

Sabbatical Proposal
Erika Lizée
Visual Arts Department
Moorpark College

November 1, 2023

Proposed Leave: Fall 2024, Spring 2025

Previous Sabbaticals: 1, Spring 2016

Full-Time Hire Date: August 2008

Since the Fall 2018 semester, there have been two sabbaticals awarded in the Visual Arts Department and a total of five in our Arts, Media and Communication Division.

Faculty Background

I was hired in 2008 as full-time faculty in Art. In 2016, I became the Visual Arts Department Chair, and eventually led the “hard to transition online” disciplines of Art, Art History, Design, MakerSpace and Photography through the pandemic and into the new normal we are still navigating today. Visual Arts faculty learned so much about technology and distance education over the past few years, including the labor-intensive practice of recording and editing lectures and demonstrations. Our pedagogy is forever changed.

Since my initial hiring, I have also been serving as the Director of the Moorpark College Art Gallery. During the pandemic, I transitioned all gallery programming online with a series of artists lectures that focused on diversity, equity and inclusion. In the exhibitions that I curate for our physical gallery space, I continue to focus on representation by bringing the diverse voices of professional artists from Los Angeles and Ventura Counties to our campus. I utilize the gallery as a space for cross-disciplinary collaboration and community building, with exhibitions like our annual student scholarship competition and summer student show.

Last year the Design program had no full-time faculty leadership. Much of the program support fell to me as Department Chair. During this time, I learned a great deal about the commercial aspects of Design as I collaborated with adjunct faculty. Also, since 2017, we have been working very hard to grow the MakerSpace program on our campus, as a place where creativity, experimentation, technology and entrepreneurship merge. These experiences have sparked a desire in me to learn more about design and business practices, as well as specific technologies that I recognize the potential for using in my classes and in my own art studio. Through these collaborations, I think that we have a unique opportunity at Moorpark College to create experiences for our art students that will support them in pursuing a career in the visual arts.

Summary of Proposal

I am proposing a year-long sabbatical during the 2024-2025 academic year to focus on three interwoven areas:

1. Research and develop a Business of Art course and Certificate of Achievement for Moorpark College
2. Grow my understanding of social media and marketing to promote my artwork and the Moorpark College Art Gallery
3. Improve my use of technology in my own studio practice and in the classroom

Part 1: Research and develop a Business of Art course and certificate for Moorpark College

I will begin my sabbatical by conducting research for the development of a Business of Art course and Certificate of Achievement for Moorpark College. This innovative class and certificate are not currently offered within the District, nor are they part of the curriculum of many institutions. Historically, studio art curriculum focuses on creative and critical thinking and developing the technical skills needed to produce quality works of art. Where art education falls short is building the bridge between making artwork and using your creative talents to support yourself financially. This programing will provide the knowledge and tools for art students to understand the process of creating and running a personal business, and how to market, promote and sell their work/brand.

Fullerton College is one of the few institutions in Southern California that has a Business of Art Certificate. This program requires nine units of entrepreneurship courses including Business Practices in Art, Small Business Accounting, and Small Business Management. I will be modeling our Business of Art certificate after their program and require similar courses.

For my research, I will take *Entrepreneurship and Small Business Management* at Moorpark College. This course will be part of the certificate I write and will provide me with a solid foundation in business practices. It will also help me to collaborate further with Business faculty on campus. In addition, I will be taking the *Monetizing Art with Licensing* course at Art Center College of Design in Pasadena, which is part of their Business and Entrepreneurship program. I will also enroll in the Center for Cultural Innovation's *Business of Art: Entrepreneurial Training for Artists* course which is offered each fall in Los Angeles. This course is taught by a range of successful contemporary arts entrepreneurs. Finally, I will be reading various texts to round out my research and determine a textbook and/or develop ZTC materials for the Business of Art course I will write.

