



# ***Sponsors***

The National Guild for Community Arts Education and our Pennsylvania members welcome you to the 2015 Conference for Community Arts Education, our 78<sup>th</sup> annual conference. The following information is intended to make your participation more productive and enjoyable:

### **CONFERENCE REGISTRATION DESK**

Please feel free to stop by the conference registration desk at any time should you have questions or need assistance. The desk is open as follows:

Wednesday, November 11	8:00am – 3:30pm	Outside Salon G Corridor
	5:30pm – 7:00pm	Salon H Foyer
Thursday, November 12	7:30am – 4:00pm	Salon H Foyer
	5:30pm – 7:00pm	Salon G
Friday, November 13	7:30am – 5:30pm	Salon H Foyer
Saturday, November 14	8:00am – 12:30pm	Salon H Foyer

For assistance after 12:30pm on Saturday, please come to the Guild office in Conference Room 501 – 3<sup>rd</sup> floor.

### **GET TO KNOW THE GUILD DESK**

Thursday, November 12	7:30am – 10:00am	Salon H Foyer
	5:30pm – 7:00pm	Salon G
Friday, November 13	7:30am – 10:00am	Salon H Foyer
	3:30pm – 5:30pm	Salon H Foyer

### **ARTS EDUCATION EXPO**

Thursday, November 12	12:00am – 4:00pm	Salon H Foyer
	5:30pm – 7:00pm	Salon G
Friday, November 13	8:00am – 4:00pm	Salon H Foyer

### **GUIDEBOOK APP – Get the Program Book & Evaluate Sessions on Your Mobile Device**

We've taken the conference mobile with Guidebook. Get your entire program book plus maps, social media links, and more on your mobile device. You can also save a tree by using the app to complete an electronic evaluation form for each session you attend. **Simply scan the QR code on page 6 or download Guidebook from your app store**, then search for "Conference for Community Arts Education" within the app to access our custom guide.

### **GUILD THE WALL – Creatively Share Your Conference Thoughts, Feedback, and Reflections**

Have some time between sessions? Stop by our Guild the Wall display (Salon H foyer) and creatively share your thoughts, feedback, and reflections on the conference!! Help us create a mural for each day of the conference using our art supplies and the provided foam board. Make sure to take photos of your contribution and post to social media using #GuildTheWall

### **NAME BADGES**

Conference delegates should wear their names badges at all times during the conference, whether attending "on-site" events at the conference hotel or "off-site" events at other locations.

## **“OFFICE HOURS” – Free Consultations with Experts in the Field**

Meet with an expert in the field for a free consultation focused on your questions, challenges, and areas of interest. Consultations are available for individuals or groups on a first-come, first-served basis during scheduled Office Hours blocks. See the list of experts and sign-up for a consultation at the Registration Desk in the Salon H Foyer.

## **DINING AT THE CONFERENCE**

Your conference registration includes several meals (see program for details). You were also given the option to pre-purchase a ticket to the Next Level Luncheons (Nov. 12). If you did not pre-purchase a meal for that event, or if you are simply looking to grab a quick snack during the conference, head to Reading Terminal Market right across the street from the Marriott.

## **SITE VISITS, Saturday, November 14, 9:00am - 12:00pm**

Get a behind-the-scenes look at some of Philadelphia’s exemplary and innovative community arts education providers. Roundtrip transportation is provided to and from the Philadelphia Marriott Downtown for all site visits. Meet your party at 8:30am in the Salon H Foyer. Tickets are required, free-of-charge, and must be secured in advance. Please check the registration desk for availability. For more information, see pages 31-32.

## **SPECIAL TICKET OFFERS FOR CONFERENCE DELEGATES**

### **Philadelphia Art Alliance – Material Legacy: Masters in Fiber, Clay and Glass – Free Admission**

[www.philartalliance.org](http://www.philartalliance.org)

This exhibition is part of a multi-venue series of exhibitions honoring fellows of the American Craft Council who have had considerable impact on the Philadelphia region. These four exhibitions, the accompanying publication, and educational programming are all designed to highlight the impact of the Philadelphia region on craft on a national scale by featuring the work of 15 different Fellows among the four venues. 251 South 18th Street Philadelphia, PA 19103. *Conference delegates receive complimentary admission by showing their conference badge at the ticketing desk.*

### **The Philadelphia Orchestra’s Copland’s Appalachian Song – 10- 30% off Friday and Saturday Night Performances**

[www.philorch.org](http://www.philorch.org)

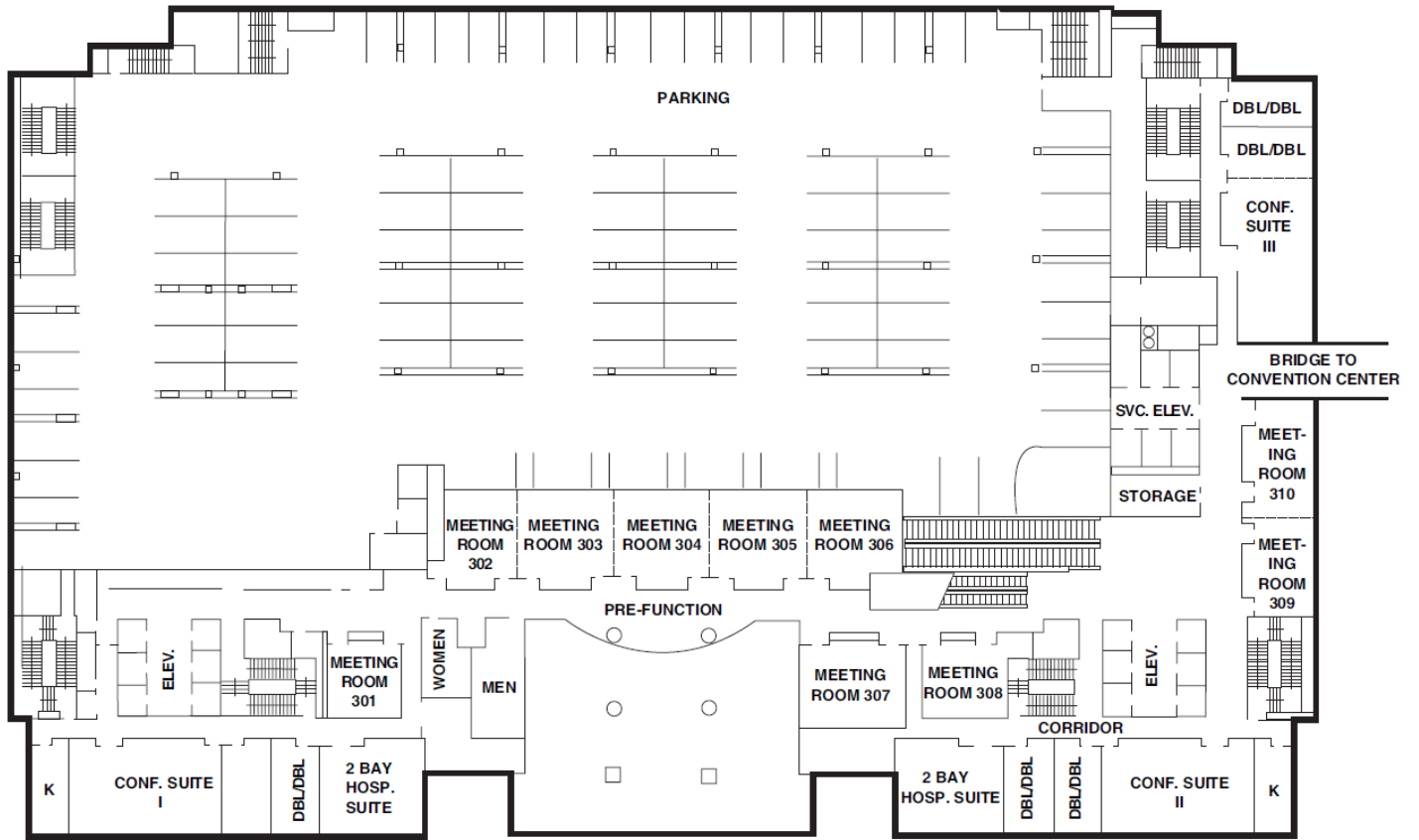
In the world premiere of this emotionally charged new work—also commissioned exclusively by The Philadelphia Orchestra—American composer and jazz trumpeter Hannibal explores, with a flowing river as the symbol, the connections among communities and all those who live in them. *Copland’s Appalachian Song* is playing at Verizon Hall, 300 Broad St., Philadelphia, PA. *Using the code GUILD, conference delegates may purchase tickets with a 10-30% price reduction, depending on seat section, for performances on November 13 and 14. While supplies last.*

