**im·pre·sa·rio** (n) \,im-pre-'sär-ē-,ō, -'ser-, -'zär-\
1: the promoter, manager, or conductor of an opera or concert company.
2: a person who puts on or sponsors an entertainment (as a television show
 or sports event).
3: manager, director.

That's *Merriam-Webster's* definition.


*Our* definition:

**im·pre·sa·rio** (n) \,im-pre-'sär-ē-,ō, -'ser-, -'zär-\
1: one who gathers others together for creating art–the art of making a ruckus;
the art of inventing the future; the art of important work.

1 "impresario." Merriam-Webster.com. 2012. http://www.merriam-webster.com (5 Aug 2012)

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# ACKNOWLEDGEMENTS

Thank you, Seth, for the "impossible" task of writing a book with twenty strangers in two hours.  We learned through the lectures, we learned through the exercises and we especially learned by working with you, a true impresario.

# FOREWORD

*Keila Harris and Kristina Villarini*

**As a student,** you have countless opportunities at your immediate disposal to make a difference. Consider this the pathway to anarchy - a concentrated chaos in your institution that exposes you and others to unconventional ideas.

Don't create or overcomplicate the idea of an impresario. Just be one.

Here are some ideas from us to you: a college student conversation.

# CREATIVE COMMUNITY
## –STRENGTH AND TALENT SHARING

*Keila Harris, Meagan Nowacoski and Arthur Wei*

**Nobody is perfect;** everyone has strengths and weaknesses. This is where the power of teamwork and connections come into place.

By working with someone compatible their strengths will compliment each other.  At the same time, it can be a waste for two talented people with the same set of skills to team up. The right combination is the key.

College is the center of higher thinking, skill, and talent, yet it is a problem that so many students go to class, head straight back and work on their assignments – by themselves. College should be the place where students take what they learn and synthesize ideas to create an impact. Doing that alone is no easy task, and many people do not know where to start.

This is why creative communities, focused on addressing strengths and needs, are so important. This can be effective in many areas from creating business ventures, clubs, to performances and school projects.

**LIST**

- Enrich campus music culture
- Enrich dorm life
- Hold speaking events
- Pitch business ideas
- Create a talent swap
- Curate a gallery
- Sell your art
- Donate your art
- Start a bike rental company
- Promote environmental sustainability
- Recycle old clothes and items
- Make art from junk
- Crowdsource study guides
- Share lectures (with permission)
- Be a mentor
- Deliver food to students
- Start an online ordering site for food and laundry
- Help a professor with something that they can improve on
- Teach new technology to older teachers
- Make it easy to travel cheap
- Start a private chef service
- Help students volunteer

**The list is endless.**

Ideas are easy to have. Making them happen is the hard part.

It is hardest when you try to accomplish something alone. With communities and the correct platforms we can make information more transparent and accessible, so that people can use these resources.

An impresario creates these communities, so the more important question is not the idea but rather who can help make it happen.

Here are our thoughts on how you can act as an impresario to make a difference on your campus and communities.

# DJ DIVERGENT THINKING
## –MIXING A CREATIVE COMMUNITY

*Jess Pillmore*

**Think about all the great mixes** you made for a friend or got from a lover… they say more than we have courage or ability to say in our own voice.

We are pulled together by music.

We are influenced by it from rhythm to tone to volume.

So what if music were ideas?

Challenge yourself to make a mix on a theme: Rebels; The Subtle Thought; Flow; Chaos; Vulnerability; Creativity; Success; Failure… the options are infinite.
But keep this in mind: Just like an amazing music mix, the core reason you're pulling the tunes together HAS to be because you LOVE them.

So, what do you love? *What turns you on?*

Make a sound mix of lectures, poems, songs and your thoughts.
Send it to a friend. Post it online. Start the feedback loop.

Make a video mix of images, sounds, lectures and your thoughts.
Send it to a friend. Post it online. Start the feedback loop.

Put out a challenge for your friends to make their own mixes. Get together a mix party and throw down expose your innermost being, now supported by a myriad of artists, scientists, and theorists. Put yourself in it. You are the magnet.

