

WCU Belcher College of Fine and Performing Arts  
**Arts & Entrepreneurship**  
**Undergraduate Certificate**

SPRING 2023 Course Offerings

For questions contact Denise Drury Homewood, Bardo Arts Center  
Executive Director, ddrury@wcu.edu, 227-2550



**FPA450-01:**

**Artist Self-Care & Emotional Wellbeing**

one credit intensive course

Guest Lecturer: **Calista Colbert**

Tuesday evenings from 5:30pm-6:30pm in room BAC158

**Course Description:** How do you take care of yourself when what you create is so closely tied to who you are? How do you find internal balance in a field where external praise can be inconsistent? What are tools and strategies you can utilize to maintain a sense of self amidst critique? What happens when motivation and creativity wanes but you are required to produce? This course is designed to explore these questions (and many more). Students will be invited to learn strategies for engaging in self-care and prioritizing their mental health amidst a career in the arts.

Guest Lecturer, Calista Colbert. Calista Colbert is a Licensed Clinical Mental Health Counselor Associate certified in Expressive Arts Therapy. She currently works as a counselor and Master's Training Coordinator at WCU's Counseling and Psychological Services (CAPS). Calista has a background in musical theater, visual art, and creative writing and enjoys bringing these elements into therapeutic and academic spaces.

**FPA 450 -02**

**Website Design for the Arts**

one credit intensive course

Guest Lecturer: **Jill Jacobs**

In Person in Room BAC 158

Saturday, January 28, 9am - 5pm

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Sunday, January 29, 9am - 5pm

**Course Description:** Learn basic web design, search engine optimization, and digital marketing. Using the Wix platform to build their site, all students will have a finished product to use as a tool to market themselves and as an example of their website-building abilities.

Guest Lecturer, Jill Jacobs. Jill Jacobs is a marketing specialist an entrepreneur who co-founded Spriggly's Beescaping, an educational business that provides opportunities for individuals to learn about native pollinators, conservation, and nature in general while offering educational on creating environments that support beneficial wildlife. Jill has over eight years of experience in the arts and holds a MA in Theatre and Certification in Non-Profit Management.

**Managing Your Money for Financial Success**

FIN 210 | 3 Credit Course | Multiple Sections

An introduction to personal financial planning including goal setting, cash management, credit, insurance, housing, educational planning and financial institutions and markets.

**New Venture Creation**

ENT 325 | 3 Credit Course | Multiple Sections

Planning and executing the creation of a successful entrepreneurial venture.