Part 2: Grow my understanding of social media and marketing to promote my art and the Moorpark College Art Gallery

As previously mentioned, since I was hired in 2008, I have served as Director of the Moorpark College Art Gallery, which for decades has been more of a lobby space outside of the President's Office. With the upcoming renovation of the Administration Building,

the Art Gallery will be moved to the Technology Building. We are thrilled with this change and eagerly await the renovations to be completed for this new exhibition space. With the improved quality of our gallery and a location in closer proximity to the Campus Center and Applied Arts Building, we are envisioning a whole new range of exhibitions, events and cross-disciplinary collaborations in the future.

To help improve my ability to promote and market this programming, as well as my own artwork and brand, I will enroll in the *Social Media Design* course at Moorpark. I will also enroll in the *Brand Strategy* course at Art Center. The content of the previously mentioned *Entrepreneurship and Small Business Management* at Moorpark and *The Business of Art: Entrepreneurial Training for Artists* at CCI will cover some marketing and promotional ideas as well, but the *Social Media Design* class and *Brand Strategy* courses are specifically targeted for those realms.

Part 3: Improve my use of technology in my studio practice and in the classroom

Technology continues to grow and expand into every area of our lives, and the fine arts realm is no different. Artists once combed through magazines and newspapers for hours, looking for just the right image or text, painstakingly cutting things out by hand to collage together. Today with a simple Google image search and Photoshop, the process can be completed in minutes. As artists and educators, we need to continue to learn how technology can be used as a tool in our creative process.

This semester I am enrolled in the non-credit course MAKR M910 – *Illustrator for the MakerSpace*. In this 8-hour course, we are being introduced to the basics of Adobe Illustrator and how it can be used in conjunction with the technology in our campus MakerSpace. This course has inspired me to think about how I can use Illustrator within the traditional Watercolor and Acrylic Painting classes I teach on campus. I also have many ideas for how this software could become part of my own artistic process in the creation of my installations. To learn this industry standard software, I will enroll in the DES M125 *Digital Illustration* course at Moorpark College, as this is a full semester course that teaches Adobe Illustrator. I will then modify a project in my Acrylic Painting class where students will use Illustrator in our Design computer labs on campus in the creation of a source image that they will then paint by hand.

Contingent on being awarded sabbatical, I have been accepted into the artist residency program with Shoebox Projects in Los Angeles. Artist residencies are offered by various organizations and institutions that provide artists with the opportunity to work in a dedicated space, often away from their usual surroundings, for a specific period of time. The goal is to provide artists with a supportive and inspiring atmosphere where they can focus entirely on their creative process. Shoebox Projects describes themselves as “an alternative art space that opened in November of 2016 as a platform for artists to use the physical space to experiment and create new work through residencies.” In my career as an installation artist, I can see the enormous potential for growth during this residency as I explore the use of Illustrator in the design phase for my artwork. I make very large,

site-specific installations which have ranged anywhere between 7 - 28 feet high and 20 - 50 feet wide, depending on the space. During this residency, I plan to utilize the space at Shoebox Projects as a testing ground for new ideas for my installations, but on a smaller scale. As a visual artist, these tests and experiments are important as they help me to work through ideas and see the results, so that I can determine what works and what doesn't. This month-long residency will culminate with an exhibition in the space that will be open to the public. This experience will also provide me with the opportunity to utilize my social media and marketing skills to promote the work I am doing at the residency.

Artistic Background

I have a BFA in Painting from UNC-Asheville and an MFA in Painting from CSU-Northridge. These degrees have served me well in my career as an artist, and my teaching career at Moorpark College. My art practice has evolved over the past 20+ years from making works on canvas to creating large site-specific, illusion-based installations. Since 2013, I have been creating 1 to 2 site-specific installations per year throughout Southern California. Highlights include pieces inside the Mesa Contemporary Arts Museum in Mesa, AZ (pictured below), The Museum of Art and History in Lancaster, and the Tom Bradley International Terminal at LAX. These fine art installations are temporary, typically on display between one and nine months.