You are the DJ of Divergent Thinking. **Get the groove going.**

Just like a great tune, ideas are contagious.  Get playful.  Be conscious.  Your mix has potential to change you and your community… with a powerful backbeat.

# MENTOR PROGRAM

*Paul Jun*

**My whole life I was told to find a mentor…** find some expert, successful person who has all the time in the world to share the warmth under their wing. Every person I ever asked was either too busy, too humble, or just didn't feel up to the task.

The relationship between mentor and mentee is similar to that of a parent and child: one person provides security and insight, while the other person explores, learns, and adapts. The beauty of it remains in the invaluable life lessons that both parties can learn from one another.

The mentorship program is a place where a mentor can find a mentee, or vice versa. A place where a mentor can share their experience and wisdom, while the mentee immerses themselves in it. This is a place where a hungry, young college individual can find a possible mentor to show them the doors that they didn't know existed.

This isn't about tapping on doors: it's about kicking that door down and walking through.

Here's your challenge:

Go out and create this opportunity. The truth is, this will never be presented to you the way you imagine. You have to go out and start it. People who wish to mentor are just as hungry as those who want to be mentored. Create the space for them to meet. That is your mission.

**That is what an impresario would do.**

# CUT TO THE CORE

*Jonathan Van*

**If you're anything like the people** who wrote and put this book together, then I'm sure you find yourself scattered at times. You're passionate, energetic, ambitious, but what are you aiming for exactly?

What does being the president of that organization, doing a double major, getting a 4.0, and being captain of the champion intramural sports team all lead up to?

Some would argue that those are the keys to success, but I will tell you the real secret:  Stop wasting your damn time.  Pick how you want to be described, and do it.

Find the core of who you are.

If you're an entrepreneur take risks and turn one dollar into fifty dollars.

If you're an artist express yourself though different mediums and fearlessly present it to the world.

If you're an actor, don't wait to be picked on Broadway. Your core is to act in front of people. So go where the people are: on the streets, schools, and hospitals.

Want to be a doctor? Start reading up, volunteering, and doing case studies. Take that 4-week trip to Guatemala as a medical assistant.

It sounds basic, but just cut to the core of what you want to be and begin doing it in whatever way possible.  Don't get struck dreaming of "big" and "perfect". It's great to start with "small" and "imperfect". All the best started there.

Now stop wasting time.

**Cut to the core.**

And get out there.

# IDEA COLLECTION

*Anne Jaconette*

**At every one of GlobeMed's staff meetings,** I bring Post-Its. I think in terms of small, bright sheets of paper. In my opinion, little can be solved without Post-Its. (Note: I get no endorsement from Post-Its.)

But, the most valuable kind of feedback has come from people who don't think like me - the people who think in ideas scrawled into notebooks, Internet blogs and verbal brainstorming.

If you find a way to unite these thoughts, the options for brainstorming float away and you are left with a collection of brilliant, silly, and awful ideas.

How beautiful!

Idea collecting is the process of gaining every possible perspective at your disposal to answer a single question. It happens before any type of meaningful action. It is the beginning of any project. There are no rules, no bad ideas; only wide public discussion that proceed any kind of brainstorming.

There are three key moves in idea collecting:

1. Make it public: ask everyone involved in the project to begin. If only higher up employees are seeking to solve a problem, they are thinking within their constraints. Once you involve lower level employees (those who are closer to the customer), you get a better feel for what is desired from your project.

2. Make it a dialogue: don't shoot down ideas that aren't practical. Otherwise, what's the value in making it public? Ask why. No one cares What it IS, unless they have a personal connection to it.

3. Do something: after all ideas are collected don't stop. You decide what to do with them. You decide where they go. Don't just sit on raw knowledge.

Unite every possible medium to collect ideas. **Then go.**

# MUSIC, ART AND MEDIA CAMPUS WEB SHOWCASE

*Annie Holden and Wairimu Mwaura*

**We are envisioning a website where students** can showcase their art by uploading their music, video, visual art, etc onto a website that is organized by campus. A student or the general public can visit the website and view all the content being created at this school. This will foster a school spirit for media and culture, and encourage students to share their stories through art.

