015.
"Arts Entrepreneurship for Theatre Students and Faculty," invited presentation, University of Indiana Department of Theatre and Dance, 2015
"Arts Incubator Research," invited presentation, University of Indiana School of Public and Environmental Affairs program in Arts Administration, 2015
"Not About the Benjamins: Arts Entrepreneurship Research, Practice, and Education," UW-Madison Arts Business Research Symposium, keynote address, 2014
"Arts Venture Incubators: A National Perspective" and "Arts Entrepreneurship Education: Universities to Communities," invited presentations, Western States Arts Federation annual directors meeting, Scottsdale 2013
"Process Creativity and Product Creativity: Collaboration in Groups," invited presentation, Beijing Normal University, 2013
"Habits of Mind for Creative Entrepreneurship: Three Action Oriented Pedagogies," invited presentation, Beijing Normal University, 2013
"Experience Failure for a Change," Tedx Phoenix, 2011 (live and webcast)
"Education, Technology, and the Arts" and "Ethics, the Arts, and Public Policy," Brown Symposium XXXIII, Southwestern University, 2011

CREATIVE ACTIVITY:

Note: Selected materials related to creative activity as a lighting designer 1983-2004 are archived at the Wisconsin State Historical Society, Madison WI. Permalink:
<http://arc.library.wisc.edu/cgi-bin/Pwebrecon.cgi?BBID=30490>

SOCIALLY ENGAGED and EXTENSION SCHOLARSHIP:

Blog, Creative Infrastructure: Thoughts and ideas about infrastructure for the arts.

<http://creativeinfrastructure.org>.

Master class, Strategy and Opportunity Recognition, Middelbury College MiddCORE Program, 2017

Master class, AZ Artsworker Entrepreneurial Native Artists, Heard Museum and Arizona Commission on the Arts, 2017.

Master class, AZ Artsworker Entrepreneurial Artists, Tucson/Pima Arts Council and Arizona

Commission on the Arts, 2016.

Lead author. Arizona Arts Entrepreneur Toolkit. An eBook and collection of digital tools for use by individual artists and small arts organizations in Arizona. Produced by the Pave Program in Arts Entrepreneurship, lead author, 2014.

Director of Evaluation and project co-director. *Home in the Desert: Youth Engagement and Place*, a collaborative partnership between ASU, South Mountain High School, Phoenix Boys and Girls Club, Mesa Boys and Girls Club, and Pine Council Girl Scouts. 2012-2013.

LIGHTING DESIGN PROFESSIONAL THEATRES 1985-2007:

Cleveland Play House; Missouri Repertory Theatre; Utah Shakespearean Festival; Skylight Opera Theatre; Pioneer Theatre; Milwaukee Repertory Theatre; Northlight Theatre; Long Island Stage; Opera Delaware; LaMama ETC; Texas Opera Theatre; Actors Theatre of Phoenix; Milwaukee Chamber Theatre; Madison Repertory Theatre; The New Federal Theatre; ArtsForum; Westport Country Playhouse; Chautauqua Conservatory Theatre Company.

CREATIVE ACTIVITY - ARCHITECTURAL LIGHTING:

Principal Consultant (founder/owner) Lighting Design Collaborative, 1996-2000.

Domingo Gonzalez Design, Architectural Lighting Consultants, Design Associate, 1988.

Kruger Associates: Design Associate, 1988. Project Manager, 1986.

CREATIVE ACTIVITY - SET DESIGN

Broadway: *Speed the Plow* assistant set designer, 1988

CONSULTING

Urban Land Institute and Pacoima Beautiful, Pacoima Arts Incubator Planning and Development, 2017.

Arizona Commission on the Arts, "AZ ArtsWorker: Entrepreneurial Artist Workshop," 2016.

Phoenix Office of Arts and Culture, "Savvy: The Art of Administration," 2015.

Neighborhood Economic Development Corporation Mesa (NEDCO): The Entrepreneurial Artist (training), 2013.

Centennial Theatre Foundation: Strategic planning and meeting facilitation, 2013.

PROFESSIONAL AFFILIATIONS:

Council of Colleges of Arts and Sciences, (2018-present)

Entrepreneurship Research Society – founding scholar (2013-present)

Association of Arts Administration Educators (2012-present)

Society for Arts Entrepreneurship Education (2018-present)

American Evaluation Association (2014-2016)

US Association of Small Business and Entrepreneurship (2011-2018)

United Scenic Artists, Local 829 (1985-2010; inactive status 2010-present)

Association for Theatre in Higher Education (2004-2011)

International Association of Lighting Designers (1995-2014)

United States Institute of Theatre Technology (1989-present)

Illuminating Engineering Society (1989-2004)

COURSES TAUGHT:

At Arizona State University:

Graduate: Arts Policy; Arts Management; Arts Entrepreneurship; Leadership in the Creative and Cultural Industries; Strategy: Opportunity Recognition in the Creative and Cultural Industries

Undergraduate: Management in the Arts (online undergraduate course); Foundations of Arts Entrepreneurship (live and online versions); Arts Entrepreneurship Seminar; First Year Experience; Orientation to Theatre and Film; Student Production Board – oversight and mentoring of student-run theatre company

At UW-Madison: Computer Design Visualization: An Interdisciplinary Approach; “LIGHT!” an interdisciplinary exploration of the art, science, and cultural impact of light and lighting; Design and Technology Collaborative Studio; Site Specific Theatre Production; Lighting Design for Architecture; Stage Lighting Design I, II, III and IV

