ArtPower Student Marketing and Production Program

The Power Behind ArtPower

Art conveys that which is fundamentally unsayable — mystery and imagination, awe and insight. And for nearly 20 years, ArtPower has introduced our campus community to artists from diverse cultural backgrounds whose art reflects our global society. The ArtPower Student Marketing and Production Program offers another way for the next generation of leaders and changemakers to engage with the arts and their power to transform.

Since ArtPower’s inception in 2003, the student marketing and production team has been immersed in the behind the scenes work that makes our arts performances successful, from developing marketing strategies and outreach efforts to serving patrons and supporting artists. These experiences not only give students a lifelong framework for art appreciation, it also provides a launchpad to careers in the arts and beyond — in social justice advocacy, biotechnology and marketing, among others.

The ArtPower Student Marketing and Production Program offers opportunities for our students to engage in the arts at all levels — from graphic design and marketing to backstage or event management. Our students are mentored by professional staff who embrace inclusivity and facilitate student exploration of new ideas, while helping them develop critical professional skills including communication and writing, project management and teamwork. Ultimately, our students have access to alternative perspectives that inspire their long-term success at UC San Diego and beyond.

200+
Students employed by ArtPower since 2003

23 percent
Student participation rate at ArtPower events in 2019; similar programs at other UC campuses average between 10 and 15 percent

$83,000
Annual budget for 20–25 students in the ArtPower Student Marketing and Production Program
ArtPower Student Marketing and Production Program Priorities

The ArtPower Student Marketing and Production Program supports between 20 and 25 students per school year across marketing and production teams, facilitating their growth as arts professionals. Opportunities to develop leadership, management, technical and communication skills helps set each of our students up for success at UC San Diego and in their post-college lives, while also increasing access to world-class performances for our diverse community of students, arts enthusiasts and educators.

Student Support and Success

» As we continue to build our pipeline of arts leaders and activists, we are launching a targeted fundraising effort to raise $250,000 by June 2022 to support the Marketing and Production Program in perpetuity. And thanks to a generous $25,000 match challenge from the Weil Family Foundation, we have the opportunity to come together and double our impact for our students.

» We are committed to the long-term success of our students and the development of a new generation of arts leaders and innovators who will propel the industry forward. Annual gifts of $7,500 will support one student for three consecutive years, providing enrichment opportunities that contribute to increased access to the arts and professional development that transforms lives.

Help us continue the nontradition.

With your help, ArtPower at UC San Diego will empower the next generation of graphic artists, marketing professionals, production assistants and arts activists to one day lead creative organizations into a bolder and brighter future.

Together with your philanthropic support of the Campaign for UC San Diego, our diverse students will develop the skills they need to become changemakers in the arts and in our world.

Learn more at campaign.ucsd.edu.