

**Sabbatical Proposal**  
**Erika Lizée**  
**Visual Arts Department**  
**Moorpark College**

November 1, 2022

Proposed Leave: Fall 2023, Spring 2024

Previous Sabbaticals: 1, Spring 2016

Full-Time Hire Date: August 2008

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### **Summary of Proposal**

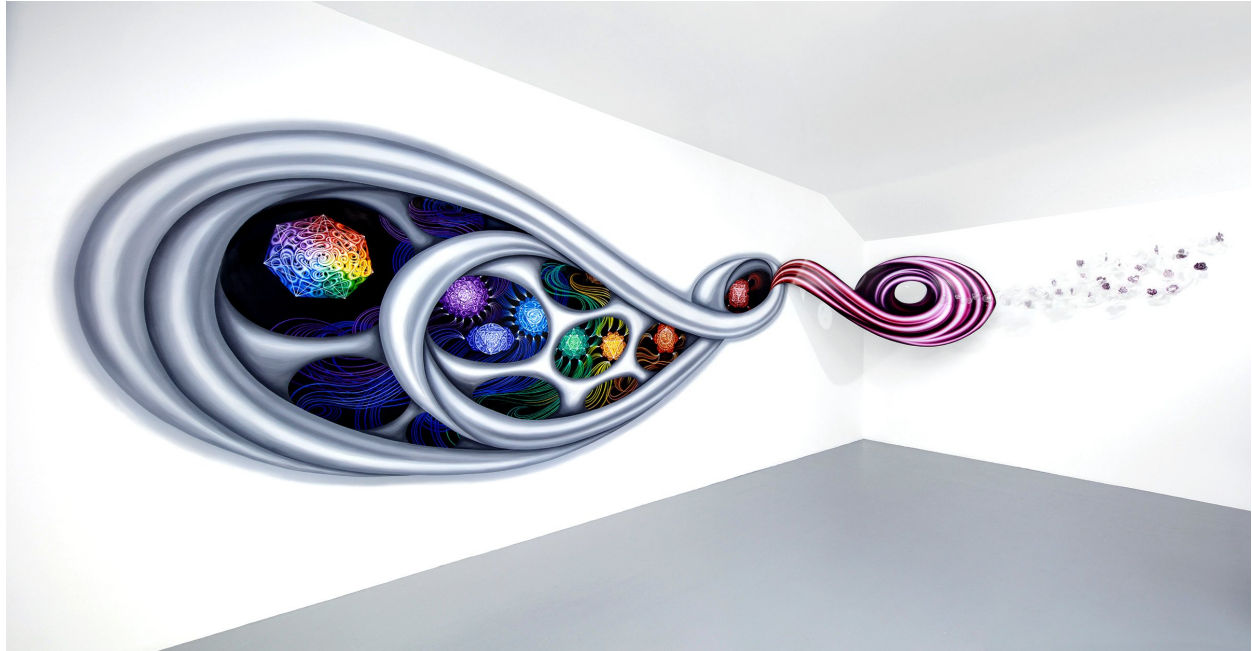
I am proposing a year-long sabbatical during the 2023-2024 academic year to conduct research for the development of a Business of Art course and certificate for Moorpark College. This innovative class and certificate are not currently offered within the District, nor are they part of the curriculum of 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 a personal business, and how to market, promote and sell their artwork.

For my research, I will be taking classes at Fullerton College, Moorpark College, and the Center for Cultural Innovation in Los Angeles. 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 (three classes), 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. I will take the Business of Art class at Fullerton College. I will also take Introduction to Accounting and Entrepreneurship and Small Business Management at Moorpark College, so I will have taken the same classes that our students will take for the new Business of Art certificate that I will create. Taking these accounting and business courses at Moorpark will help me to collaborate with Moorpark faculty in these disciplines as I write the new Business of Art course. To expand the scope of my research, I will also enroll in the Center for Cultural Innovation's nine week "The Business of Art: Entrepreneurial Training for Artists" program 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.

### **Faculty 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 Angels' Gate Cultural Center in San Pedro, 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.



**“The Subtle Body Prepares for Emergence”**

2022 Installation at Angels Gate Cultural Center, San Pedro, CA

8' x 30' x 3'

Acrylic on Duralar

Photo Credit: Panic Studio LA

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 worst of the pandemic is behind us, I have begun to apply 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 had the business acumen to turn this passion into something that would support me financially. 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 2023**

- Complete the three-unit course, Business Practices in Art from Fullerton College
- Complete the Center for Cultural Innovation's "The Business of Art: Entrepreneurial Training for Artists" nine-week program
- 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 2024**

- Complete six units of entrepreneurship courses by enrolling in Introduction to Accounting and Entrepreneurship and Small Business Management at Moorpark College
- Write a "Business Practices in Art" course for Moorpark College
- Create a Business of Art Certificate for Moorpark College, modeled after the Business of Art Certificate Program at Fullerton College

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

## **About the College Courses I Will Complete**

### Fullerton College: ART 123F - Business Practices in Art - 3 Units

54 hours lecture per term. This course examines the basic business and professional practices needed to begin or continue a career in the visual arts. The class will require portfolio presentation, creation of resume and self-promotional pieces in addition to an understanding of proposals, contracts, and personal business practices. Also, a personal business notebook is to be kept by the students for future use.

### Moorpark College: ACCT M01 – Introduction to Accounting - 3 Units

52.5 hours lecture per term. This course covers the fundamentals of double-entry bookkeeping and the debit/credit method of recording transactions. Includes the full bookkeeping cycle from recording transactions to preparing financial statements. Emphasizes service enterprises operating as sole proprietorships.

### 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.

### 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:

- 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 project would greatly benefit our students. Studio art education mainly focuses on teaching students technical skills, as well as creative and critical thinking skills which are vital in the production of quality artwork. Where education falls short is building the bridge between making artwork and supporting yourself financially with it.

The internet has changed business drastically over the past few decades. There are many more opportunities and platforms where artists can sell their creations, but many artists don't know how to take that next step. Enrolling in a Business of Art class and earning a Business of Art Certificate at Moorpark College would empower these students to understand the process of creating a personal business, and help them to market, promote and sell their artwork. Through the research of this sabbatical project, I will become a resource for students as well.

### **Value to Individual Faculty**

As an artist and educator with a BFA and MFA, I have never received any business training. As my art career has evolved into the realm of public art, I feel this sabbatical project will help me to better understand how to market, promote and sell my work. This research and training will help me to continue to grow my career as an artist.

### **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 at Moorpark College.

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,  
Erika Lizée