Students, with a school email, can post their art where it will be organized on specialized "Campus Pages," categorized by media, genre or popularity. This space will have spread ideas and reviews as well as have links to other websites for purchase.

Each "Campus Page" will also have a show calendar for each band/art show/etc at that school in order to promote local, student made music and art.  If a person is going to visit a school, they can look at the show calendar and learn immediately the art happenings on campus.

Ultimately, it is a way to connect students with each other and the art around them, as well as a way to connect marketers and industry people directly to local and emerging artists.

# WHY?

*Matt Radcliffe*

**By this point, many of you reading** this are asking yourselves, "Why?"

"Why do I need to be an impresario?"

You tell yourself that you followed all of the instructions; you filled in all of the blocks. You have a good GPA, your GRE, SAT, and/or ACT scores are through the roof. You have letters of recommendation, the stamp on your degree is from a prestigious university and you're the top of your class. It all speaks for itself.

Unfortunately, that's only good enough for mediocrity in today's connection economy and, in a lot of cases, it's not even good enough for that.

**Here's why:**

Your resume gets put into the stack with the hundreds of other people applying for the same job (many of which are willing to do it for cheaper than you).

The job itself is designed for you to do what you're told (no more, no less).

If you happen to be lucky enough to get the job, security is no longer a guarantee within any corporation large or small.

Times have changed. Saying yes and doing what you're told doesn't mean what it did when our parents were looking for work. You were lied to.

Luckily, you're worth more than any of the above.

So, the question isn't "Why do I need to be an impresario?"

It's, **"Why not?"**

Let your passion guide you.

Connect people together.

**Take the initiative.**

The world needs you to.

# HOW MUCH IS YOUR TIME WORTH?

*Sung John Moon*

**Regardless of what you do or who you are,** you only have 24 hours per day.

I believe that people should be doing the things they love, such as reading, hiking, eating, and traveling, instead of minuscule tasks.

I want to create a platform that connects busy people, with friendly locals, to help with their daily life. Through this platform, people will be able to go out and do more.

# FIND A NEED… DEFINE THE SERVICE…
# BE THE BRIDGE…

**Here are two examples of college community** needs and services that could help. Now which impresario is going to be the bridge?  You?

NEED – More comprehensive help regarding college travel (local-international)
- **Travel booking center**
    ◊   Partner with study abroad center
    ◊   Local/National/International travel
    ◊   Partner with other universities a la exchange program
    ◊   Place for feedback from past participants
    ◊   Connect with hotels/airlines to have discounts for college students
    ◊   Couchsurfing for college students going to other cities
    ◊   Drawbacks; remember liabilities, safety concerns
    ◊   Create online parking lot status updates
    ◊   Being accessible through a mobile device too
    ◊   Alerts for full lot, provide alternative solutions
    ◊   Send a text when time is running out of meter/lot

NEED – Make dorms more livable, a better home atmosphere, developing dorm community:

- **Original art for dorms**
- **Curate your own galleries/** Student run Art Shows (In-dorm galleries!)
- **Made dinners** as an in-home chef/better cooking spaces, cooking classes/ monthly potluck
- **Service exchange website** for people looking to use their resources to help others/ seeking help with needs.
- **Pay students to use talents to increase value of the school:**
  - ◊ Dorm room cleaning
  - ◊ Laundry service
  - ◊ Deliver soup to sick students
  - ◊ Need to figure out incentive system to ensure people respond
  - ◊ Start with dorms, plan to grow to rest of college community
  - ◊ Rating system for task takers // reviews

# THE IDEAS KEEP FLOWING…

**Here are examples of the many ways** you can make a difference, socially and academically, during your time at school.  This is just the start, add your ideas and then…

DO SOMETHING ABOUT IT!

**Incubator/hub – University TED events**

- Get people to teach others and make lectures.  Show and tell on talent
- Get people to pitch business ideas
- Talent swap – people can teach each other or help each other
- Lobby a successful person to come speak at the university. Host a class setting – everyone
- is responsible for bringing one speaker a week.
- Rebel support system – exchanging skills on how to lead: ownership, vulnerability, action, etc.

