

# GUILD NOTES

## GUILD NEWS

### Creative Connections

Annual Conference

October 25–29, Pittsburgh, PA



#### Harry Belafonte to Headline Annual Conference

Full Conference Schedule  
Now Online

Legendary artist and human rights activist Harry Belafonte will deliver the keynote address at the National Guild's 68th Annual Conference in Pittsburgh on October 27. Belafonte

is widely respected both for his artistry—he is a luminary in every field in which he has participated—music, film, theater and television—and his tireless activism on behalf of human rights. We are thrilled that he will be joining us this year.

Other conference highlights include a presentation on *Gifts of the Muse: Reframing the Debate About the Benefits of the Arts*, a Rand report commissioned by the Wallace Foundation; pre-conference institutes on community-school/public school partnerships and arts education for older adults; some three dozen workshop sessions; and an Arts Education Expo where you can learn more about companies—including Steinway, Yamaha, and Apple—interested in working with community schools of the arts.

Links to the detailed schedule information, registration materials and hotel reservation system can be found at [www.nationalguild.org/national\\_conference/index.htm](http://www.nationalguild.org/national_conference/index.htm).

A regional air carrier, Independence Air, has been observed to offer relatively inexpensive flights to Pittsburgh at conference time: [www.flyi.com](http://www.flyi.com)

Don't miss out—join hundreds of your peers in Pittsburgh for a conference that is sure to inspire and energize.

The New York State Council on the Arts has made a special grant to the Guild to offset conference registration costs for the state's multi-arts centers. As of this publication, funds from NYSCA are still available. New York schools may apply through the Guild via our website.

Major conference sponsors include the National Endowment for the Arts, the Pennsylvania Council on the Arts, NAMM, the Heinz Endowments, Steinway & Sons, the Grable Foundation, and Yamaha.

## Opening Doors

Jonathan Herman, Executive Director

The board and staff of the *National Guild* have been engaged in a comprehensive strategic planning process over the past twelve months. As the process unfolded, we developed a greater appreciation of the field's depth and breadth and of the role we could play in encouraging more Americans to participate in the arts. The resulting plan incorporates an expanded vision of the Guild's role as the national service organization for a diverse and dynamic constituency of community arts education organizations.

We began our work with a careful review of the entire organization, from its mission and purpose to its programs, services and governance structure. Throughout the process we maintained sharp focus on the needs of our constituency – organizations that share a collective mission of advancing high-quality, community-based arts education so that all people may participate in the arts according to their interests and abilities. To enhance our understanding of the challenges and opportunities facing our constituents, we engaged in dialogue with members, supporters and allies, and investigated trends affecting arts education, associations, and the nonprofit sector. In September, guided by a new understanding of the Guild's service mission and its vision for increased nationwide participation in the arts, the Board of Trustees unanimously approved a plan that will take us through 2007 and beyond.

In order to realize our vision, the National Guild must improve the quality, accessibility and relevance of our programs and develop ways to increase member engagement. A summary of the plan is available on the website; additional details will be communicated during the coming months. Today, however, I would like to highlight a key component crucial to the plan's success: restructuring the Guild's membership program.

The membership program was initially established to promote standards of excellence by setting criteria against which applicants for membership could be evaluated. This set-up a "Catch-22" in which organizations with the greatest need for the Guild's resources and support could not join. The establishment of the Associate and Education Affiliate membership categories during the 1990s allowed the Guild to become more responsive to the growing diversity of the field. While these changes were positive in terms of increasing access, they had the unintended effect of introducing inequities into the membership program. Among the most glaring inequities were the denial of voting privileges to all but Certified members and the disparity in dues and benefits among Associate, Certified and Education Affiliate members.

(continued)

# Opening Doors (cont'd)

The plan includes a proposal to restructure the membership program in order to make the Guild more inclusive, equitable and democratic. Opening our doors in this way will lead to a more diverse and potentially larger membership, which, in turn, will enhance the Guild's capacity to deliver valuable programs and services, increase our field's visibility, and augment the value of membership. All Guild members will benefit from the additional perspectives and richer base of knowledge within our network.

The most critical aspect of the proposal is the creation of one category for all nonprofit institutional members, combining the Associate and Certified categories, to be called Full Member. Any tax-exempt organization or government agency that subscribes to the Guild's philosophy and mission, and pays membership dues may join as a Full member.

