



4-3-1

A new tool for advising arts-interested students

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Background for you!

- ▶ The Arts, A/V Technology and Communications Cluster
 - ▶ Six pathways
- ▶ Careers associated with “Artistic” Holland code ARE NOT all in this cluster!
 - ▶ And...not all careers in this cluster have an “artistic” Holland code!
- ▶ Why is this topic important?
- ▶ My biases...



Background: The Arts, Audio-Visual Technology & Communications Cluster

- ▶ 6 pathways
 - ▶ Audio/Video Technology and Film
 - ▶ Journalism and Broadcasting
 - ▶ Performing Arts
 - ▶ Printing Technology
 - ▶ Telecommunications
 - ▶ Visual Arts



Background:

But some “artsy” jobs are missing...

- ▶ Strangely, they are located in other career clusters!
 - ▶ Architecture and Construction: Architect, Landscape Architect, Drafter
 - ▶ Business, Management, Administration: Museum Conservator
 - ▶ Education and Training: Art Teachers
 - ▶ Government: Urban Planner
 - ▶ Health Sciences: Art Therapist, Music Therapist
 - ▶ Human Services: Make-up Artist, Costume Attendant, Hair Dresser/Cosmetologist
 - ▶ Manufacturing: Potter, Dressmaker, Glassblower, Stone Carver
 - ▶ Marketing: Fashion Designer, Interior Designer, Jeweler, Model
- ▶ Why?



Background:

Why this topic is important

- ▶ Interest in the arts is pervasive and persistent
 - ▶ Many arts-interested students will return repeatedly to the arts over their lifetimes, even when not in an arts-related career
- ▶ Pursuing their art is good for the student
 - ▶ For arts-interested students, creating may be an important coping mechanism
 - ▶ Creativity reduces stress
 - ▶ Artistic expression is an integral part of most arts-interested students
- ▶ Social biases about the arts
 - ▶ Some sectors of society see the arts as “elective” or frivolous
 - ▶ Arts education is absent in many schools due to lack of funding
- ▶ My history in the arts
 - ▶ Life-long artist, encouraged not to pursue art as a career
 - ▶ Practice art and art teaching throughout adult career life
- ▶ A few more examples



Background:

My biases and assumptions

- ▶ Art is an important part of human development, culture and expression.
- ▶ Receiving education in the arts is integral to basic curriculum, K-12.
- ▶ For arts-interested students, post-secondary training in the arts is *essential*.
 - ▶ Systematic training at the post-secondary level is key.
 - ▶ Community education or self-learning is not a substitute.
 - ▶ Arts-related networks cultivated in post-secondary training are considerable.
- ▶ Gainful careers in arts-related fields exist.
- ▶ For most arts-interested students, a two-year applied arts degree is the most cost-effective way to a career.
- ▶ Substantive differences exist between arts education in a university setting and arts education at a dedicated art school.



The 4-3-1 Arts Advising Tool

- ▶ 4: Careers in the Arts can be broken into four functional categories
- ▶ 3: Career advising for arts-interested students can occur in three phases
- ▶ 1: It is always about the best interest of the individual—the one arts-interested student you're working with!

4: Art in Careers

- ▶ **Art as center stage:** Work a job while concentrating on art career
 - ▶ Actor as waiter, dancer as personal trainer, musician as store clerk, visual artist as barista
 - ▶ Job is just a job; real passion is for arts activities, with focus on “making it.”
 - ▶ Can also cultivate support through grants, exhibitions, selling work
- ▶ **Arts-associated:** Where art is included in the title, but not central to the work
 - ▶ Art, music, drama teacher: while subject taught is art, professional skills are really in education and classroom management
 - ▶ Arts administrator: organization works with art, individual’s focus is on funding, promotion and management
- ▶ **Arts industries:** Where the arts enhance an industry
 - ▶ Graphic Design: Enhancing marketing, visual presence of businesses
 - ▶ Interior Design: Enhancing environments of homes and businesses
 - ▶ A/V Design: Sound, lights, video production for events, companies, entertainment
 - ▶ Fashion Design/Retail Merchandising: one of the largest sectors of the economy
 - ▶ Architecture/Landscape Architecture: enhancing the appeal and function of indoor and outdoor spaces
- ▶ **Art as after-hours:** Completely separate career is developed
 - ▶ Arts as sideline, hobby or encore career