### **The Barnes Foundation – \$2 Off Admission**

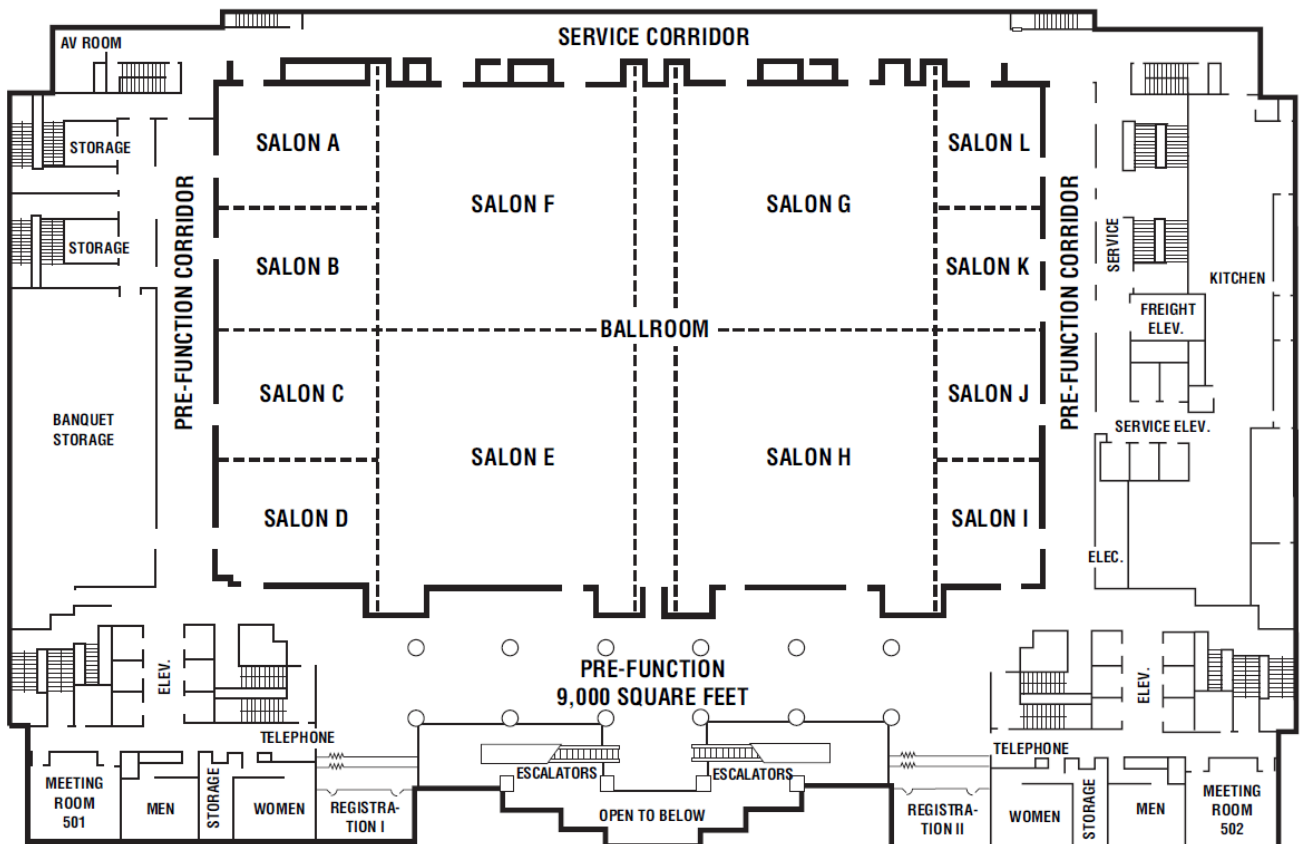
[www.barnesfoundation.org](http://www.barnesfoundation.org)

The Barnes holds one of the finest collections of Post-Impressionist and early Modern paintings, with extensive works by Pierre-Auguste Renoir, Paul Cézanne, Henri Matisse, Pablo Picasso, and many others. The Barnes Foundation is located at 2025 Benjamin Franklin Parkway, Philadelphia, PA, 19130. *Conference delegates receive \$2 off admission by showing their conference badge at the ticketing desk.*

**LEVEL 3 MEETING ROOMS**



**LEVEL 5 BALLROOM**



## TWITTER AT THE CONFERENCE

### 1. Connect with the Guild & Your Peers on Twitter

- Grab an “I’m Tweeting” sticker from the registration desk and put it on your badge. Keep your eyes peeled for other delegates with stickers and follow them!
- **Follow @communityartsed** to see what’s happening in sessions throughout the conference, ask questions, get up to the minute reminders and notifications, and gain inspiration.
- **Access the #Conf4CAE and @communityartsed feeds directly through Guidebook.** Simply click the social media icon on the home screen and explore! Download Guidebook from your app store and then search for “Conference for Community Arts Education” within the app, for our custom guide. You can also scan the QR code on page 6.

### 2. Start Tweeting About Your Conference Experience

- Did a speaker say something particularly insightful?
- Did a session spark a question?
- Did you gain inspiration from a peer or speaker?
- Share your experience using the hashtag **#Conf4CAE**

### 3. Join the Dialogue and Reply to Others

- Follow the **#Conf4CAE** feed and **reply** to others
- **Retweet** particularly insightful tweets about the **#Conf4CAE**
- Use the hashtags **#artsadmin #artsmgmt #artsed** to join the growing community arts conversation

## MEET OUR GUEST TWEETERS

This year we’ve enlisted a group of arts education leaders who will be broadcasting the conference live on Twitter! They’ll share questions, quotes, and insights at **@commmunityartsed**.

**Courtney Boddie, Director of Education/School Engagement, The New Victory Theater, New York, NY**  
*Guest Tweeting Wednesday, November 11*

**Aliza Greenberg, Arts Education Coordinator, The Learning Spring School, New York, NY**  
*Guest Tweeting Thursday, November 12*

**Santina Protopapa, Executive Director, Progressive Arts Alliance, Cleveland, OH**  
*Guest Tweeting Friday, November 13*

**Jeff M. Poulin, Arts Education Program Coordinator, Americans for the Arts, Washington, D.C.**  
*Guest Tweeting Saturday, November 14*

## CONTINUE THE CONVERSATION BACK HOME

On **Thursday, December 3, 2015** we’ll be hosting a **tweet up** with our very own Director of Program and Membership Strategy Heather Ikemire at the helm. From **3:00pm-4:00pm ET**, chat with Heather and other conference delegates using the **#Conf4CAE** hashtag. It’s your chance to further the conversation, discuss takeaways, and jump back in fresh off the Thanksgiving holiday.



# GUIDEBOOK

# 2015 CONFERENCE FOR COMMUNITY ARTS EDUCATION

The 78<sup>th</sup> Conference of the National Guild for Community Arts Education

8:00am-  
3:30pm

**REGISTRATION OPEN**  
Outside Salon G Corridor

9:30am-  
4:30pm

**High Impact Partnerships with K-12 Schools**  
**Sponsored by William Penn Foundation**  
**Salon K - Track: Collaboration/Partnership**

Gain practical tools and hands-on training that will help your organization produce powerful benefits for students, teachers, artists, and communities through deeper partnerships with K–12 schools. Using case studies, examinations of critical issues, dialogue with expert practitioners, and hands-on practice with planning and evaluation tools, you'll explore arts education partnerships from multiple perspectives and discover what makes them effective over time.

*Speaker:*

**Charlie Adams**, *Teaching Artist, Center for Arts Education, IS 217, Queens, NY*

**Patrick Burns**, *Principal, IS 217, Queens, NY*

**Russell Granet**, *Executive Director, Lincoln Center Education, New York, NY*

**Hollis Headrick**, *President, Arts and Cultural Strategies, Brooklyn, NY*

**Making Principled Decisions**

**Salon L - Track: Leadership Development**

Leaders make choices all the time. Their decisions—small and big—not only affect themselves but they can also have a significant impact on many of the people around them. This highly interactive institute will present both a framework and a process for decision-making—one which acknowledges strategic considerations as well as the core values of the decision-maker and her/his organization.

*Speakers:*

**Ronnie Brooks**, *Founding Director, James P. Shannon Leadership Institute, Saint Paul, MN*

**Margie Reese**, *Arts Leader and Advocate, Dallas, TX*

**Social Justice Beyond the Classroom: Moving Toward Equity and Organizational Change**

**Headhouse Tower Lounge (in the Convention Center) - Track: Social Justice**

Charleston. Baltimore. Ferguson. How do we as arts leaders respond? Learn how your organization can directly address systemic racism and oppression and foster greater equity by applying a social justice lens to all areas of your work—professional development, fundraising, programming, board recruitment, hiring practices, and advocacy.

*Speakers:*

**Ama Codjoe**, *Director, DreamYard Art Center, Bronx, NY*

**Renée Watson**, *Consultant, New York, NY*



# **AD- Creative Philadelphia**



9:30am-  
4:30pm

### **Storytelling for Change Makers**

**Meeting Rooms 401-403 - Track: Next Level**

When told well, stories can be our most powerful communication and fundraising tools. Learn how to identify your organization's compelling stories and tell them—through print, video, and social media—in ways that move and inspire your audiences to action! Through this highly interactive institute, we'll explore principles and best practices for storytelling, common storytelling mistakes, and strategies for incorporating stories into your fundraising, marketing, and advocacy efforts. Come ready to workshop a story for your organization that you can start using immediately, and leave with practical tools and resources for your continued education back home.

*Speaker:*

**Cara Jones**, *Founder, Storytellers for Good, San Francisco, CA*

### **Teaching Artist Development: A Collective Action Approach**

**Sponsored by Aroha Philanthropies**

**Salon G - Track: Teaching Artist Development**

Ensuring teaching artists are well prepared and supported takes a collective effort. Roll up your sleeves to chart a plan of action for improving the business of teaching artistry, advancing practice, and activating a national network of the teaching artist field. Teaching artists, organizations that hire and train teaching artists, funders, academics, and other stakeholders are encouraged to participate.

*Speaker:*

**Eric Booth**, *Arts Learning Consultant, Educator, and Author, High Falls, NY*

5:30pm-  
7:00pm

### **REGISTRATION OPEN**

Salon H Foyer

6:00pm-  
8:00pm

### **EVERYONE'S RIGHT TO ARTS AND CULTURE: A COMMUNITY CONVERSATION**

**Sponsored by Creative Philadelphia – the City of Philadelphia's Office of Arts, Culture and the Creative Economy**

**Offsite at the Philadelphia Clef Club - Track: Collaboration/Partnership**

Join us at the Philadelphia Clef Club of Jazz and Performing Arts for a free, public forum to discuss what is at stake in our communities when wide disparities persist in who has access to arts and culture and who does not, as well as to explore what we all can be doing to increase cultural equity.