"Seed of Life"

2023 Installation at the Mesa Contemporary Arts Museum, Mesa, AZ

8' x 22' x 3'

Acrylic on Duralar

Erika Lizée

2024-2025 Sabbatical Proposal

In 2019, I was commissioned to create a permanent public art project within the new Yarrow Family YMCA in Westlake Village. “Flowing Sea Change” was installed in a two-story, open staircase area near the main lobby. I hired a Moorpark College Design student to help me with my digital files and a professional printing company in Simi Valley to reproduce my fine art paintings on high quality vinyl and polystyrene. These materials are very durable and UV coatings protect the work from fading over the years. Over the course of many months of planning and preparation, and weeks of being up on scaffolding painting and installing the work, the 29’ x 15’ x 4’ project was brought to fruition. This installation was my first venture into the realm of public art, which is a genre unto itself. Besides the technical challenges of creating and installing this permanent artwork, I also learned a great deal about community, collaboration, communication, negotiations, and business.

During the pandemic lockdown, I returned to creating paintings on canvas and have been exhibiting these works in fine art galleries. Now that the pandemic is behind us, I have begun applying for other public art opportunities, as this is a very different experience from exhibiting within the gallery and museum system. I like the idea of bringing my work to a broader audience and having the work on display permanently.

My experience in public art has made me aware of the business training that I need to continue down this path. Like many fine artists, I pursued a career in art but never received any formal business training in school. All of my knowledge in this area has come from decades being an active member of the Los Angeles art community. Also, the artworld has radically changed over the past 25 years. The gallery system used to be the main way that artists could sell their work. We now live in a DIY society, where artists can sell their creations through personal websites, social media platforms, and online stores like Etsy and Saatchi Art. My experience with public art has inspired me to think more deeply about how I can help students determine how they can support themselves financially through their artistic talents.



"Flowing Sea Change"

2019 Permanent
Installation at Yarrow
Family YMCA

Westlake Village, CA

Acrylic paint, printed
vinyl and polystyrene

29' x 15' x 4'

Photo credit:
Stephen Callis

Proposal and Timeline

To successfully complete my project, I will:

FALL 2024

- Complete six units at Moorpark College by enrolling in *Social Media Design and Entrepreneurship and Small Business Management*
- Complete the Center for Cultural Innovation's *The Business of Art: Entrepreneurial Training for Artists* nine-week program
- Complete the *Monetizing Art with Licensing* course and *Brand Strategy Workshop* through Art Center College of Design
- Research and read numerous texts about business practices in art, with the intent of selecting a textbook and/or developing a ZTC option for students

SPRING 2025

- Write a *Business Practices in Art* course for Moorpark College
- Create a Business of Art Certificate of Achievement for Moorpark College, modeled after the Business of Art Certificate Program at Fullerton College
- Complete three units at Moorpark College by enrolling in *Digital Illustration*
- Participate in a month-long artist residency at Shoebox Projects in Los Angeles, which culminates with an exhibition of my work

I will pay all tuition costs out-of-pocket.

About the College Courses I Will Complete

Moorpark College: BUS M32 – *Entrepreneurship and Small Business Management* - 3 Units

52.5 hours lecture per term. This course focuses on establishing and managing entrepreneurial ventures such as small business, with emphasis on planning, financing, staffing, marketing, site selection, budgeting, legal concerns, and regulatory issues. Considers the rewards and perils of being an entrepreneur and owning a business.

Art Center College of Design Extension: ACX – 623W – *Monetizing Art with Licensing* (12 hr course)

Selling artwork or working hourly as an employee are not the only ways to make money as a creative person. Learn about the opportunities for retaining copyright ownership and licensing visual works for royalties. Topics covered include art themes, product categories, portfolio requirements; basics of contracts, trademarks, copyrights, marketing, publicity; working with agents and submitting work to manufacturers. Also learn how to self-publish your art content as books and approach traditional publishers. Finally, learn about utilizing "Print-On-Demand" (POD) manufacturers with no set up costs to make an array of products to sell including greeting cards & stickers, tee shirts & apparel, mugs, phone cases, pillows, wall art and more. These revenue models apply to fine art, graphic design, illustration, surface design, lettering and calligraphy, photography and mixed media, and will be of interest to anyone wanting to start their own side hustle or full-time business based on their creative content.

