

Welcome to the twelfth communique “From the Dean’s Desk”, the third communique of 2019. This is the platform utilized to share new initiatives, ideas and news of note with you on a bi-weekly basis. For the New Year we’re looking at our unique programs, our people, and what makes them exceptional. This communique focuses on our **The Gregory Elias Entertainment Management Program**.

What does a Curaçao-born lawyer and businessman with a lifelong interest in music and the arts have to do with UCF Rosen College of Hospitality Management’s two-year-old Entertainment Management program? Everything! Gregory Elias, that Curacao-born lawyer, has a passion for philanthropy and education. And what better way to demonstrate that passion than to donate \$5 million to establish **The Gregory Elias Entertainment Management Program** at Rosen College and UCF’s College of Arts and Humanities.

Just a fledgling, compared to programs that have been flying for decades, the Entertainment Management Program is ranked No. 6 among the top 15 “best” bachelor’s degrees in entertainment management, according to **Best College Reviews**. The ranking is based on a variety of factors, including faculty-scholar level, graduates’ career success and quality of internship opportunities, online accessibility and of course affordability.

The Entertainment Management Program immerses students in the business-side of entertainment in the key areas of design, engineering, operations, finance and marketing to equip them to identify, create and



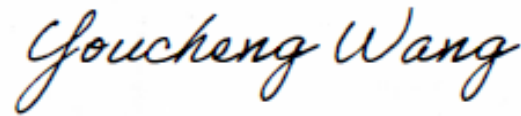
Rosen College’s location in the heart of the tourist and attractions area of Orlando and industry relationships, plus its proximity to a large international airport ensures students benefit from exposure to national and global entertainment leaders in the classroom and off-campus. In bringing his philanthropy to the Rosen College to establish the Entertainment Management Program, Elias shared his passions for philanthropy and the unifying power of entertainment. In his view, “as an important economic pillar in Central Florida and globally, the entertainment industry needs educated, creative individuals prepared to tackle tomorrow’s challenges and create a better, more harmonious world through the arts”.

The Entertainment Management program recently graduated its first class of entertainment management leaders. The international entertainment industry is worth an estimated \$1.5

manage successful entertainment products. A Walt Disney Entertainment legend, Ron Logan, the man who was responsible for creating, casting, and producing all live entertainment products for The Walt Disney Company globally is one of the professors. Also teaching courses is a former theme-park Indiana Jones stuntman, Ray Eddy and the producer on new media podcasts, twitch streams, and YouTube series as well as multiple jazz albums, Robert Macy. Students taking courses in the program have interned at the Bonnaroo Music Festival, the Country Music Awards in Nashville, worked on Orlando's Fringe Festival and more. Last summer, a few lucky students had the opportunity to travel to Europe where they explored Entertainment and Events during a short-term study abroad that found them in Switzerland, France, England and Scotland.

trillion and is expected to grow by an annual average of 4.4 percent through 2019, meaning graduates likely will enter a favorable job market. Thank you Mr. Elias for sharing your passion with our students so that we continue to have our distinctive impact!

Charge On!



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