The proposal re-defines an Education Affiliate as an arts education organization that is not tax-exempt or a tax-exempt arts education organization with restrictive admission requirements for all of its programs (e.g. for-profit schools, audition-only programs, and programs requiring religious affiliation).

Under the new plan, all Full members will enjoy identical benefits, including voting privileges, and be subject to the same dues structure. Certification will no longer be a category of membership but will continue as an essential Guild program. Schools that have been certified by the National Guild will retain their certified status. During the coming year, the Membership committee, working in close consultation with the field, will undertake a comprehensive review of the criteria and process of certification in order to strengthen the program and increase its value for members.

A detailed outline of the proposed new membership structure, benefits and dues has been posted on the website and will be circulated for member comment during October. After receiving feedback from the field, a revised proposal will be submitted for approval by voting members (currently Certified members) during the Annual Meeting in Pittsburgh on Friday, October 28.

This new approach to membership, which resonates deeply with the inclusive philosophy of our members, will foster the National Guild's transformation to a more inclusive learning community and national service association. Opening our doors more widely to all community arts education organizations—regardless of their stage of development or organizational structure—will allow the National Guild to expand programs and services, more effectively advance community arts education, and increase participation in the arts.

**Fund Established to Aid Member Schools Affected by Hurricane Katrina.** The New Orleans Ballet Association (NOBA) is an award-winning community school and Creative Communities site providing free arts instruction to 1,200 inner-city children. In the wake of Hurricane Katrina, all but two of the 17 schools and after-school sites NOBA partners with were completely flooded. One hundred percent of NOBA's students have been displaced, along with the school's staff and faculty. While New Orleans will eventually rebuild, funding for the arts—including the salaries that so many teaching artists depend on—may remain scarce for many years.

Right now, schools like NOBA are most in need of cash contributions. Here's how you can help:

- 1) The National Guild is accepting contributions on behalf of member schools affected by Hurricane Katrina. In addition to individual donations, we encourage members to organize special activities at their schools to raise money for NOBA and other schools in the region. Please make checks payable to the National Guild, write "Katrina Relief" on the memo line, and mail your contribution to: Katrina Relief, c/o National Guild, 520 8th Avenue, Suite 302, New York, NY 10018. Those wishing to contribute via credit card may call Annie Walker at (212) 268-3337 ext. 16. All contributions are tax-deductible.
- 2) If you or someone close to you has expertise in disaster recovery, please contact NOBA Executive Director Jenny Hamilton at [jhamilton@nobadance.com](mailto:jhamilton@nobadance.com).

### MetLife Foundation Partners in Arts Education Grants

On behalf of the MetLife Foundation, the National Guild has awarded nine grants totaling \$130,000 to the following members to support exemplary community school/public school arts education partnerships during the 2005-2006 school year:

- Center of Creative Arts (COCA), St. Louis, MO
- Community Music Center of Boston, MA
- Community School of Music and Arts, Mountain View, CA
- Henry Street Settlement, New York, NY
- MacPhail Center for Music, Minneapolis, MN
- Multicultural Education and Counseling through the Arts (MECA), Houston, TX
- Samuel S. Fleisher Art Memorial, Philadelphia, PA
- The Music School of the Rhode Island Philharmonic, Providence, RI
- Third Street Music School Settlement, New York, NY

Application guidelines for 2006-2007 grants will be posted by January 1, 2006. Schools interested in applying should consider attending the Partners In Excellence Pre-Conference Institute in Pittsburgh from October 25-27, 2005.

## The National Guild is very pleased to announce the receipt of the following grants:

- \$10,000 from the New York Community Trust to support professional development programs for Guild schools in New York City
- \$10,000 from NAMM, the International Music Products Association, to support the 2005 annual conference.
- \$5,000 from Yamaha to support the 2005 annual conference.
- \$5,000 from the Grable Foundation to support the 2005 annual conference.
- \$5,000 from Steinway & Sons to support the 2005 annual conference.

## GUILD NEWS (cont'd)

**Symphony magazine publishes feature article on community music schools.** The September-October issue of *Symphony* features an in-depth article on community schools associated with symphony orchestras. "Lesson Plans" profiles the work of four Guild member schools.