The evening will kick-off with a moderated panel discussion about local efforts to close the gaps involving representatives of the National Guild, University of Pennsylvania's Social Impact of the Arts Project, Creative Philadelphia, and People's Emergency Center. You will then have an opportunity to participate in a town-hall style dialogue aimed at sparking critical questions, insights, and ideas.

Roundtrip bus transportation will be provided for registered conference delegates from the Philadelphia Marriott Downtown. Meet your party at the 12<sup>th</sup> Street entrance to the Philadelphia Marriott Downtown.

*Speakers:*

**Helen Haynes**, *Chief Cultural Officer, City of Philadelphia, Office of Arts, Culture and Creative Economy (Creative Philadelphia), Philadelphia, PA*

**Jonathan Herman**, *Executive Director, National Guild, New York, NY*

**Kira Strong**, *Vice President of Community and Economic Development, People's Emergency Center, Philadelphia, PA*

**Mark Stern**, *Kenneth L.M. Pray Professor of Social Policy and History, University of Pennsylvania, Philadelphia, PA*



# **AD – ASAP & Guidebook**

**7:30am-  
4:00pm**

**REGISTRATION OPEN**

Salon H Foyer

**7:30am-  
10:00am**

**GET TO KNOW THE GUILD DESK OPEN**

Salon H Foyer

**8:30am-  
9:45am**

**DISCIPLINE ROUNDTABLE BREAKFASTS**

Kick-off your conference experience by engaging in a focused conversation with your peers who work in your artistic discipline at organizations across the country. This is a great way for veterans and first-time conference attendees alike to make connections that will last through the next three days and beyond!

*Please pick up your breakfast in the Salon H Foyer before heading to your session.*

**Dance—Meeting Rooms 305 & 306**

*Facilitator:*

*Julia Wilkinson Manley, CEO & Artistic Director, Colorado Conservatory of Dance, Broomfield, CO*

**Media Arts—Meeting Room 302**

*Facilitators:*

*Andrew Douglas, Director of Education, Bryn Mawr Institute, Bryn Mawr, PA*

*Eric Hanson, Development Director, Spy Hop Productions, Salt Lake City, UT*

**Music—Salons I & J**

*Facilitator:*

*Karin Orenstein, Director, Wynnefield Branch, Settlement Music School, Philadelphia, PA*

**Theater—Meeting Rooms 309 & 310**

*Facilitator:*

*Mindy A. Early, Director of Education and Program Services, Philadelphia Young Playwrights, Philadelphia, PA*

**Visual Arts—Meeting Rooms 303 & 304**

*Facilitator:*

*Rebecca Tuynman, Education Manager, Ryman Arts, Los Angeles, CA*



# AD- Join the Guild

8:30am-  
9:45am

## CAELI INFORMATIONAL BREAKFAST

### Meeting Room 307

For the past six years, the Guild's Community Arts Education Leadership Institute (CAELI) has provided leadership development training for 150 community arts education leaders across the country. Strong arts education organizations require effective leadership—leaders who can establish a unifying vision, devise strategies that align with stakeholder commitment, and build a culture of trust and effectiveness to navigate complex organizational challenges. By developing the next generation of leaders within our field, the National Guild hopes to increase equitable access to lifelong learning opportunities in the arts.

CAELI delivers a transformative experience through which current and aspiring leaders advance their skills by engaging with top leadership trainers and nationally-renowned community arts education practitioners. The seven-month program includes a 360-degree feedback process and advanced assignments, a 5-day/4-night seminar at Bryn Mawr College (Philadelphia, PA), and follow-up coaching and peer mentoring sessions. Learn first-hand what it takes to be a part of this program from CAELI faculty member Ronnie Brooks and institute alumni.

*Speakers:*

**Noah Bloom**, Director of Programs and Community Engagement, Neighborhood Music School, New Haven, CT

**Ronnie Brooks**, Director, James P. Shannon Leadership Institute, Saint Paul, MN

**Magda Martinez**, Director of Programs, Fleisher Art Memorial, Philadelphia, PA

10:00am-  
11:30am

## OPENING PLENARY

### Grand Ballroom (Salons G & H)

#### Student Performance

**Philadelphia Music Alliance for Youth Jazz Ensemble**

*Musical Director: Tony Miceli*

#### Welcoming Remarks

**Jonathan Herman**, Executive Director, National Guild, New York, NY

**Helen Eaton**, Executive Director, Settlement Music School, Philadelphia, PA

**Philip Horn**, Executive Director, Pennsylvania Council on the Arts, Harrisburg, PA

#### Introduction

**Heather Ikemire**, Director of Program and Membership Strategy, National Guild, New York, NY

#### Keynote Address

##### **Reclaiming Main Street: How We Can Authentically Do Good**

Each of us as arts education leaders comes to our work with the urge to do good, inspire individuals, and enrich the civic life of our communities. But as we try to get things done, we often turn inward to focus more on our own organization at the expense of turning outward to the people we serve. In this thought-provoking keynote, Rich Harwood will discuss how the key to greater impact is to move beyond the walls of your organization and align your vision, goals, and key services with the aspirations of your local community.

*Speaker:*

**Rich Harwood**, Founder & President, The Harwood Institute, Bethesda, MD

#### Q&A Session with Rich Harwood

*Moderator:*

**Heather Ikemire**, Director of Program and Membership Strategy, National Guild, New York, NY



# **AD – Art Center Canvas & Conn Selmer**

**12:00pm-  
1:30pm**

## **NEXT LEVEL LUNCHEONS**

These dynamic, peer luncheons feature facilitated discussions that will provide you with new ideas and effective strategies for taking your organization to the next level. *Tickets for this event are \$35 and must be pre-purchased. Please check at the conference registration desk for availability.*

*Please pick up your lunch outside Salons I, L, and H and proceed to the following luncheons:*

### **Activating Your Brand—Salon I**

*Facilitator: Eric Nelson, Director of Marketing and Communications, Kaufman Music Center, New York, NY*

### **Facing the Future: Effective Succession Planning—Salon L**

*Facilitator: Selina Morales, Director, Philadelphia Folklore Project, Philadelphia, PA*

### **Harnessing the Power of Volunteers—Salon J**

*Facilitator: Kai Fierle-Hedrick, Director of Programs & Community Partnerships, New York, NY*

### **Meeting Them Where They Are: Strategies for Online Arts Learning—Salon K**

*Facilitators: Ann Gregg, Director, Community Programs, Weill Music Institute, Carnegie Hall, New York, NY  
Jessica Wilt, Founder, ArtsEdTechNYC, New York, NY*

### **Recruiting and Retaining Talented Staff—Salon H**

*Facilitator: Margie Reese, Arts Leader and Advocate, Dallas, TX*

*Please pick up your lunch in the 3<sup>rd</sup> Floor Foyer and proceed to the following luncheons:*

### **Building Student Participation in Fee-Based Programs—Meeting Rooms 309 & 310**

*Facilitator: Lorna Jane Norris, Vice President – Education, South Shore Conservatory, Hingham, MA*

### **Mobilizing Parents and Families as Advocates—Meeting Rooms 303 & 304**

*Facilitator: Erin Offord, Senior Director of Programs, Big Thought, Dallas, TX*

### **Raising Real Money with Corporate Partners—Meeting Room 307**

*Facilitator: Amelia Schmertz, Director of Development, Settlement Music School, Philadelphia, PA*

### **Technology Planning and Integration—Meeting Rooms 305 & 306**

*Facilitator: Renee K. Smith, Director of Operations & Digital Strategies, Ifetayo Cultural Arts Academy, Brooklyn, NY*

### **Using Data to Tell Your Organization's Story—Meeting Room 308**

*Facilitator: Jeff Poulin, Arts Education Program Coordinator, Americans for the Arts, Washington D*

**12:15pm-  
1:30pm**

## **OFFICE HOURS**

### **5<sup>th</sup> Floor Ballroom Corridor**

Meet with a noted expert in the field for a free consultation. View the list of experts and sign-up for a consultation at the Registration Desk in the Salon H Foyer.

**12:00pm-  
4:00pm**

## **ARTS EDUCATION EXPO**

### **Salon H Foyer**

Come find resources for yourself, your students, and your teachers, such as cutting-edge registration software and the most in-demand higher education programs in the field.



# AD – Active and ????????



2:00pm-  
3:30pm

## **Beyond the ABC's of Social Media**

**Salon L - Track: Next Level**

In today's fast-moving media environment, it can be difficult to figure out which social media platform is right for your organization and which content and engagement strategies are most effective. In this session, learn important trends in social media and effective techniques for taking your social media plan to the next level. We'll share cost-effective and creative strategies and examples for developing a social media plan that creates better brand awareness, broadens your reach, and maximizes engagement.

*Speakers:*

*Lindsay Aleshire, Marketing and Operations Manager, Atlanta Music Project, Atlanta, GA*

*David France, Executive Director, Revolution of Hope, Boston, MA*

## **CoCre8: Reimagining Spaces for Collaborative Arts Learning**

**Salon J - Track: Collaboration/Partnership**

Developed by Chicago-based organizations—the Smart Museum of Art, the University of Chicago Arts + Public Life, and Urban Gateways—the CoCre8 model brings together artists, high school teachers and students, and arts administrators to look at, talk about, and make art collaboratively. Learn how these partners are dismantling traditional learning hierarchies; embracing multiple roles as learner, educator, and maker; and reimagining spaces to consciously serve new audiences and deepen students' awareness of and connection to arts learning.