PROFESSIONAL SERVICE:

Technical Working Group, Rural Policy Research Institute Cultural Wealth Lab
Convener, CSU Deans semiannual meeting, Atlanta, GA, 2019

Publisher and co-editor, *Artivate: A Journal of Entrepreneurship in the Arts*. 2012 – 2018.
(Founding Editor and Publisher Emerita, 2019-present)

General editor, *Theatre Design & Technology (TD&T)*, 2016-2018

Associate editor for lighting, *Theatre Design & Technology (TD&T)*, 2011-2015

Board of Directors, Association of Arts Administration Educators, 2016 – 2018

Board of Directors, United States Institute for Theatre Technology, 2009-2012

Board of Directors, University/Resident Theatre Association, 2004-05

Mentor, ATHE Leadership Institute, 2006 and 2014

Grant Panelist, National Endowment for the Arts: Our Town program, 2014

External Evaluator, promotion and tenure, multiple (20+) national universities

Member, College Board National Task Force on Arts Education, 2008-2009

Program review site visitor, Utah State University, 2010

Program review site visitor, University of Nevada – Reno, 2008

Program review site visitor, UC Santa Cruz Theatre Arts Department, 2008

Production review site visit, Brigham Young University, 2016

Manuscript reviewer, *Cities*, 2016

Manuscript reviewer, *Cultural Trends*, 2016

Manuscript reviewer, *Journal of Arts Management, Law, and Society*, 2015

Manuscript reviewer, *Focal Press*, 2014

Manuscript reviewer, *Routledge*, 2013

Manuscript reviewer, *Oxford University Press*, 2012

Manuscript reviewer, *Theatre Topics*, Johns Hopkins University Press, 2007

Respondent, USITT Lighting Graphics Standards

Member, Illuminating Engineering Society of North America (IESNA) Educational Materials Committee. (Committee acts as jury and editorial board for all IES Educational publications) 1989-2002.

Member, IESNA Theatre, Television, and Film Lighting Committee (TTFL), 1995-2004.
Head, Theatre Lighting Task Group, TTFL 2002-2004.
Judge USITT Design Expo 1996. Published in *Theatre Design and Technology* Summer 1996.
Reviewer Parker and Wolf, *Scene Design and Stage Lighting*, 7th edition Harcourt Brace. 1993
Judge International Illumination Design Awards - North Central Region, 1992.
Reviewer IES Educational Publications: "Color," "Design Process," "Psychological Aspects of Light," "Electrical Controls," from *IES Intermediate Course in Lighting*, 1993.
Member, IESNA Theatre, Television, and Film Lighting Handbook Revision Committee, 1989-1991.

Selected UNIVERSITY SERVICE:

Arizona State University:

Director, Herberger Institute Enterprise and Entrepreneurship Programs 2015-2018
 Faculty Women's Association T&P Workshop Presenter, 2016.
 University Tenure and Promotion Committee, 2012-2015.
 President's Professor Selection Committee, 2015.
 Socially Engaged Practice Research Group, 2011-
 President's Award for Innovation panelist, 2010.
 Regent's Professor Selection Committee (Provost's office), 2006-2008.
 Search Committee for University Provost (President's office), 2006.

UW- Madison:

Chair, Honorific Professorial Titles Committee, 2002-2004.
 Arts Institute Executive Committee, 2003-2004.
 Committee on Honorary Degrees, 2000-2004.
Consultant and Specifier, School of Music: Old Music Hall lighting control system renovation.
 Humanities Divisional Executive Committee, 1997-2000. (Vice-Chair of committee and Chair of Course sub-committee, 1999-2000)
 Computational Sciences Cluster Hire Search Committee, 1999-2001.
 College of Letters and Science Facilities Planning Committee, 1995-2000.
Mentor, Women Faculty Mentoring Program. 1999-2000; 2002-2004
 Faculty Appeals Committee, 1994-1999.
 Faculty Compensation and Economic Benefits Commission, 1994-1997.
Mentor, Madison Plan Mentor Program, 1990-1992.

COMMUNITY SERVICE (selected):

Board of Directors, Self Help Graphics and Art, 2020-present
Board of Directors (secretary), Rising Youth Theatre, 2015-2018
Member, Arizona/Mexico Commission Arts and Culture Committee, 2012
Mentor, Social Venture Partner Fast Pitch Competition, 2012, 2013
Board of Directors, Phoenix Fringe Festival, 2007-2012
Consultant (strategic planning), Orange Theatre Group (2011); Rising Youth Theatre (2012); Centennial Theatre Foundation (2013)
Member, Maricopa Partnership for Arts and Culture, CALA (Latin American Arts Festival)

planning group, 2007-2009.
Community consultant, Actors Theatre of Phoenix, 2005, 2006.
Grant panelist, Arizona Commission on the Arts, 2005.
Adjudicator, Arizona State Playwriting Competition, 2005.
Member, Tempe Convention and Visitors Bureau, *Arte es Amor* planning committee, 2005-2008
Volunteer, Kyrene Public Schools, Phoenix, Art Masterpiece volunteer, 2004-2011
Speaker, Conversations in Science: “From Page to Stage and the Science in Between,” 2003.
Member, Wisconsin Academy of Sciences, Arts and Letters Gallery, Overture project advisory board, 2002.
Community volunteer for various organizations serving the local homeless population.