

# NEWS in MAP

New Employability Within Self-Leadership  
in Music Academic Programs

Co-funded by the  
Erasmus+ Programme  
of the European Union



# NEWSinMAP

## Partnership



Conservatorio di Musica Santa Cecilia  
the applicant organization



European Association of Conservatoires



European University Cyprus



Royal Irish Academy of Music



Yaşar University

# NEWS IN MAP

The News in Map project is a strategic partnership project that runs for three years with funding from the European Commission's Erasmus+ program.

# NEWS IN MAP

The path from music studies to the career is an interesting and amazing journey but it is often very tough. Every journey needs a map and News in Map wants to propose a new map that has a fundamental step: the **self-leadership for a new employability**.

The context for this project lies in the discrepancy between the skill sets required by the greater music career and the traditional education available at music departments of European Conservatories and Music departments of European Universities.

The traditional education of these Institutions does not offer basic skill sets such as psychology, leadership, motivational strategies to increase performing, team building, business establishment, marketing, tournée/event design which are amongst the most important facets of new music careers.

It is precisely these elements that are most often prerequisite to the **enhancement of employability** in the greater music career.

# The project has two main strands:

One is leadership roles **within institutions** and promoting and **supporting women** to involve in leadership roles within the institutions.

Secondly, to develop self-leadership **within students within their own practices and their own work**. This helps them to become more entrepreneurial and engaging in an entrepreneurial mindset.

# Some of the expected results of the project are:

- To impart to students of set fields the basic skill sets mentioned above,
- The transformation of this knowledge into real world applications,
- The consciousness of women students potential in the music careers,
- The employment of students in small apprenticeships within the frame work of the project,
- The placement of students in real work situation through post project termination  
placement in existing music event (festivals, museums, small business, summer schools)  
internships

- The development of practical abilities to allow the students to become, through self-leadership, self-employed and to travel the path of entrepreneurship.
- The creation of a new curricula
- The development of women's participation at the top music career
- The expansion and development of teachers' careers

# Partners of News in Map Project - WEB LINKS

[Conservatorio di Musica Santa Cecilia](#)

[European University Cyprus](#)

[Yaşar Üniversitesi](#)

[Association Européennes des Conservatoires](#)

[Academies musique et musikhochschulen \(AEC\)](#)

[Royal Irish Academy of Music RIAM](#)



# Intellectual Outputs

- IO 1 - **Identifying international standards in leadership: Analysis and studies** - Santa Cecilia Conservatory - 2020
- IO 2 - **Comparative Country Analysis on leadership in music employability** - Royal Irish Academy of Music - 2020
- IO 3 - **Cooperative learning environment** - Yaşar University- 2020
- IO 4 - **Employability within Self-leadership Course Module** - Santa Cecilia Conservatory
- IO 5 - **Guidance and Course Content Book** - Yaşar Universitesi
- IO 6 - **E-learning platforms for a new network in music career leadership** - European University of Cyprus
- IO 7 - **Achievement of explicit and metacognitive engagement of the students/trainers** - Royal Irish Academy of Music

# Conservatorio di Musica 'Santa Cecilia IO 1

Identifying  
international  
standards leadership:  
analysis and studies



# NEWS IN MAP

**The IO 1 NEWS in MAP interviews and surveys confirmed that there is a lot to do to fill the gender gap between the North and the South of Europe.**

NEWS in MAP project does its best in the direction of the **GENDER EQUALITY STRATEGY.**

“Gender Equality” is the fifth World Sustainable Development Goal - this is a relevant and timely project.

# Interviews...Students answers

...One of the most difficult challenges a leader faces is getting across their ideas in a way that is considered polite to the entire group and getting the group to work towards that idea as a cohesive unit.

...I believe that by acquiring leadership skills you do have a better chance of finding a job in the music/creative sector because it is reassuring to an employer that if needs be you can step up and be a leader in a difficult scenario if needs be.

...Yes, I think it will help securing new employment opportunities and also for the general development of my career as leadership skills will make one more confident in every situation and aid in the decision-making process.

...The leader in my community has a great business attitude, is always polite and diplomatic and always endeavors to be of help in any way possible.

...Personally, I don't think that gender influences leadership in my community.

...No, gender should not affect leadership.