**Events**

- Gallery where students sell art: Student curated, promoted, sponsored
- Online voting contests
- Organize concerts. Promote local bands. Cross promote local bands with local retail. Host the show in the store.
- Curate drink tasting and food events. Possible theme: A cultural potluck where participants bring a cultural dish from their heritage to share.
- Be the Magnet.  Put a defining trait out there for others to expand.
- Street Art Fair and/or Craft Fair
- Vino or Coffee Connection
- Online amateur art gallery
- Cabaret performances
- Film festivals or themed movie night
- Street performer festival

**Music event production**

- School iTunes for original work, legally downloadable music -
  - ◊ Website different pages for each college, students are able to post music they create
  - ◊ Each school has a show calendar for each band, way to promote local, student made music and bands (if you're going to visit a school, you can look at show calendar)
  - ◊ Everyone is able to look at each college's page, see the most popular band, and if they're playing on or off campus
  - ◊ Interactive, social media, main page has list of most listened to bands
  - ◊ Main page, categorizes by college, genre, popularity, etc. – but promotes student bands
  - ◊ Space for comments, place to buy music, links to social media
  - ◊ Way to connect marketers and industry minded people directly to artists

**Environment and Social Awareness**
- Get people to turn old clothes into art or useful stuff: Recycle me system
- Start up public bike system: bike rental
- Green building advocacy: start an EcoRep organization
- Contest on recyclable goods and art: Sustainable art shows
- Take pictures of sidewalk to help crowdsource cleaning stuff up: start social venue for environmental awareness
- Create a group to lobby school administration, inspire students to take part more actively in school policy, and spread the word about current events.
- Design contests for intentional spaces for community. What draws people to a space? How does your environment influence you? Making a wall where a question is posed and the community may answer them with sticky notes on the wall creating creative space.
- Computer literacy classes for the elderly.

**Academia**

- Crowdsourced study guide via video/audio– local or national (online intellectual status)
- Code the change – computer science and social change
- Teach a skill not offered on the campus. Pass out flyers. Get 5 people and go.
- Monitor effectiveness of professors/courses.
- Emergency - Campus Mobile Computer IT Support. Wander the computer labs passing out fliers. Be on call.

### Food and Living Services (online booking and opinion)

- Deliver food to classes and students
- Help students have their order waiting for them so they don't miss breakfast
- Laundry alert: book time and machine in advance/pay in advance
- Help students rate food services
- Late Night On Campus Delivery Service – Weird items, condoms, junk food, coffee to sober up, healthy food, Dorm to dorm delivery of items notes etc. Flowers. Secret crush delivery system complete with decorating notes, presents, anonymous
- Create an online roommate compatibility service.
- Link potential friends to live together.
- Services exchange – Ex. I need someone walk my dog while I'm away in exchange for another service I can provide.
- Social networking tutorials
- Vegan cooking classes
- Life skills tutoring
- Free Advice – Outlet for fresh perspective on your problem

**Professor/Student or Student/Student Engagement**

- Equipment to help professors to video lectures.  Full featured video editing, quizzes, etc.
- Get students to make assignments.  Help the designers engage beyond the teacher.  Get them to sell it.  Have them engage with fellow students.
- Free-lance Design Work for Organizations. Design before you're asked, picking boring identities or lack of clarity and improve or create unique identities.
- Get college kids to teach college stuff to high schoolers: Start mentor programs
- Organize a group to share notes. A craigslist for notes. Create designated note taking services. Offer to sit in a class and take notes extensively.
- Free-lance homework support. Tutoring bartering group. I teach you science, you teach me Spanish.
- Build portfolios for students
- College Application Consulting. Go to high school students and riff about your school.
- Be honest and explain the ideal student the application reviewers want to see.
- Creating inter-disciplinary collaborative experience amongst students and/or teachers
- Platform to connect professional/students with different interests to collaborate and solve a common problem

# KEEP THE CONVERSATION MOVING...

Let us know what you've done to be an impressario. Share your thoughts, ideas, links, blogposts, etc. with us.

#impresario