*Speakers:*

*Michael Christiano, Director of Education & Interpretation, Smart Museum of Art, University of Chicago, Chicago, IL*

*Emily Hooper-Lansana, Associate Director of Community Engagement, University of Chicago, Chicago, IL*

*Marya Spont-Lemus, Community Arts Program Manager, Arts + Public Life, University of Chicago, Chicago, IL*

*Jill LeCesne Potter, Director of Programs, Urban Gateways, Chicago, IL*

## **Creative Youth Development: Challenges, Choices, and Opportunities**

**Meeting Rooms 303 & 304 - Track: Creative Youth Development**

As artists and leaders we are inspired by the hope that the arts can be a catalytic force in changing the lives of young people. This vision is core to creative youth development (CYD) programs, which are leveraging the arts as an essential asset for youth development in communities across the country. This highly interactive session will be an opportunity for CYD practitioners, and those interested in learning more about this work, to connect and learn from one other. Leaders at the forefront of this movement first will share key characteristics of CYD programs and an overview of national policy and advocacy efforts underway to increase further investment in this area of our field. We'll then cooperatively, in small groups, share some of the specific challenges we've faced, choices we've made, outcomes we've experienced, as well as discuss key opportunities for strengthening and advancing this work.

*Speakers:*

*Jon Hinojosa, Artistic and Executive Director, SAY Sí, San Antonio, TX*

*Erik Holmgren, Program Manager for Creative Youth Development, Massachusetts Cultural Council, Boston, MA*

*Heath Marlow, Director, New England Conservatory's Sistema Fellowship Resource Center, Boston, MA*

*Kathe Swaback, Program Director, Raw Art Works, Boston, MA*

## **It's About the Community: A Dialogue with Keynote Presenter Rich Harwood**

**Salon H - Track: Leadership Development**

Join Rich Harwood for a follow-up conversation that will further explore the themes discussed in his keynote address and share insights from his 25 years of leadership development and community engagement experience. This is an open format session allowing you to ask Rich questions and participate in a focused dialogue with your peers. You'll leave with deeper insights into how to actively involve your community in your organization's decision-making processes, align your vision and programs with community interests and needs, and overcome common challenges of community engagement.

*Speaker:*

*Rich Harwood, Founder & Director, The Harwood Institute, Bethesda, MD*

2:00pm-  
3:30pm

## **Joining the Momentum: Actionable Projects to Advance the Teaching Artist Field** **Salon K - Track: Teaching Artist Development**

During the hands-on preconference, “Teaching Artist Development: A Collective Action Approach,” teaching artists and other stakeholders (e.g., organizations that hire and train teaching artists, funders, etc.) began to plan and develop several projects to advance the field of teaching artistry. In this session, you will learn about these projects and have the opportunity to contribute your feedback and ideas, making sure that your interests and needs are included in the ongoing realization of these substantive changes to the arts learning ecosystem. Join us to get involved!

*Speaker:*

**Jean Johnstone**, Executive Director, Teaching Artists Guild, San Francisco, CA

## **Leader as Facilitator**

### **Meeting Room 307 – For CAELI Alumni Only**

How can we better work to get things done effectively and minimize the long delays, endless meetings with no actionable outcome, divisive conflicts, and hurt feelings? How can we provide the kind of leadership that is inclusive and that also leads to action? This session is designed to build the skills of CAELI alumni as facilitators of meaningful and inclusive discussions—both formal and informal—with board members, staff colleagues, parents, students, and community members. Participants will explore the fundamentals of design and management of effective meetings and consider various strategies to address difficult issues, build consensus, resolve conflict, nurture positive relationships, and still reach conclusions. The session will be highly practical and participatory, giving those who attend a “toolkit” to apply when designing and facilitating meetings.

*Speaker:*

**Ronnie Brooks**, Founding Director, James P. Shannon Leadership Institute, Saint Paul, MN

## **The Infinite Possibilities of Change**

### **Meeting Rooms 305 & 306 - Track: Innovation**

Learn how Settlement Music School in Philadelphia—an organization with a 107-year history—is intentionally innovating for growth and expansion through a systemic approach to identifying growth opportunities, designing and launching new concepts, predicting success rates of new offerings, and leveraging investment for further innovation.

In 2012, the board and senior leadership of Settlement engaged the global strategy and innovation consulting firm Innosight to work with them on a pro bono basis to create growth strategies and build innovation capabilities. Through this process, Settlement gained a reliable system for integrating new thinking into its century-old successful business model by testing what worked (and did not work) and determining how those ideas could best be modified for success. This process helped Settlement more clearly define what innovation would look like at the organization, and directly informed its strategic planning, which included goals for launching new programming and diversifying revenue streams through community engagement efforts.

Drawing on Settlement as a case study, Innosight’s project leader and Settlement leadership will share practical strategies for building a consistent, strategically focused innovation function at your organization using systems that demand strong leadership but do not require fundamental changes to the way your organization runs, a significant allocation of resources, or years of ramp up time. Join us to begin generating your own new program ideas that can jumpstart innovation back home.

*Speakers:*

**Helen Eaton**, Executive Director, Settlement Music School, Philadelphia, PA

**Dan Fink**, Associate, Innosight, Lexington, MA

**Adam Johnston**, Community Engagement Manager, Settlement Music School, Philadelphia, PA

2:00pm-  
3:30pm

## **The Journey of Becoming an Anti-Racist Organization**

### **Salon I - Track: Social Justice**

In this thought-providing and interactive session, you'll hear from leaders of the NoVo Foundation and Arts Corps, an exemplary Seattle-based community arts education organization, who will address what it means to move your institution towards the values, culture, and processes that value racial justice principles. Both leaders have experienced the complicated, yet necessary work of intentionally committing to undoing racism within their institutions. Tynesha and Elizabeth will share their experiences of shifting the major components of their organization, from board governance and budget planning to programmatic strategies. They will also share the road bumps, mistakes, and lessons learned along the way.

Join us for this honest and open conversation, and leave with:

- A deeper understanding of what it means to be an anti-racist organization
- A few steps on how to begin the conversation with your governance body
- Language that will help you have the conversation with colleagues
- Sense of urgency and community with others doing anti-racism work in the arts community

*Speakers:*

**Tynesha McHarris**, Senior Consultant, NoVo Foundation, New York, NY

**Elizabeth Whitford**, Executive Director, Arts Corps, Seattle, WA

3:30pm-  
4:00pm

## **COFFEE BREAK**

Salon H Foyer

## **OFFICE HOURS**

5<sup>th</sup> Floor Ballroom Corridor

Meet with a noted expert in the field for a free consultation. View the list of experts and sign-up for a consultation at the Registration Desk in the Salon H Foyer.

4:00pm-  
5:30pm

## **Building a Movement from the Inside Out**

### **Salon H - Track: Leadership Development**

Strong leadership and investment in infrastructure are critical for community arts education organizations who want to innovate, increase resiliency, and maximize their impact over time—as well as make a lasting contribution to the field. For many of us “in the trenches,” this type of concerted effort and investment in organizational capacity building can feel like a luxury when we are already stretching our limited resources to pay for core programming and to avoid dangerous pitfalls like debt and mission creep.

In this highly practical and inspiring session, representatives from Youth Speaks, a renowned creative youth development organization, will share lessons learned from a recent and ongoing campaign focused on developing the personnel and infrastructure the organization needs to achieve its vision. Learn how their efforts are helping them strengthen their organization and build on that strength to champion a local, national, and increasingly global youth arts movement. Through dialogue on what has and hasn't worked, and hands-on practice with tools to get you started, we'll explore how you can move your organization towards its own vision and make a deeper impact in your community and the field by:

- Getting honest about your primary business model, and whether you have the right financial priorities, people and systems in place to carry it out
- Building and stewarding a board that can help you achieve your strategic priorities
- Telling the story of what your organization hopes to become in a compelling and authentic way

*Speakers:*

**James Kass**, Executive Director, Youth Speaks, San Francisco, CA

**Paula Smith Arrigoni**, Chief Operating Officer, Youth Speaks, San Francisco, CA

4:00pm-  
5:30pm

## **Made by Me, You, and Almost Everyone We Know: How to Co-Design a Maker Lab with Community Stakeholders**

**Meeting Rooms 305 & 306 - Track: Innovation**

Our future development as a nation depends on our ability to engage today's youth to address issues demanding creative solutions. Makerspaces allow youth to experiment, build prototypes, explore questions, fail safely, and re-experiment. They engender processes that foster critical thinking, collaboration, and problem solving skills. In this session, you'll learn the benefits of developing a makerspace at your organization and what it takes to get started. Learn how Brooklyn College Community Partnership (BCCP), a 20-year old, youth-driven community arts education organization, developed the first drop-in youth makerlab in Brooklyn on a shoestring by involving community stakeholders and leveraging shared resources and expertise. We'll share current research about the connection between makerspaces and STEAM education and also provide you an opportunity to brainstorm how you can start your own collaboratively designed makerlab (spoiler alert: you don't have to be a techie to do this work!).

*Speakers:*

**Steven Ausbury**, Deputy Director, Brooklyn College Community Partnership, Brooklyn, NY

**Wyna Liu**, Makerspace Manager and Educator, Brooklyn College Community Partnership, Brooklyn, NY

## **People of Color in Arts Education Leadership: A Roundtable Discussion**

**Salon I - Track: Social Justice**

The community arts education field engages many diverse communities, and people of color (POC) contribute significantly to the work, yet a majority of arts administrators are white. What are the pathways of leadership for people of color in the arts, and how is the field relevant and responsive to emerging and developing leaders of color? Beginning in 2016, the Guild's new ALAANA (African, Latin, Asian, Arabic, Native America) Network will convene people of color within community arts education to name and prioritize goals that address structural barriers and advance POC leadership in the arts. POC arts facilitators (teaching artists and practitioners, arts administrators, organizational leaders, etc.) are invited to attend this brainstorming session, collectively create space to discuss limitations within the work of community arts education, and examine strategies that foster accountability and facilitate more participation of people of color in the field.