Art Center College of Design Extension: ACX – 657W – Brand Strategy Workshop (21 hr course)

For designers and other creatives seeking to attract high-value clients, level up their critical thinking skills, and increase their value in the marketplace, brand strategy can be the factor that makes a difference. This online workshop is designed to provide you with skills, confidence, and a road map for developing brand strategy for clients or your own business. We'll look at the role of brand strategy in brand development, the reasons why strategy is foundational to creating and managing brands, and how you can implement brand strategy with your clients. You'll learn a proven process for ferreting out purpose and deeper meaning as the basis for design, and how to lead a strategy session. Course will also cover how to sell and price brand strategy as part of your slate of services, or as a stand-alone option. Course includes worksheets, templates, exercises, and a deck you'll develop for use in brand strategy sessions. An ideal class for designers, creative team leaders, art directors, creative directors, as well as independent and freelance creatives.

Moorpark College: DES M135 – Social Media Design - 3 Units

35 lecture, 52.5 hours lab per term. This course introduces the tools, techniques, and the strategies for visual communication across the social media channels. Explores the creation of solutions to clearly communicate visual messages online. Emphasizes creative problem solving and strategies as applied to social media design.

Moorpark College: DES M125 – Digital Illustration - 3 Units

35 lecture, 52.5 hours lab per term. This course focuses on digital illustration, currently using Adobe Illustrator for illustration, design, and media arts. Explores appropriate techniques for drawing vector-based paths, perspective, color systems, rendering of light and shade, and Illustrator's typographic capabilities.

About the Business of Art Program at the Center for Cultural Innovation

Founded in 2001, the Center for Cultural Innovation (CCI) is a 501(c)3 nonprofit corporation, with offices in Los Angeles and San Francisco. Their mission is, “to support individuals in the arts—artists, culture bearers, and creative entrepreneurs—to realize greater self-determination so as to unfetter their productivity, free expression, and social impact, which contributes to shaping our collective national identity in ways that reflect the diversity of society.”

CCI describes the Business of Art program:

CCI provides entrepreneurial training for individual artists and cultural workers in all disciplines to enhance their business knowledge and career prospects. CCI's signature Business of Art training program has been presented to artists throughout California since 2002.

Taught by arts business leaders with both commercial and nonprofit experience, the Business of Art curriculum is rooted in the idea that your art business is driven by two elements: your core values and the people who value what you do. Over ten workshops, you will learn key concepts involved in goal-setting, business models, marketing and self-promotion, money management, legal issues, strategic planning, and project financing. As the program comes to a close, you will receive feedback and insights in small group Cluster Counseling sessions with the presenters, present your art business model to the class, and receive a diploma for your hard work!

Weekly interactive seminars will be complemented by readings and worksheets in Business of Art: An Artist's Guide to Profitable Self-Employment, a CCI publication now in its 3rd Edition, which you will receive as part of your registration.

This fall the program is being offered online via Zoom from 10:00 AM - 1:00 PM on varying days of the week. Each session is hosted by a different art professional. Topics include:

- Presenting Yourself as an Artist
- Identifying Your Values & Setting Goals
- Designing Your Business Model & Building a Business Plan
- Promoting Yourself & Your Work
- Legal Issues for Artists
- Managing Your Money
- Funding Your Art Project or Business
- Moving Forward with Strategic Planning
- Cluster Counseling
- Final Presentations & Graduation!