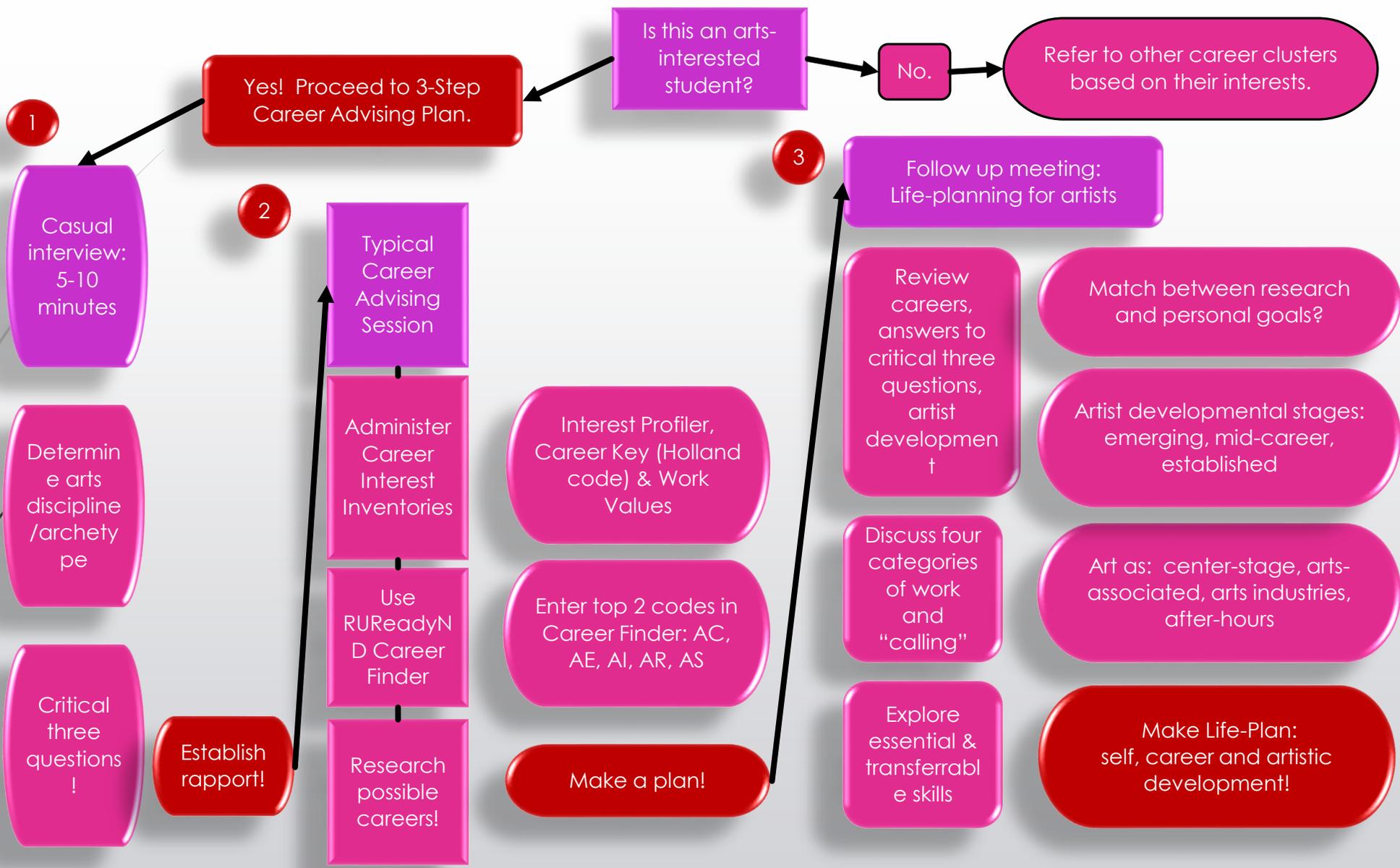
3: Advising Stages

- ▶ The Archetype Stage
 - ▶ Basic interview—what do you do, what do you like about it, what do you want to do with it in the future
 - ▶ Based on arts activities
 - ▶ Uses free association of stated interests and perceived career opportunities
 - ▶ Is a start to the conversation—establishes advisor's support for arts interests¹
- ▶ The Interest Intersection State
 - ▶ Second advising session
 - ▶ Utilizes a Holland code interest inventory to reveal interest areas
 - ▶ Combines "Artistic" with second interest area
 - ▶ Utilizes the Career Finder tool to explore career options
- ▶ The Lifeplan Stage
 - ▶ Arts interest as a "calling"—from job coaching tradition
 - ▶ Encourages arts-interested student to see arts interest as integrated with a life path and a career
 - ▶ Provides mapping tool for integrating developmental stages with cultivating an arts practice



1: The Arts-Interested Individual

- ▶ The individual must always be our focus.
- ▶ Our encouragement of arts-interest and –focus can make a huge difference in perseverance.
- ▶ Other strong voices may be discouraging about arts interest, especially if not aware of career opportunities.
- ▶ Validating arts interest as integral to the person allows them to decide how to express it!



Yes! Proceed to 3-Step Career Advising Plan.

Is this an arts-interested student?

No.