*Speakers:*

**Rodney Camarce**, Manager for Youth Development and Engagement, City of Philadelphia Mural Arts Program, Philadelphia, PA

**Lara Davis**, Arts Education Manager, City of Seattle Office of Arts & Culture, Seattle, WA

## **Registration/Management Software Showcase**

**Salon L - Track: Next Level**

Learn about cost-effective solutions from ACTIVE Network and ASAP—leading software vendors who will demonstrate registration and management systems designed for community schools, arts centers, and other organizations that offer classes, lessons, and community programs. You'll also have the opportunity to test drive each system at the Arts Education Expo.

*Speakers:*

**Susanna Kemp**, Director Client Services, Community Arts, ASAP, Sunnyvale, CA

**Heather Muir**, Senior Account Executive, ACTIVE Network, Dallas, TX

**Greg Penhaligon**, Vice President of Product, ASAP, Sunnyvale, CA

**Morgan Alyse Pier**, Strategic Account Manager, ACTIVE Network, Dallas, TX

**Travis Prowell**, Chief Operating and Technical Officer, ASAP, Sunnyvale, CA

**Steven Rubac**, Marketing Specialist, ACTIVE Network, Dallas, TX

4:00pm-  
5:30pm

**Sustaining Creative Youth Development: Why Cross-Sector Partnerships are Vital**  
**Meeting Rooms 303 & 304 - Track: Creative Youth Development**

Creative youth development leaders from Sitar Arts Center (Washington, DC), Mural Arts Program (Philadelphia), and artworxLA (Los Angeles) will share effective practices for partnering with school districts, government agencies, and cultural and health organizations to sustain and grow programs for youth who are majority low-income and at highest risk of dropping out of high school.

*Speakers:*

**Cynthia Campoy Brophy**, Executive Director, artworxLA, Los Angeles, CA

**Maureen Dwyer**, Executive Director, Sitar Arts Center, Washington D.C.

**Jane Golden**, Executive Director, City of Philadelphia Mural Arts Program, Philadelphia, PA

**Teaching Artist Professional Development: Spotlight on Five Effective Models**  
**Salon K - Track: Teaching Artist Development**

In this highly-charged “TED Talk-style” showcase, representatives of five exemplary organizations will share their journey towards developing powerful and effective approaches to teaching artist professional development. Learn how Lincoln Center Education, Mural Arts Program, Joan Mitchell Foundation, Community-Word Project, and DreamYard Art Center are making an investment in teaching artists by providing professional development programs that increase teaching artists’ understanding of their own capacities, enhance their skills, and create pathways for career development. These short-form, energetic presentations will send you home with inspiration and new ideas for how to create, contribute to, enhance, and advocate for meaningful and ongoing teaching artist professional development in your community.

This session is designed for career-based teaching artists and organizations that support and employ them.

*Speakers:*

**Eric Booth**, Arts Learning Consultant, Educator, and Author, High Falls, NY

**Patricia Chilsen**, Assistant Program Director for Training and Evaluation, Community-Word Project, New York, NY

**Ama Codjoe**, Director, DreamYard Art Center, Bronx, NY

**Travis Laughlin**, Art Education Director, Joan Mitchell Foundation, New York, NY

**Lisa Murch**, Director of Art Education, City of Philadelphia Mural Arts Program, Philadelphia, PA

**Jean E. Taylor**, Teaching Artist, Lincoln Center Education, New York, NY

**Monday Washington**, Lead Teaching Artist, City of Philadelphia Mural Arts Program, Philadelphia, PA

**New York Metro Chapter Meeting**  
**Meeting Room 307**

Open to all conference delegates from the New York City Metro Area. Come meet peers and discuss opportunities for formal and informal networking.

*Speaker:*

**Igal Kesselman**, Director, Lucy Moses School, Kaufmann Center, New York, NY

**5:30pm-  
7:00pm**

### **OPENING NIGHT RECEPTION**

#### **Salon G**

Gather at the Philadelphia Marriott Downtown to celebrate the kick-off of the 78th annual conference with friends old and new. Explore the Arts Education Expo. Have a drink, mingle, network, and connect!

### **REGISTRATION OPEN**

**Salon G (Temporary location for Thursday evening – moves back to Salon H Foyer for Friday & Saturday)**

### **ARTS EDUCATION EXPO**

**Salon G (Temporary location for Thursday evening – moves back to Salon H Foyer for Friday)**

### **GET TO KNOW THE GUILD DESK OPEN**

**Salon G (Temporary location for Thursday evening – moves back to Salon H Foyer for Friday and Saturday)**

**7:00pm-  
10:00pm**

### **TASTE OF PHILLY DINE-AROUNDS**

#### **Offsite – Meet your party in Salon G**

Join your peers as we head out to sample some of Philadelphia's great eateries. You can join colleagues from similar organizations across the country, or mix it up and meet a diverse and fascinating group of community arts education leaders for mutual inspiration. Out of pocket.

*Sign up for the restaurant of your choice at the conference registration desk (by 6:30pm on Thursday), then meet your party in Salon G at the close of the Opening Night Reception.*

7:30am-  
5:30pm

**REGISTRATION OPEN**  
Salon H Foyer

7:30am-  
10:00am

**GET TO KNOW THE GUILD DESK OPEN**  
Salon H Foyer

8:00am-  
8:45am

**MEET THE AMBASSADORS BREAKFAST**  
Salons I, J, K, & L

Meet with the exemplary arts education leaders that have been selected to serve as this year's Guild Ambassadors. Learn about upcoming professional development and networking events, connect with members that share your interest or live in your area, and find out how to get involved!

*Speakers:*

**Susanne Baker**, Director, DePaul Community Music Division, Chicago, IL

**Nancy Kleaver**, Director of Community and Family Programs, Lincoln Center Education, New York, NY

**Travis Laughlin**, Art Education Director, Joan Mitchell Foundation, New York, NY

**Santina Protopapa**, Executive Director, Progressive Arts Alliance, Cleveland, OH

**Robyne Walker Murphy**, Director of Membership Development and Engagement, National Guild, New York, NY

8:00am-  
4:00pm

**ARTS EDUCATION EXPO**  
Salon H Foyer

9:00am-  
10:00am

**ANNUAL MEETING**  
Salons I, J, K, & L

Join us as Guild leaders report on your national organization's recent accomplishments and discuss strategic priorities. Learn about the Guild's future plans and celebrate the recipients of this year's Milestone Certificates of Appreciation.

*Speakers:*

**Burton Alter**, Treasurer

**Helen Eaton**, Chair, Governance Committee

**Heather Ikemire**, Director of Program and Membership Strategy

**Jonathan Herman**, Executive Director

**Jon Hinojosa**, Chair, Membership Engagement Task Force

**James Horton**, Director of Learning & Digital Media

**Terry Hueneke**, Chairman

**Carol F. Ross**, Vice Chairman

**Robyne Walker Murphy**, Director of Membership Development and Engagement

**Michael Walsh**, Chair, Members Council

10:15am-  
11:45am

**FRIDAY MORNING PLENARY**  
**Grand Ballroom (Salons G & H)**

**Welcoming Remarks**

*Jonathan Herman, Executive Director, National Guild, New York, NY*

*Teresa Bonner, Program Director, Aroha Philanthropies, San Francisco, CA*

**Introduction**

*Robyne Walker Murphy, Director of Membership Development and Engagement, National Guild, New York, NY*

**Keynote Address**

**A Love Note to Justice: Building Hope and Healing in Urban America**

Shawn Ginwright's bold and nuanced keynote proposes a new movement of healing justice to repair the damage done by the erosion of hope resulting from structural violence in urban communities. Drawing on ethnographic case studies from around the country, he emphasizes the need to place healing and hope at the center of our educational and political strategies. In his talk he will share how "teacher activists" in community organizations and stressed schools are employing healing strategies to help their students become powerful civic actors.

*Speaker:*

*Shawn Ginwright, Professor, San Francisco State University, San Francisco, CA*

**Q&A Session with Shawn Ginwright**

*Moderator:*

*Robyne Walker Murphy, Director of Membership Development and Engagement, National Guild, New York, NY*

11:45pm-  
12:15pm

**LUNCH BREAK**

You are encouraged to bring your lunch to the networking roundtable or session of your choice. Lunch will not be provided. Food is available at Reading Terminal Market across the street from the Philadelphia Marriott Downtown. Please allow yourself 25 minutes roundtrip if visiting Reading Terminal Market.

12:15pm-  
1:45pm

**OFFICE HOURS**

**5<sup>th</sup> Floor Ballroom Corridor**

Meet with a noted expert in the field for a free consultation. View the list of experts and sign-up for a consultation at the Registration Desk in the Salon H Foyer.



12:15pm-  
1:45pm

## NETWORKING ROUNDTABLES

Engage in a focused conversation with your peers who work within similar organizational structures to your own. This is a great opportunity to share successes and discuss potential solutions to common challenges.

### **Art Centers Roundtable—Salon F**

This roundtable is for leaders at visual, music, performing, and multi-disciplinary art centers.

*Facilitator:*

**Yolande Spears**, *Vice President of Education & Community Relations, The Bushnell Center for the Performing Arts, Hartford, CT*

### **Arts-in-Education Roundtable—Meeting Room 301**

This roundtable is for leaders with a high level of expertise in providing arts education to students in K-12 schools.

*Facilitators:*

**Nancy Kleaver**, *Director of Community and Family Programs, Lincoln Center Education, New York, NY*

**Santina Protospapa**, *Executive Director, Progressive Arts Alliance, Cleveland, OH*

### **Collegiate Divisional Roundtable—Offsite at Temple University, Tyler School Art Gallery**

This roundtable is for leaders of community schools working as a division of a college or university. The session will focus on the area of creative youth development and how this holistic approach to arts learning is gaining momentum at the local, state, and national levels. Roundtrip transportation will be provided for this event. *Please meet your party at the 12<sup>th</sup> Street entrance to the Philadelphia Marriott Downtown.*

*Facilitators:*

**Susanne Baker**, *Founder and Director, DePaul Community Division, Chicago, IL*

**Mark Huxsoll**, *Director, Temple University Music Preparatory Division, Philadelphia, PA*

### **Creative Youth Development Roundtable—Meeting Rooms 303 & 304**

This roundtable is for leaders with expertise in providing out-of-school programs that take a holistic approach, integrating learning in the arts, humanities, and sciences with principles of youth development.