# Interviews... Teachers answers

...We are now seeing unprecedented challenges with the COVID crisis. What this brings to leadership in most contexts is the capacity to lead in the most fundamental way- making a difference in peoples lives. This compassionate leadership requiring four key qualities: awareness, vulnerability, empathy and compassion...being critical for leaders to care for people in crisis and set the stage for organization recovery.

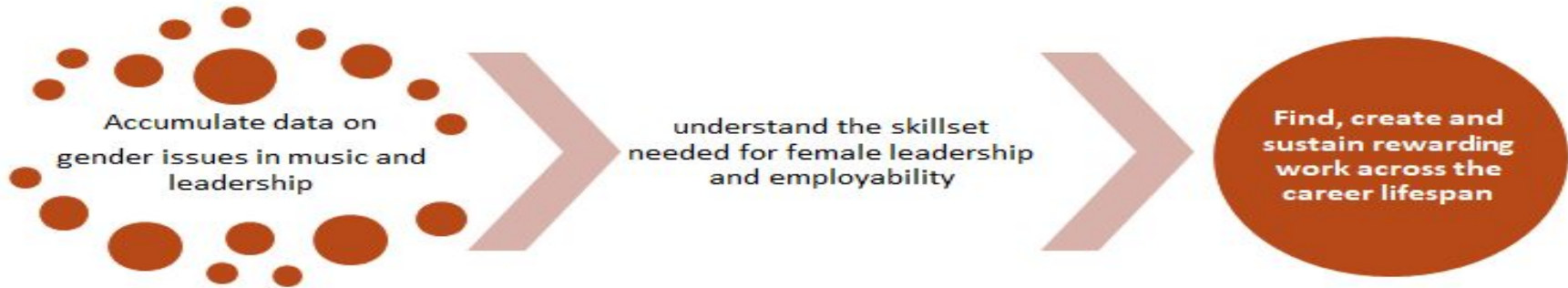
...About major skills: the direct knowledge of exemplary projects already completed and the ability to conceive, set up and evaluate others.

...Regarding the Gender Dimension, in women I find greater seriousness and diligence, greater ability to consider the emotional-affective aspects of a project goal and of the subjects involved in it. In men, greater determination and carelessness with respect to the affective consequences of their decisions.

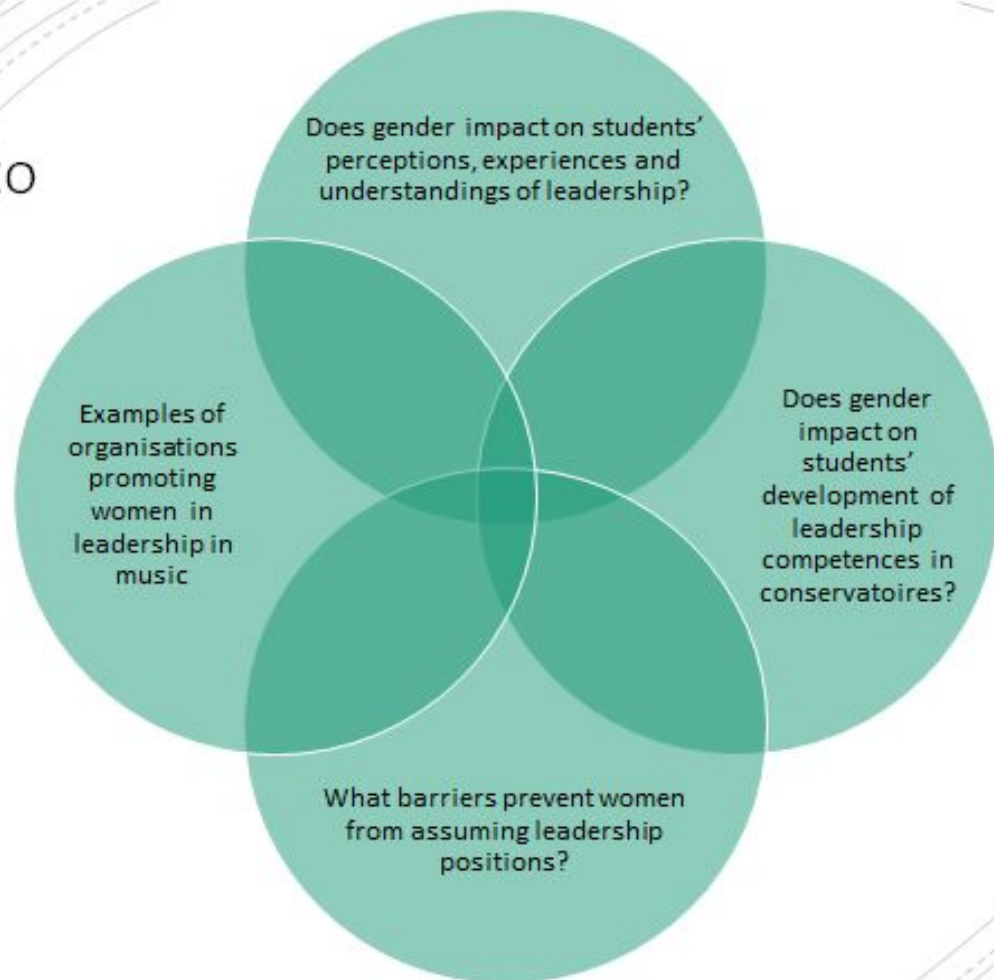
...About Gender, most likely even if at just a implicit level, this is much bigger question that requires sociological, cultural perspectives and could be the subject of many PhD's.