Refer to other career clusters based on their interests.

1

Casual interview: 5-10 minutes

Determine arts discipline/archetype

Critical three questions!

Establish rapport!

2

Typical Career Advising Session

Administer Career Interest Inventories

Use RUPRD Career Finder

Research possible careers!

Interest Profiler, Career Key (Holland code) & Work Values

Enter top 2 codes in Career Finder: AC, AE, AI, AR, AS

Make a plan!

3

Follow up meeting: Life-planning for artists

Review careers, answers to critical three questions, artist development

Match between research and personal goals?

Artist developmental stages: emerging, mid-career, established

Discuss four categories of work and "calling"

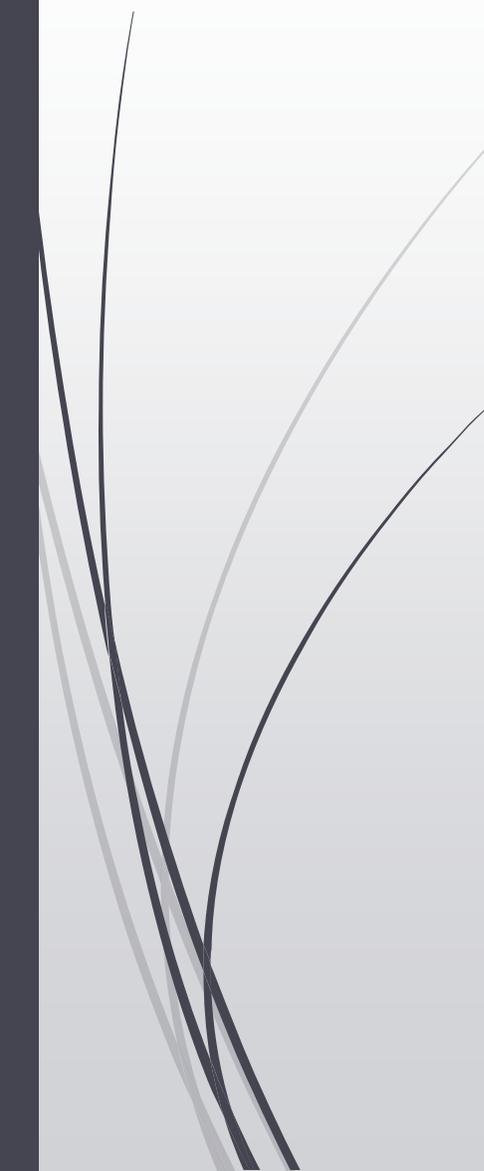
Art as: center-stage, arts-associated, arts industries, after-hours

Explore essential & transferrable skills

Make Life-Plan: self, career and artistic development!



Your turn!

- ▶ Pair up
 - ▶ Conduct the Casual/Archetype interview with each other
 - ▶ Read your student profile
 - ▶ Give question slip “career advisor” partner
 - ▶ Roll the dice to get your Holland code pair
 - ▶ Conduct the Typical Career Advising session with each other
 - ▶ Go over list of careers associated with each Holland code pair
 - ▶ Discussion: How to add the life-plan dimension to career advising
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Questions and Wrap up