*Facilitator:*

**Jon Hinojosa**, *Artistic and Executive Director, SAY Sí, San Antonio, TX*

### **Culturally Specific Roundtable—Meeting Rooms 305 & 306**

This roundtable is for organizations created by, for, and deeply rooted in specific cultural communities.

*Facilitators:*

**Charon Battles**, *Deputy Director for Programs, Pennsylvania Council on the Arts, Harrisburg, PA*

**John L. Moore, III**, *Principle, JOMA Arts & Consulting, LLC, Winston-Salem, NC*

### **Small School Roundtable—Meeting Room 308**

This roundtable is for leaders of independent community schools with budgets of less than \$750,000.

*Facilitator:*

**SoYoung Lee**, *Executive Director, Rocky Ridge Music Center, Boulder, CO*

### **Mid-Sized School Roundtable—Meeting Room 302**

This roundtable is for leaders of independent community schools with budgets between \$750,000 and \$2,000,000.

*Facilitator:*

**Ericka Florescka**, *Executive Director, Bloomingdale School, New York, NY*

### **Large School Roundtable—Meeting Rooms 309 & 310**

This roundtable is for leaders of independent community schools with budgets over \$2,000,000.

*Facilitator:*

**Helen Eaton**, *Executive Director, Settlement Music School, Philadelphia, PA*

2:00pm-  
3:30pm

## **Authentic Fundraising: Forging Deep Bonds between Funder, Nonprofit, and Community**

### **Salon L - Track: Next Level**

In our increasingly interconnected world there is not only heightened competition for every dollar raised but also a desire on the part of the funder to identify with the community that they are supporting. Equally, there is a desire on the part of the community to understand the nature and quality of the funder's investment. How can you build collaborative bridges that connect funders to your organization's work and the community you serve?

In this hands-on session, you'll hear how DreamYard, an award-winning community arts education organization in the Bronx, is forging these connections by taking a community-based approach to fundraising that is yielding strong results. DreamYard's fundraising efforts are guided by a strategic plan that is rooted in the expressed needs and interests of its community, and a belief in sharing the organization's work in an authentic and meaningful way. Examples in practice include working with students and community members to plan funder visits and fundraising events in ways that highlight their voices, and designing volunteer and corporate engagement opportunities in ways that are as important for the community as they are for the funders.

*Speaker:*

**Tim Lord**, Co-Founder & Co-Executive Director, DreamYard, Project, Bronx, NY

## **Building Hope and Healing in the Classroom and Community**

### **Salon I - Track: Social Justice**

Keynoter Shawn Ginwright proposes new strategies that repair the damage done by the erosion of hope resulting from structural violence in urban communities. Join him in this dynamic, hands-on workshop and dialogue to learn practical strategies for healing that staff, faculty, and teaching artists can use when working in stressed schools and communities, as well as apply to their own organization.

*Speaker:*

**Shawn Ginwright**, Professor, San Francisco State University, San Francisco, CA

## **Career Labs at the Met: Connecting Teens and Professionals**

### **Salon H - Track: Creative Youth Development**

How can we identify and prepare professionals, including those who do not regularly work with teens, to engage young people in participatory experiences that introduce them to creative careers? Join museum educators from the Metropolitan Museum of Art to discuss the successes and challenges of the first year of its Career Labs program. Career Labs brings together its high school interns and other teens (ages 15-18) with arts, museum, and creative professionals. During these labs, teens get to ask creative professionals tough questions about their career pathway, try out an aspect of a professional's job, and build relationships with their peers.

In this session, Met representatives will share how input from teens and professionals has helped to shape the program and its ongoing development. They'll also provide you with strategies and resources the Met has designed for equipping professionals with the skills and resources they need to engage with teens authentically. Finally, you'll have an opportunity to workshop an idea for creating or further developing a career readiness program at your organization.

*Speakers:*

**Betsy Gibbons**, Assistant Museum Educator for High School Internships, The Metropolitan Museum of Art, New York, NY

**Brittany Prieto**, Assistant Museum Educator for Teen Programs, The Metropolitan Museum of Art, New York, NY

2:00pm-  
3:30pm

## **Fostering the Creative Potential of Older Adults**

### **Salon K - Track: Teaching Artist Development**

Everyday 10,000 Americans turn 65. By 2030, older adults will comprise 20% of the U.S. population. Creative aging programming presents significant opportunities to expand your organization's reach, maximize impact, and increase support. Is your organization ready? Are your teaching artists prepared to create programming that responds to older adults' diverse needs and interests? Skilled teaching artists, whether independent contractors or employees, are critical to ensuring the quality and effectiveness of creative aging programs and require ongoing professional development in how to design and deliver these programs.

In this highly interactive session, you'll hear about the latest developments in this rapidly evolving field—including updates on national training and advocacy initiatives, research and funding trends. You'll also learn a variety of programming design and implementation techniques that promote mastery and social engagement—elements key to successful creative aging programs.

This session is designed for career-based teaching artists and organizations that support and employ them.

*Speakers:*

**Annie Montgomery**, *Teaching Artist, Lifetime Arts, Inc., New Rochelle, NY*

**Maura O'Malley**, *CEO/Co-Founder, Lifetime Arts, Inc., New Rochelle, NY*

## **Leading through Organizational Development**

### **Salon G - Track: Leadership Development**

Effective leaders strive to create a shared vision for the future and bring together people and resources in the ongoing pursuit of that vision. Drawing on their transformative work at the Chicago Center for Music Education (ChiME), CAELI Alumni Troy Anderson and Gosia Bagley will discuss key leadership competencies and skills that can help you develop a more vital organizational culture—one that is guided by a shared vision and set of core values conducive to continuous improvement and adaptive to change. Learn practical strategies for reevaluating your vision and mission; mobilizing staff, faculty, and trustees; strengthening operations; raising standards across the organization; and rebranding.

*Speaker:*

**Troy Anderson**, *Executive Director, Chicago Center for Music Education (ChiME), Chicago, IL*

**Gosia Bagley**, *Program Director and Piano Instructor, Chicago Center for Music Education (ChiME), Chicago, IL*

## **The Real Work: New Practices for a New Era in the Arts**

### **Meeting Rooms 305 & 306 - Track: Innovation**

Behind the ongoing programmatic and financial stresses being felt by the field of community arts education lies a vast territory of change in the arts and culture sector as a whole. A 50-year period of arts development tied primarily to growth in the professional arts infrastructure as the measure of success is giving way to a new phase, emphasizing active participation in the arts, co-mingling of amateur and professional pursuits, and the integration of creative work with wider community interests. This means practitioners across the field unlearning a lot of things we have taken for granted, having the courage to listen to new voices, and experimenting with doing things differently across the board.

In this workshop led by Richard Evans, President of EmcArts and leader of the national Innovation Labs for the Arts, participants will identify the complex challenges that you must tackle, as leaders in community arts education, if the field is to thrive in the future. You will work actively together to question ingrained assumptions and develop new directions by sharing your best thinking about a rapidly changing world. In doing this, participants will learn a powerful framework to stimulate adaptive thinking that you can use in your own organizations to drive productive change.

*Speaker:*

**Richard Evans**, *President, EmcArts, New York, NY*

2:00pm-  
3:30pm

## Turnaround Arts: Leveraging Partnerships to Enhance School Culture and Success

Sponsored by the NAMM Foundation

Salon J - Track: Collaboration/Partnership

From improving academic achievement to parent engagement to attendance, research is illuminating Turnaround Arts' positive impact in struggling schools across the U.S. Drawing on lessons learned from Turnaround Arts—an education reform initiative of the President's Committee on the Arts and the Humanities—this session will address the importance of getting arts back in schools and how partnerships with community arts organizations can help turn that dream into a reality. Turnaround Arts National Director Kathy Fletcher first will share information on Turnaround's foundational principles and program model, as well as research documenting its impact. You'll then have an opportunity to hear from two of Turnaround's partners who have played instrumental roles in the program's success and expansion: a pilot Pre-K-8 school and the National Association of Music Merchants (NAMM). Together they will share their perspectives on what this partnership process entails and how leveraging the resources of community arts organizations and professionals is key to success. Join us to gain valuable insights and practical strategies to build or further develop your organization's partnerships with low-income public schools.

*Speakers:*

**Kathy Fletcher**, National Director, Turnaround Arts, Washington D.C.

**Ron Gubitz**, Principal, ReNEW Cultural Arts Academy, New Orleans, LA

**Mary Luehrsen**, Executive Director, NAMM Foundation, Carlsbad, CA

3:30pm-  
4:00pm

## COFFEE BREAK

Salon H Foyer

## OFFICE HOURS

5<sup>th</sup> Floor Ballroom Corridor

3:30pm-  
5:30pm

## GET TO KNOW THE GUILD DESK OPEN

Salon H Foyer

4:00pm-  
5:30pm

## Community Assets: Building Diversified Partnerships to Holistically Serve Youth

Salon J - Track: Collaboration/Partnership

Building diverse partnerships with other community stakeholders can strengthen your organization's capacity to serve youth and maximize your impact. In this workshop, Providence CityArts, a mid-sized creative youth development organization, will present a practice for creating a diverse range of partnerships that 1) enrich creative and developmental opportunities centric to youth needs, and 2) expand your organization's potential to establish new friends and audiences. Over the past 10 years, Providence CityArts has developed lasting partnerships with a variety of organizations ranging from the grassroots arts and environmental organization Urban Pond Procession, to the nonviolence breakdance team Project 401, to higher education, to cross-sector agencies focused on health and education. It also has joined five other leading Providence youth arts agencies to form a local collaborative focused on strengthening advocacy for their work. Learn Providence CityArts' process for identifying and building diverse partnerships that help to holistically serve the needs of community youth. We'll practice how to develop a community asset map and align multiple partnerships to your organization's core goals, as well as share tools and advice for starting conversations and developing collaborative relationships with non-arts partners.