[www.symphony.org/news/room/05so\\_lessonplans.shtml](http://www.symphony.org/news/room/05so_lessonplans.shtml)

**Alice Pfaelzer, 1936-2005.** Co-founder of Chicago's *Merit School of Music*, honorary Guild trustee and recipient of our Presidents Award in 1999, Alice Pfaelzer died August 8, 2005 after a battle against pancreatic cancer.

At a memorial service August 28th in a new building in Chicago's West Loop, Merit's Executive Director Duffie Adelson addressed a congregation of Pfaelzer's colleagues and friends. "There is a silent speaker here today as well, and we sit enveloped within its fold. This, Merit's beautiful new home, was Alice's dream for 26 years."



Grand opening festivities for the Joy Faith Knapp Music Center proceeded just one month later, on October 1st.

## NationalGuild.org

### Sample faculty handbooks now online

In response to popular demand, we have posted on the Guild website five faculty handbooks submitted by Guild member schools of various sizes and configurations. The handbooks are part of our growing "Members Only" section. Let us know how useful these online resources are to you.

<http://www.nationalguild.org/members/index.cfm>

### Members get discounts on dozens of printed publications.

Management guides and resources for governance, fund development and marketing are available at member discounts of up to 50 percent on [www.nationalguild.org](http://www.nationalguild.org). From the home page, look for "PUBLICATIONS" on the gray bar at the top, then click on the publications catalog prompt. Scroll down the catalog and click the shopping cart icon when you see something you like.

If you prefer, you can always order publications from us by phone or with a check in the mail, as well. Postage and shipping are included in the purchase price.



Former Guild Executive Directors Marcy Horowitz (left), and Lolita Mayadas (right) visited the Guild's NYC office this summer.  
Photo: Jonathan Herman

## PEOPLE AND SCHOOLS



In 1939, New York's **Third Street Music School Settlement** was the inspiration for a feature film produced by Samuel Goldwyn. ***They Shall Have Music*** stars Joel McCrea and tells the story of a young boy on the streets who is taken in by the school and learns the violin. When the school teeters on financial ruin, its students save the day, ultimately convincing virtuoso violinist Jascha Heifetz himself to sponsor their school! The movie, which has yet to be released on DVD but is available on VHS, is mostly notable for its footage of Heifetz in concert, but it did help a generation of young people get excited about classical music.

**Mary Helton**, Director Emerita of the **Hoff-Barthelson Music School** in Scarsdale, NY, died August 13 after a long illness. Under her leadership from 1972-1999, the Music School grew from a home-based operation with 100 students into a regional music center serving hundreds of pre-school to adult students and employing a large faculty drawn from among the New York area's most distinguished professionals. Hoff-Barthelson will hold a Memorial Recital in her honor at 5:30 pm Saturday, November 12, at the Scarsdale Community Baptist Church.

**Robert Lopez**, former student of the **Greenwich House Music School** in New York and 1991 winner of the National Guild's Young Composers Award, went on to co-create the Tony®-winning Broadway hit musical ***Avenue Q***. In June Lopez and his writing partner presented a special concert of music from *Avenue Q* in a theater a few blocks from Greenwich House as a benefit to help the school acquire new instruments. A ***New York Times*** article previewing the event made mention of the Guild and Lopez's award.

The **MacPhail Center for Music** unveiled plans in July for a new flagship on the downtown Minneapolis riverfront. The \$12.5 million facility will include a 225-seat auditorium, a glass-walled studio for rock music, a parents' waiting area, and another amenity MacPhail has never had in its 98-year history—air conditioning.

Seattle's **Music Center of the Northwest** has found some innovative ways to generate interest in its programs and raise money. Local supporters of the MCNW have begun hosting house concerts featuring student soloists and chamber groups. And the Center's trustees—non-musicians among them included—recently put on their own recital for 85 guests, raising over \$8,000 for a scholarship fund.

In July, Chicago's **Sherwood Conservatory of Music** joined other members of the Chicago Consortium of Community Music Schools in a special concert preceding the evening's Grant Park Music Festival program. Before and after the concert, representatives from Sherwood met the public on the lawn to promote the school's education programs and answer questions.