CCI is a very well-known and respected organization. Their programming and support are valued in the art community. I am very excited to take their Business of Art program, as it will expand my research and provide additional resources from contemporary art business for me to pull from in the development of the Business of Art course and certificate that I will write for Moorpark College.

Text Research for the Development of the Business of Art Course

In addition to the courses I will take, I will also conduct my own independent research by reading texts such as:

- The Creative Business Handbook: Follow Your Passions and Be Your Own Boss by Ekaterina Popova and Alicia Puig
- Arts & Numbers: A Financial Guide for Artists, Writers, Performers, and Other Members of the Creative Class by Elaine Grogan Luttrull
- Legal Guide for the Visual Artist by Tad Crawford

- Sell Online Like a Creative Genius: A Guide for Artists, Entrepreneurs, Inventors, and Kindred Spirits Paperback by Brainard Carey
- Art/Work - Revised & Updated: Everything You Need to Know (and Do) As You Pursue Your Art Career by Heather Darcy Bhandari
- The Artist's Guide: How to Make a Living Doing What You Love by Jackie Battenfield

From this research I will determine an appropriate textbook for the Business of Art course and/or pull in a variety of materials and develop a ZTC option for students.

Research and Development of the Business of Art Certificate

I will be modeling the Business of Art Certificate that I write for Moorpark College after the existing program at Fullerton College. They describe their program as:

The **Business of Art Certificate** combines business coursework in entrepreneurship, marketing, and accounting with courses focused on studio arts, art management and leadership practices for a self-employed career in art. Students examine methods for sustaining a self-directed career in the arts and for making their art viable in the marketplace. A minimum grade of C is required in each course. This certificate requires a total of 18 units.

The Program Outcomes are defined as:

Outcome 1: Analyze ways to create a livelihood in a chosen arts discipline by identifying a unique, self-directed, non-traditional, and entrepreneurial pathway.

Outcome 2: Develop skills in marketing, self-promotion, and business planning.

Outcome 3: Use a working vocabulary of small business terminology.

The entrepreneurship courses needed for this certificate are:

Required Entrepreneurship Courses (9 units):

BUS 181 F	The Entrepreneurial Mindset (formerly Business Plan Development)	3
or BUS 180 F	Small Business Management	
ART 123 F	Business Practices in Art	3
or MKT 201 F	Small Business Promotions	
ACCT 100 F	Small Business Accounting	3

In addition to the nine entrepreneurship courses in Fullerton's certificate, students are required to take nine units of studio art courses. In the certificate program I will write, I plan to require six units of studio arts classes along with a three-unit internship which could be completed within our campus MakerSpace, MakerShop, Ceramics Studio or Art Gallery, or an outside art business or institution.

Value to Students

This sabbatical would benefit students on many levels. Historically, art programs have fallen short on helping students determine how they will make a living as a creative person. A Business of Art course and Certificate of Achievement at Moorpark College will empower students with the practical knowledge and skills they need to navigate the complexities of the art world. By understanding the business side of art, students will be better prepared to establish successful and sustainable careers as artists and professionals in the creative industries.

As I improve my skills with social media, marketing and programs like Adobe Illustrator, students will benefit from the inclusion of this technology in my classes. I feel that the more I can meet students where they are at, it also increases my connection to them and the sense of community and belonging I can create in my classroom, in the Art Gallery and Visual Arts Department of which I am Chair.

Value to Individual Faculty

With decades of engagement in the vibrant Los Angeles art community, my expertise comes through practical experience rather than formal business training. As my art career continues to evolve, I feel this sabbatical project will provide me with the insights needed to navigate the intricacies of marketing and promoting my work more effectively.

I am eager to learn about business development and social media design. This will help me to continue to grow my professional art career, as well as improve my ability to serve as Director of the new Moorpark College Art Gallery upon my return to campus. I am also very excited by the Digital Illustration class and the potential this has for growth in my studio practice, as well as how I can incorporate it into coursework with my students. The residency with Shoebox Projects will offer me the time, space and inspiration to create, experiment, learn, collaborate and grow personally and professionally as an artist and educator.