*Speakers:*

**Holly Ewald**, Visual Artist, Providence, RI

**Nika Gorini**, Program Director, Providence CityArts for Youth, Providence, RI

**Lauren Proctor**, Site Coordinator, Providence After School Alliance, Providence, RI

**Barbara Wong**, Executive Director, Providence CityArts for Youth, Providence, RI

4:00pm-  
5:30pm

## **Creating an Organizational Culture of Trust**

### **Salon G - Track: Leadership Development**

Many of our workplaces are fragmented, with staff members siloed by departmental and hierarchical structures that feel at odds with our collective effort to serve the public good. This hands-on session explores what arts leaders can do to create a workplace culture of trust and authentic communication that recognizes the strengths and contributions of people at all corners of the organizational chart. As a participant, you'll gain practical strategies, advice, and tools for convening staff in more meaningful ways and for facilitating new kinds of conversations that create a greater sense of belonging, commitment, and accountability.

*Speakers:*

**Matthew Longhurst**, *Director of Global Operations, Dancing Classrooms, New York, NY*

**Rodney Eric Lopez**, *Global Program Director, Dancing Classrooms, New York, NY*

## **Creating Sanctuary through Arts Education**

### **Salon I - Track: Social Justice**

According to the 2013 National Survey of Children's Health, almost half of U.S. youth ages 12-17 have experienced at least two types of "childhood adversity" that could affect their physical and mental health as adults. The percentage is undoubtedly higher in impoverished big cities. As art educators and youth service providers, we know that nurturing environments are vital for growth and learning and hope for the day when all schools are sanctuaries. ArtWell continues to explore the role of youth-serving community partners, artists, educators, and leaders in creating and maintaining these spaces for our students to thrive.

Through this highly interactive workshop, ArtWell will share background information on trauma's effects on youth and youth-serving professionals. We'll then explore creative practices for building sanctuary and incorporating trauma-informed practice into our community and youth work, learning about examples of strong community arts/school partnerships that are integrating this approach as well. Finally, we'll share how the arts can be used to manage stress and secondary trauma in educators and youth service providers, using sample art and reflection activities to be used by both youth and staff.

*Speakers:*

**Frank Machos**, *Director of Music Education, Philadelphia School District, Philadelphia, PA*

**Mike O'Bryan**, *Program Manager of Youth Arts Education, The Village of Arts and Humanities, Philadelphia, PA*

**Susan Teegen**, *Founder/Executive Director, ArtWell, Philadelphia, PA*

## **Digital Learning Portfolios: A Fresh Approach to Documenting and Sharing Student Work**

### **Meeting Rooms 305 & 306 - Track: Innovation**

Digital learning portfolios are a fresh and interactive way of enabling students to reflect on their creative process, chart their growth, collaborate, and share their work—using tools with which many of them are already familiar. Recognizing the bright future of digital portfolios, Parsons School of Design and DreamYard have teamed up for the Learning Portfolio pilot project to develop and document best practices for implementing the learning portfolio process in classrooms and studios. And Carnegie Hall's Weill Music Institute is now starting to use digital portfolios in its new afterschool teen programs this fall. In this session, you'll hear how digital portfolios are creating a culture shift in how young people are recording their progress and showcasing their final work, and how they are making the learning process more engaging and accessible to the current generation of "digital natives" who are already adept at using technology to communicate, learn, and create. We'll demonstrate how to document work digitally, balance process and product, and choose the right digital tools for your program.

*Speakers:*

**Ann Gregg**, *Director of Youth and Community Programs, Weill Music Institute, Carnegie Hall, New York, NY*

**Hillary Kolos**, *Director of Digital Learning, DreamYard Project, Bronx, NY*

**Gigi Polo**, *Co-director and Global Brand Strategist, Nemetics Institute of Arts and Science Kolkata, New York, NY*

4:00pm-  
5:30pm

## Arts and Juvenile Justice: Creating Opportunities, Catalyzing Change

### Salon H - Track: Creative Youth Development

Participation in the arts can be a game-changer for teens and young adults involved in the justice system. Effective programs infuse the arts with measurable social and emotional learning to provide youth with critical skills in conflict resolution, critical response, career readiness, and other key areas. In this thought-provoking panel discussion, you'll hear diverse perspectives on the power of arts and juvenile justice programs and explore strategies for maximizing their impact. Join us to explore these questions:

- How do we engage youth in the juvenile justice system and sustain their participation through programs that recognize their strengths?
- How do we co-create these programs with youth and the bureaucracies (e.g., law enforcement, corrections, public schools, and social services) that influence their futures?
- How can cross-sector collaborations strengthen the impact of this work, and the creative youth development field more broadly?

#### Speakers:

**Suzanne Connor**, Senior Program Officer for Arts and Culture, Chicago Community Trust, Chicago, IL

**Daonne Huff**, Project Manager, Groundswell, Brooklyn, NY

**Martha O'Connell**, Department of Youth Services Arts Program Manager, Commonwealth Corporation, Boston, MA

**Mankim Trolio**, Staff Member and Alumnus, Philadelphia Mural Arts, Philadelphia, PA

## From Evaluation to Evolution: A Design-Centered Approach to Program Development

### Salon L - Track: Next level

Using the Philadelphia Orchestra as a case study, this session will share practical strategies for impact evaluation and a design-centered process for developing robust and highly relevant education initiatives for the future. In January, the Philadelphia Orchestra began a comprehensive process to evaluate and grow its educational initiatives. Learn how they are using data gathered from community mapping efforts, stakeholder conversations, surveys, and more to examine the current impact of their programming while also ensuring that the community's key interests and needs are prioritized as they move forward.

#### Speakers:

**Dan Berkowitz**, Director, Collaborative Learning, Philadelphia Orchestra, Philadelphia, PA

**Polly Kahn**, Principal, PK Art Solutions/PK Orchestra Solutions, Philadelphia, PA

## Social Justice Essentials for Effective Engagement

### Salon K - Track: Teaching Artist Development

In this workshop, we'll explore key social justice practices for building equitable spaces where all individuals can learn and thrive. As a participant, you will engage in reflective activities that tease apart the intersection of culture and identity for greater self-awareness and intentional practice. This session is designed for teaching artists and those who supervise, support, and manage direct service programs. Join us to gain 1) foundational vocabulary and tools to better understand our own bias/privilege/power, and how that impacts your work as a teaching artist, administrator, or funder; and 2) gain practical advice and strategies on how to navigate common challenges in the classroom, office, or community.

#### Speakers:

**Lara Davis**, Arts Education Manager, City of Seattle Office of Arts & Culture, Seattle, WA

**Tina LaPadula**, Education Director, Arts Corps, Seattle, WA

## Members Council Meeting

### Salon F

The Members Council serves as a sounding board and resource to the National Guild and includes representatives of various regions and interest groups.

#### Speaker:

**Michael Walsh**, Members Council Chair, Executive Director, Multnomah Arts Center, Portland, OR

7:30am-  
8:45am

### **Get to Know the Guild Breakfast**

#### **Salons K & L**

Learn about new developments at the Guild, exciting upcoming programs, and the diverse benefits of Guild membership. Staff members will lead an in-depth discussion on what the Guild can offer you and your organization. Come, enjoy your breakfast, and learn about how the Guild is advancing arts learning opportunities for all.

*Speakers:*

**Heather Ikemire**, *Director of Programs and Membership Strategy*

**Karen LaShelle**, *Executive Director, Creative Action, Austin, TX*

**Robyne Walker Murphy**, *Director of Membership Development and Engagement*

7:30am-  
8:45am

### **Northeast Chapter Meeting**

#### **Meeting Room 307**

Open to all conference delegates in the Northeast region. Come meet peers from your neck of the woods and discuss opportunities for formal and informal networking.

*Speaker:*

**Jason Trotta**, *Executive Director, Northampton Community Music Center, Northampton, MA*

8:00am-  
12:30pm

### **REGISTRATION OPEN**

#### **Salon H Foyer**

9:00am-  
5:30pm

### **Board Development Institute: Strengthening Trustee Effectiveness**

#### **Headhouse Tower Lounge (in the convention center) – Track: Next Level**

#### **Pre-registration required – check at the Registration Desk for availability**

This highly interactive, full-day institute, led by board development expert Susan Meier, will provide your leadership team with fresh ideas, concrete tools, and effective practices for strengthening board-staff dynamics, developing a healthy board culture, and engaging collectively in more meaningful, consequential work. *Designed for teams of two ideally comprised of the executive director and an experienced or new board leader.*

*Speaker:*

**Susan Meier**, *Senior Governance Consultant, BoardSource, Washington D.C.*

9:00am-  
12:00pm

### **Negotiating the Gig: Business Strategies for Teaching Artists**

#### **Salon I – For Teaching Artists only – Track: Teaching Artist Development**

Have you ever lost money on a residency or realized you charged way too little for the work you promised? What are the components you need, from strong curriculum to a working sink, to provide a successful program? In the first half of this session, you will select a signature lesson and work with your peers to identify clear goals, curriculum/community connections, and a sampling of activities. From this, we will work through how to set fair prices for your teaching artist activities, budget for all parts of a project, and develop 'what if' scenarios to make budgeting a useful tool in your teaching artist life. You will leave with templates for defining roles, drafting letters of agreement, and designing your unique offerings.