# IO 2-Comparative Country Analysis on leadership in music employability - Royal Irish Academy of Music, Dublin, Ireland

## What is RIAM's IO2?



What do we want to find out?



# Outcomes

meet the different needs  
of women and men

develop interventions  
that incorporate an  
explicit gender dimension



# IO 3- Cooperative learning environment - Yaşar University

Feasibility study that explores the possibilities in using Cooperative Learning to enable music students to create their own music start-up companies.

The study explores the economic principles that forced musicians to find new streams of income.

Explores the internet as a source of problems and solutions for musicians.

# Cooperative learning environment - Yaşar University

Outlines the role of Entrepreneurship education in terms of what it presents and examines what is still needed.

Presents the infrastructure and formation of the top European music start-ups and deconstructs them to derive teaching materials and cooperative learning models.

Explains the three main cooperative learning models and how they can be used to teach both hard and soft skills.

Explores the role of the cooperative learning educator as mentor and coach.

# Cooperative learning environment - Yaşar University

Determines that technological advancements allow for non-experts to become proficient in all the subjects and skills required to create music start-ups.

Provides examples of individual lesson plans and complete course curricula for a cooperative learning course.

Provides a comprehensive database of books, scholarly articles, apps and videos that cover five different hard skills and five soft skills.

Concludes that it is both **feasible and advisable that such a course be included in any forward-looking music institution.**

# Learning, Teaching, Training Activities

- Linking leadership to entrepreneurial - Conservatorio di Musica 'Santa Cecilia' - Oct 2020 -Intensive programmes for teaching staff
- 'Mosso Con Brio' - Moved With Vigor - Royal Irish Academy of Music - March 2021- Blended mobility of Higher education students
- Let's Create our Future With Music - Yasar University, Turkey - Intensive programmes for higher education learners
- Trainer Training - European University Cyprus - Short-term joint staff training events

# Linking Leadership to Entrepreneurial - Conservatorio di Musica 'Santa Cecilia' - Oct 2020 -Intensive Programmes for Teaching Staff

<https://www.aec-music.eu/events/news-in-map-staff-training-on-entrepreneurship-and-leadership>

Leadership inside and outside in Higher Music Education Institutions. Designing the change

Music, cultural engagement and entrepreneurship: The experience of Sistema Cyprus

The Power of Storytelling: how archetypes can improve our leadership

Typology of Innovation: Innovation Strategy and Innovation Performance

How can we promote a growth mindset within higher music institutions so that we can develop entrepreneurial and innovative thinking among students and staff?

Cooperative Learning and Technology

Leadership and Listening

Social Media: Five Steps To Boost Your Digital Presence On Social Media

# Multiplier Events

- International Meeting: Leadership in Music Careers - Santa Cecilia Conservatory, Italy
- International Conference: Self Leadership for Entrepreneurship in Music Careers - AEC, Belgium
- International Final Showcase Event: Entrepreneurship meets Self-leadership in Music - AEC, Belgium

# Thank you and Questions

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