The **PRIME School of Music** (Tucson, AZ), founded in 2002, acquired 220 new students in August when it joined forces with the **Arizona Jazz Academy**. In return, the Academy installed a \$42,000 recording studio at PRIME. "It seems like a perfect fit," Academy director Doug Tidaback told the ***Arizona Daily Star***. "Everything we needed they had, and everything they needed we have. We complement each other without overlapping."

### The Guild is pleased to welcome several new members

#### ASSOCIATE MEMBERS

- **Concord Conservatory of Music**, Concord, MA. A brand new school currently located in the West Concord Union Church, the Conservatory provides group classes, private lessons, and early childhood programs.
- **Music & Arts Institute of First Presbyterian Church**, Pine Bluff, AR. This school offers personalized instruction to adults and children. Courses offered include piano, organ, violin, viola, cello, voice, flute, guitar, Orff Schulwerk, visual art, and adult jazz dance.
- **The New School for Music Study**, Kingston, NJ. A leader in piano education, the New School is a division of the Frances Clark Center for Keyboard Pedagogy. Serving as the Center's laboratory school, the New School's group classes and private lesson programs have served as the model for college pedagogy and preparatory departments nationwide.

#### BUSINESS AFFILIATE

- **M&M Consultants**, Chambersburg, PA. M&M Consultants is the maker of dbMASConcerto®, a stand-alone software application for Microsoft Windows. Designed for community schools of the arts, dbMASConcerto handles scheduling and registration tasks, off-site performances, contact management, ticket sales, and fundraising campaigns.

## MOVING IN

**Dennis Duda**, executive director of the Community Music School of Allentown, PA . . . **Jenny Graham Zimmerman**, director of the Des Moines (IA) Symphony Academy . . . **Elinor Marsh**, executive director of the Music Center of South Central Michigan, Battle Creek . . . **Aaron Flagg**, executive director of the Music Conservatory of Westchester, White Plains, NY . . . **Nicolette Solomon**, president and executive director of the Suzuki Institute of Dallas, TX . . . **Steven Murray**, education director for the Cedar Rapids Symphony . . . **Susan Rohn**, executive director of the Institute of the Arts, Wyomissing, PA . . . **RoseAnne McCabe**, education programs director for the Florida West Coast Symphony, Sarasota

## MOVING ON

**George Schermerhorn** (National Guild Trustee), executive director of the Community Music School of Allentown, PA . . . **Anne Richardson**, director of Neighborhood Music Schools at Georgia State University, Atlanta . . . **Jane Delgado**, Chief Administrator of the Abrons Arts Center at Henry Street Settlement, New York City . . . **Lisa Deutsch**, executive director of the Music Conservatory of Westchester, White Plains, NY . . . **Paul Landefeld**, president and executive director of the Suzuki Institute of Dallas, TX . . . **Mary Ellen McGarry**, executive director of the People's Music School, Chicago

The **Music and Arts Center for Humanity** (Bridgeport, CT), teamed with a community access cable television provider this summer to present a six-week TV production apprenticeship and professional practices program for youth ages 14-18. Fifteen apprentices earned stipends of \$60 per week and created a video documentary about the MACH that runs regularly on a local education channel.

The **Indian Hill Music School** (Littleton, MA) has begun offering a new music and sign language program for infants called "Sign & Sing." This research-proven program is based on methods shown to speed child language development, ease frustration, and enhance long-term learning abilities.



*Marimba Magic,  
The Rivers Music School  
Weston, MA  
Photo: Joan Barker*

## NEWS FROM THE FIELD

**Katrina's impact on the arts.** The Arts Journal has set up a page of links to stories and resources relating to the cultural world and the aftermath of Hurricane Katrina.

<http://www.artsjournal.com/ajnews/20050902-18845.shtml>

**Poll shows strong support for arts education.** Harris Poll results released in June revealed that 93 percent of Americans agree that the arts are vital to providing a well-rounded education for children. Additionally, 54 percent rated the importance of arts education a "ten" on a scale of one to ten.

At the same time, poll results say parents are uncertain about how to become involved in advocating for arts education in schools. A national public service campaign is expanding its message to empower parents with specific tools for advancing the arts in their communities.

