

Editors' Introduction

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Welcome to *Artivate: A Journal of Entrepreneurship in the Arts* 11.1. The spring season and warmer weather always seem to bring a sense of renewal and growth. This spring, we convened *Artivate's* editorial board, a dedicated and talented team who are helping guide our growth and creating a strategic vision for our future. At the meeting, our partner in publishing, the University of Arkansas Press, shared with our editorial board *Artivate's* continued evolution over the past decade, highlighting our increased readership, reach, and impact.

We are also thrilled to welcome two new members to our editorial board. Jason C. White at Xavier University and Jose Ruiz-Resto at the University of Florida will bring new insights, enthusiasm, and knowledge to *Artivate* that will help us build on our successes to date. Both Jason and Jose have a wealth of experience in arts entrepreneurship from both a scholarly and practitioner perspective, and we are excited to have them join us.

The articles in this issue cover diverse aspects of the growing field of arts entrepreneurship, exploring the perspectives of higher education, artists' careers, and gender equity. In "The Great Generalization: Organizational Adaptation Strategies as Entrepreneurship in Higher Music Education," Jacob Hertzog seeks to understand how music programs in higher education are adapting to the digital revolution, identifying the importance of entrepreneurial behavior for both musicians and the programs in which they are educated. Karen Munnely explores how visual and performing artists construct, and prefer, meaningful portfolio careers in her article, "Motivations and Intentionality in the Arts Portfolio Career: An Investigation into How Visual & Performing Artists Construct Portfolio Careers." Finally, Charlie Wall-Andrews and Mary Elizabeth Luka conduct an empirical investigation into the barriers women face in their career pathways as artist entrepreneurs in the music production field in their article, "Advancing Equity in Arts Entrepreneurship: A Case Study on Gender Equity and Empowerment in Music Production."

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This issue also features reviews of two new books. Linda Essig's *Creative Infrastructure: Artists, Money, and Entrepreneurial Action*, reviewed by Wen Guo, provides a comprehensive understanding and overview of arts entrepreneurship in the context of late-capitalist society. Andrew Taylor's book, *The Artful Manager: Field Notes on the Business of Arts and Culture*, reviewed by Michael DeWhatley, provides a compendium of Taylor's past blog posts, insights, and ideas on artists, arts organizations, and entrepreneurial thinking.

As *Artivate's* reach and impact continue to grow, we continue to seek involvement from our community of scholars and readers. Our next issue, *Artivate* 11.2 (Fall 2022), will be a general issue for which we are already receiving submissions. *Artivate* 12.1 (Spring 2023) will be a special issue on **the expanded field of arts entrepreneurship** co-edited by Adrienne Callander from the University of Arkansas and Johanna K. Taylor from Arizona State University. Their call is as follows:

Arts entrepreneurs are continually reinventing how to expand their creative practice, the spaces in which that can happen, and the types of collaborators they engage along the way as they seek to connect their work with consumers and audiences. The papers in this issue will explore the social, economic, and political structures changing how and where arts entrepreneurship happens in our contemporary society beyond expected models. Papers could explore: new business structures beyond the 501(c)3; financial models such as social impact investing; new technologies changing how and where art entrepreneurs operate such as NFTs and blockchain; expanded fields which are collaborating with artists, from government to science; new cooperative models uniting artists in their individual goals; artists intentionally leveraging their creative practices in non-art spaces as consultants.

We look forward to receiving submissions that advance new knowledge in our growing and thriving field of arts entrepreneurship.