*Speaker:*

**Beth Feldman Brandt**, *Executive Director, Stockton Rush Bartol Foundation, Philadelphia, PA*

9:00am-  
12:00pm

## SITE VISITS

### Offsite

Roundtrip transportation is provided from the Philadelphia Marriott Downtown for all site visits. Meet your party in the Salon H Foyer 20 minutes before the session is scheduled to begin. Site visits are included in registration fee but tickets are required. Please check with the registration desk for availability.

### **Fleisher Art Memorial: Building Participation of Tweens and Teens**

Discover how Fleisher's award-winning Teen Lounge, a drop-in program for young people, builds youth participation by combining arts learning, youth development, and a safe social space for tweens and teens.

Hosts:

*Carys Davies, Manager of High School Programs, Congreso de Latinos Unidos, Philadelphia, PA*

*Magda Martinez, Director of Programs, Fleisher Art Memorial, Philadelphia, PA*

*Chris Melohn, Manager of Children and Youth Programs, Fleisher Art Memorial, Philadelphia, PA*

### **Koresh Kids Dance: Developing the Whole Child**

Experience how Koresh Kids Dance, an in-school program of Koresh Dance Company, creates a safe space for children to learn dance, create dance, and develop life skills through a focus on educating the whole child. Come prepared to move!

Host:

*Teresa VanDenend Sorge, Director, Koresh Kids Dance, Philadelphia, PA*

### **Philadelphia Young Playwrights: Embracing Technology to Enhance Arts Learning**

Experience Young Playwrights' newly outfitted Independence Foundation Learning Lab, hear how students are experimenting with innovative technology to create plays, and discuss the opportunities and challenges that accompany technology-based arts learning.

Hosts:

*Mindy A. Early, Director of Education and Program Services, Philadelphia Young Playwrights, Philadelphia, PA*

*Jay Gilman, Associate Director for Education and Program Services, Philadelphia Young Playwrights, Philadelphia, PA*

### **Settlement Music School: Strategic Planning and Capitalization**

Learn how Settlement's leadership team crafted a highly successful strategic and capitalization plan that supported its mission and built a strong balance sheet, discuss how this process can be effective for organizations of all sizes, and come away with some new ideas for advancing your own business practices.

Hosts:

*Helen Eaton, Executive Director, Settlement Music School, Philadelphia, PA*

*Adam Johnston, Community Engagement Manager, Settlement Music School, Philadelphia, PA*

*Amelia Schmertz, Director of Development, Settlement Music School, Philadelphia, PA*

### **The Clay Studio: Innovative Approaches to Staff Development**

Tour one of the world's leading ceramic arts institutions, try your hand at the potter's wheel, and come away with some actionable ideas for building staff development programs that strengthen your organization and community.

Hosts:

*Josie Bockelman, Director of Education, The Clay Studio, Philadelphia, PA*

*Domenic Frunzi, Work Exchange Participant, The Clay Studio, Philadelphia, PA*

*Jennifer Martin, Vice President, The Clay Studio, Philadelphia, PA*

*Theo Uliano, Teacher/Former Studio Technician, The Clay Studio, Philadelphia, PA*



9:00am-  
12:00pm

## SITE VISITS Continued...

### Village of Arts & Humanities: Arts, Healing, and Community Growth

Discover how this 30-year-old neighborhood-based arts and cultural organization is using the connective power of creative inquiry and artmaking to actively inspire individuals to be agents of positive change.

*Hosts:*

**Aviva Kapust**, Executive Director, Village of Arts & Humanities, Philadelphia, PA

**Mike O'Bryan**, Program Manager of Youth Arts Education, Village of Arts & Humanities, Philadelphia, PA

12:30pm-  
2:15pm

## ANNUAL AWARDS LUNCHEON Grand Ballroom (Salons G & H)

### Student Performance

**Philadelphia Boys Choir and Chorale**

**Performing:** "Amazing Grace," arranged by David T. Clydesdale; and "God Bless America," arranged by Jeffrey R. Smith

**Directors:** **Jeffrey R. Smith**, Music Director; and **John B. Stroud, Jr.**, Associate Music Director

### Thanks and Welcome

**Terry Hueneke**, Chairman, Board of Trustees, National Guild, New York, NY

### Presentation of the 2015 National Guild Service Award to Kwayera Archer Cunningham

Introduction:

**Sandra Bowie**, Executive Director, Ifetayo Cultural Arts Academy, Brooklyn, NY; National Guild Trustee

Remarks:

**Kwayera Archer Cunningham**, Founder and President Emerita, Ifetayo Cultural Arts Academy, Brooklyn, NY

### Lunch

### Student Performance

**Philadelphia Theatre Company**

**Performing:** "My Vision Mission Statement"

**Advisor:** **Dr. Marlene Goebig**, Partner Teacher, Philadelphia Theatre Company, Philadelphia, PA

### Remarks

**Jeffrey Walker**, Executive Director, Incredible Children's Art Network (iCAN), Santa Barbara, CA,

**Karen LaShelle**, Executive Director, Creative Action, Austin, TX

### Presentation of the 2015 National Guild Leadership Award to Lily Yeh

Introduction:

**Jane Golden**, Executive Director, Philadelphia Mural Arts Program, Philadelphia, PA

Remarks:

**Lily Yeh**, Founder, Village of Arts & Humanities/Barefoot Artists, Philadelphia, PA

### Invitation to the 2016 Conference for Community Arts Education (November 1-4)

2:30pm-  
4:00pm

## **Building Community through Exploration and Play: A Workshop with Honoree Lily Yeh**

**Meeting Rooms 309 & 310 - Track: Social Justice**

Join Lily Yeh, our 2015 National Guild Leadership Award recipient, for a hands-on community building workshop. In this session, Lily will lead the group in a series of activities for developing safe and supportive spaces for people to share openly, dialogue, and create together on equal footing. Whether you are looking to involve your community more deeply in your organization's planning and decision-making, increase their participation in your programs, or build a stronger sense of community among your staff and board, this workshop will provide fun and unique ways to build community by honoring and cherishing each person's creativity, listening actively, and fostering collaboration through play.

*Speaker:*

**Lily Yeh**, Founder, Village of Arts & Humanities/Barefoot Artists, Inc., Philadelphia, PA

2:30pm-  
4:30pm

## **Philadelphia Mural Arts Walking Tour**

**Offsite – Ticketed Event**

Explore the world's largest art gallery on foot during this one-mile Mural Arts Program walking tour. A professionally trained guide will share the stories of the people, places, and themes of each mural. Along the way, you also will learn about the culture of the neighborhoods, how the murals complement their environment, and the 30-year history of the nationally-recognized Mural Arts Program.

*This is a ticketed event. Please check at the registration desk for availability. Participants should meet their party by the Market Street lobby entrance—in front of Starbucks.*

2:30pm-  
5:30pm

## **Being the Curious Leader the World Needs You to Be**

**Salons K & L - Track: Leadership Development**

What is required of today's leaders to successfully grapple with complex challenges in an ever-changing and unpredictable operating environment? "Stay as curious as you can for as long as you can," was a recent response from leadership development expert John Shibley. In this workshop, we'll examine the role curiosity plays in strong leadership and how to foster it within our organizations and communities.

Together we will investigate how to:

- Develop a culture of curiosity in our organization and across our field
- Create the conditions for people to feel safe in asking their questions and responding to one another, while focusing on the things that matter most, and exploring the freshest possibilities for increasing our impact
- Craft better questions as a matter of course, as we explore new partnerships, talk with communities we've yet to serve, and animate the gatherings of our artists, board and staff
- Incentivize and reward the most courageous questioners in our organizations
- Create a practice field so we can work with the tools that equip us to become ever more curious

This workshop will be that kind of practice field. Together we will explore the power of deep curiosity and the skill of humble inquiry as the essential starting points for diagnosing and solving problems, resolving conflicts, generating new possibilities, and fostering teamwork and esprit.

*Speaker:*

**John McCann**, Founder and President, Partners in Performance, Blacksburg, VA

2:30pm-  
5:30pm

## **Devising Collaborative Projects: A Workshop to Develop Your Next Community Partnership**

**Salons I & J - Track: Collaboration/Partnership**

Are you working on a cross-sector project or are you in early conversations with a non-arts partner in your community? Are you looking for effective tools and strategies to authentically respond to a community's self-defined needs through your work while also remaining artistically rigorous? Join Michael Rohd, founder of the Center for Civic Practice, to learn new ways of using art and artists to build healthier communities and get specific coaching—through discussion, fishbowl exercises, improvisation, and field examples—to help you develop your next (or current) community partnership.

*Speaker:*

**Michael Rohd**, *Founder, Center for Performance and Civic Practice, Evanston, IL*

4:00pm-  
5:30pm

## **Leading, Caring, and Preparing the People You Serve**

**Meeting Rooms 309 & 310 - Track: Social Justice**

Caring about people personally and professionally is at the core of good leadership. Creating collaborating teams and daring to democratize the governance process doesn't weaken leadership ability, it actually creates consensus and fosters collective ownership of a task or goal. In this inspiring workshop, Kwayera Archer-Cunningham—Founder and President Emerita of Ifetayo Cultural Arts Academy and this year's National Guild Service Award honoree—will share her leadership journey and provide you with practical ways that you can effect sustainable change in your community and develop future leaders for your organization by inspiring and guiding your team to work collaboratively towards a goal.

*Speaker:*

**Kwayera Archer Cunningham**, *Founder and President Emerita, Ifetayo Cultural Arts Academy, Brooklyn, NY*

6:00pm-  
8:00pm

## **CLOSING NIGHT CELEBRATION**

**Independence Ballroom in the Convention Center (connected to Marriott via skybridge)**

Celebrate new friendships, collaborations, and insights, and raise a glass to our continued work together as a field! Live music will be provided from Settlement Music School.



# SAVE THE DATE

## 2016 CONFERENCE FOR COMMUNITY ARTS EDUCATION

November 1-4, 2016  
Chicago, IL