Value to Moorpark College and the District

As a whole, the sabbatical program is an asset to the District in that it allows faculty time to grow further in our disciplines, and then share those experiences and outcomes with students, faculty and the three campus communities. Upon my return and the final curricular approval of the Business of Art course and certificate, I will happily share these new opportunities with Art faculty and counselors at Moorpark, Oxnard and Ventura College. Once the Business of Art course is in the Schedule of Classes, I will certainly promote the course by sharing information with students, faculty and counselors. I will

also reach out and promote the class and certificate to the many creative communities in Ventura and Los Angeles County. I am certain there are artists throughout our area that will be interested and enroll at Moorpark College to receive this training. As there are no other Business of Art courses or certificates in the region, this will be a unique draw for Moorpark College and the District. Another benefit specific to Moorpark College is that this course and certificate will be cross-disciplinary; fostering student and faculty collaboration between the Art, Accounting, Business and MakerSpace programs on campus.

The District's Mission Statement says the "Ventura County Community College District provides students, in its diverse community, with access to comprehensive quality educational opportunities that support student learning and student success." This sabbatical project is in alignment with the District mission, as the new course and certificate I will create will provide quality educational opportunities for our students, support their learning through direct hands-on experiences and help them to flourish as professional artists in our communities.

Thank you for your consideration,

A handwritten signature in black ink that reads "Erika Lizée". The signature is written in a cursive, flowing style.

Erika Lizée



MOORPARK COLLEGE

October 30, 2023

Dear Sabbatical Committee,

It is with great pleasure that I strongly recommend Erika Lizée for sabbatical leave consideration. Erika currently serves as the Department Chair providing leadership to the Visual Arts, Art History, Design, MakerSpace, and Photography programs. Additionally, Erika serves as the Director of the Art Gallery at Moorpark College. In these roles, Erika has a unique perspective and understanding of the division's curriculum needs, interconnected industry skills, and how to best enhance learning and career opportunities for students.

Erika's sabbatical proposal incorporates intentional design to increase career advancement and attainment opportunities for students pursuing a career in the Arts and related fields. Her proposal provides a creative, deliberate, and comprehensive approach to developing curriculum that will lead to a certificate yielding positive results for the college and students. The incorporation of social media marketing, technology, and business are necessary to provide students for entrepreneurship that extends beyond their artistic skills and abilities. It will also provide students with additional career pathways in the business sector of the art industry expanding their career prospects.

Similarly, the development of Business Art courses and a certificate will bring Moorpark college recognition for developing curriculum in an area that is fairly new and exclusive given that there are few existing programs. It is also projected to increase enrollment and funding for the college once students become aware for the new courses and certificate options.

I enthusiastically support the sabbatical proposal submitted by Erika. The approval of her planned sabbatical would provide her with the opportunity to acquire the necessary knowledge to develop the proposed curriculum through professional development and engagement in research needed to implement the outlined opportunities for students and the AMC division. I encourage the committee to strongly consider the associated benefits of this sabbatical proposal to students, the division and college in your deliberations.

Sincerely,

Elizabeth David

Elizabeth David
Dean of Student Learning
Arts, Media, and Communication Studies
Moorpark College



MOORPARK COLLEGE

October 23, 2023

Dear Members of the Sabbatical Committee,

I am writing in support of Erika Lizée's proposal for the 2024-25 academic year. Erika has shared her proposal with me, and I think she has an excellent plan for how she will benefit her students, the College, the District, and herself over the course of an academic year.

As you will see from Erika's proposal, she fulfills many roles at the College. She is an excellent department chair, equally excellent teacher, and a skilled curator/gallery director of our campus gallery. Throughout the pandemic, she was a solid pillar of support for our team of stressed and overworked faculty. Outside of the College, Erika Lizée is a respected and accomplished artist who shows her elaborate illusionistic installations in galleries, museums, and in the public realm. Seemingly tireless, she also juries art shows in the community, curates shows off-campus, and mentors students and other faculty. Although this is rarely mentioned, she also is a parent, with two kids, age 13 and 11. Erika is a busy and accomplished lady who is well-deserving of a sabbatical.

As you will read, Erika's proposal covers a range of topics that fulfill the sabbatical requirements. She will be developing a new course and certificate in the Business of Art. She will be taking numerous classes in business, social media, and marketing, at a variety of respected institutions. She will study and become adept at technology for art, such as the Adobe Illustrator program. Additionally, she will engage with her own practice in an artist's residency, devoting herself to making new work for an exhibition and recharging her creative potential.

Upon completion of Erika's sabbatical activities, she will become an even greater resource for our students, and for her colleagues, as well as the entire district. I love that the Business of Art certificate she is proposing includes an internship, because that will mandate practical experience for our students as they complete their degrees.

As someone who has completed two year-long sabbaticals myself at Moorpark College, I can say that the scope of the work that Erika is proposing is well in line with what is possible, manageable, and beneficial within the time frame. She has clearly done her research, and has an excellent and well-planned course of study, with all her steps delineated, and a clear idea of what she aims to accomplish. She hits all the markers: beneficial to the students, the College, the District, and herself. Erika Lizée has my support, 100%, for this sabbatical proposal.

Respectfully,

Cynthia Minet
Professor, Studio Arts Moorpark College



October 31, 2023

Dear Sabbatical Committee,

I am delighted to write this letter in support of Erika Lizée’s Sabbatical Proposal for the 2024- 25 academic year. Due in part to Erika’s amazing leadership, our campus has a robust and vibrant Art Department offering students the opportunity to hone skills in a variety of studio practices from painting and ceramics to printmaking and figure sculpture. However, our department is lacking in the expertise to teach students how to market and monetize their art making practice. This is not an uncommon reality; most collegiate Art programs lack this facet of their curriculum. Students often leave art school, myself included, without the skills to make their way as an artist and look for other jobs outside their field of study in order to continue to make art “on the side.” What Erika is proposing will fill this deficit and provide our students a much-needed pathway to make a living through their artistic skills.

In the MakerSpace I often work with Art students to create merchandise with their art such as stickers, tote bags, and buttons. Leveraging this campus resource is a great opportunity for them to prototype designs and begin the process of turning their art into a brand. Many artists today use social media to promote their brand and are able to make a career through the sale of both their original works and tangible reproductions. The Business of Art course and certificate Erika is proposing to research and write during her sabbatical leave will provide students a firm foundation to launch their own business. Her proposal is only strengthened by the cross disciplinary approach she has taken with it.

One of the pivotal elements of the certificate is the internship requirement. As we know, internships give students real-world experience and the chance to practice soft skills while working in a supportive learning environment. On behalf of the Design and MakerSpace programs, we embrace the opportunity to have Art students complete this requirement while working in our campus MakerShop. In the MakerSpace students will have the opportunity to work as part of a creative team to fabricate designs in the campus MakerShop.

The outcomes of Erika’s sabbatical will reap benefits for both our students and our college. Upon completion of the proposed COA in the Business of Art students will be able to expand the definition of what it means to be an artist and have confidence to find their footing as an entrepreneur. Additionally, the proposed course and certificate will help draw students to our college as our campus will be the only one in the area offering this specialization.

I strongly recommend Erika Lizée for sabbatical.

Sincerely,

Clare Sadnik, MFA
Design/MakerSpace Faculty

Appendix

Erika Lizée:

<http://www.erikalizee.com>

Fullerton College

<https://catalog.nocccd.edu/fullerton-college/degrees-certificates/business/the-business-of-art-certificate/>

Center for Cultural Innovation

<https://www.cciarts.org/>

Shoebox Projects

<https://shoeboxprojects.com/>