[http://www3.artsusa.org/information\\_resources/press/2005/2005\\_06\\_13b.asp](http://www3.artsusa.org/information_resources/press/2005/2005_06_13b.asp)

**State arts appropriations up nearly \$22 million.** In an effort to better understand the health of the field, Americans for the Arts has gathered state arts agency appropriations data for FY 2006. Of the 50 states, 33 showed increases (some of them significant), seven remained flat funded, and 10 reported losses. Overall, state arts appropriations grew by \$21,932,436 from FY 2005 to FY 2006, or by eight percent. See how your state fared:

[www3.artsusa.org/get\\_involved/advocacy/saan/state\\_legislation/001.asp](http://www3.artsusa.org/get_involved/advocacy/saan/state_legislation/001.asp)

**Funding for NEA and NEH rises, CPB saved from \$100 million cut.** This summer the NEA and NEH received increases of \$5 million each in federal funding for 2006. The NEA's appropriations for 2006 will be just under \$130 million, or about five one-thousandths of one percent of the federal budget.

In June an amendment passed to restore \$100 million in federal funding to the Corporation for Public Broadcasting. Appropriations to the CPB have risen incrementally each year and in 2006 will be one-third higher than in 2000.

Given the current national budget deficit and the administration's proposed overall flat funding for the arts, such increases reflect the work of grassroots advocates. Representatives in Washington routinely reference the flood of messages they receive from constituents, largely organized by groups like Americans for the Arts and its partner organizations—like the National Guild.

**NEA names new Director of Arts Education.** Dr. Sarah Bainter Cunningham has been appointed the Arts Endowment's Director of Arts Education. In this position Dr. Cunningham will be responsible for providing national leadership in the arts education field, selecting panelists and managing the review panel process, and recommending grant programs and leadership initiatives.

<http://www.arts.gov/news/news05/Cunningham.html>

**Panel Proposes Strengthening Nonprofit Accountability.** The Panel on the Nonprofit Sector, an independent group of 24 leaders representing a range of charities and foundations, announced this summer a series of recommendations intended to strengthen the sector's transparency, governance, and accountability. If implemented, the proposals will constitute the most sweeping changes for nonprofits in three decades. It calls on Congress to require audits of organizations with annual revenues of over \$1 million and an independent accountant's review for organizations with revenues over \$250,000. It also advises ratcheting up the penalties on board members who approve—and executives who receive—excessive compensation.

[http://www.nonprofitpanel.org/final/Panel\\_Final\\_Report.pdf](http://www.nonprofitpanel.org/final/Panel_Final_Report.pdf)

*Christian Sands, piano student, Neighborhood Music School, New Haven, CT at 2004 annual conference opening plenary session; Photo: Joan Barker*



## RESOURCES AND OPPORTUNITIES

**The Starbucks Foundation** is accepting letters of inquiry from organizations that work with underserved youth in arts and literacy. Grants range from \$5,000 to \$20,000. [www.starbucks.com/foundation/](http://www.starbucks.com/foundation/)

A **new scholarship program** will award \$10,000 each to 25 exceptionally talented, financially disadvantaged music students, ages 8-18. Recipients of the **Cooke Young Artist Award** will appear on NPR's **From the Top** radio show and receive cultural leadership training. [www.fromthetop.org](http://www.fromthetop.org)

The **International Journal of Community Music** is a new, open-access, peer-reviewed journal exploring the various aspects of community music: research articles, practical discussions, timely reviews of new resources, readers' notes, and special issues. <http://education.nyu.edu/music/meducation/ijcm/>

Highlights from the **National Arts & Youth Demonstration Project**; a three-year study at **McGill University** analyzing efforts of arts programs to recruit, engage, and improve the lives of youth from lower-income and multicultural communities; are available online. <http://upload.mcgill.ca/naydp/NAYDP-Symposium-2004.pdf>

**Dr. Francie Ostrower** of the **Urban Institute's Center on Nonprofits and Philanthropy** writes that cultural organizations and foundations are forming too many of the wrong kinds of partnerships. She says that organizations too often rely on partnerships to "reduce the necessity of making hard choices about accomplishing priorities with finite resources." [www.culturalcommons.org/comment-print.cfm?ID=24](http://www.culturalcommons.org/comment-print.cfm?ID=24)

**David La Piana**, founder and president of a nonprofit consulting firm, similarly argues against too much collaboration among organizations. The co-author of **Play to Win: The Nonprofit Guide to Competitive Strategy**, La Piana was interviewed recently by **Philanthropy News Digest**. <http://fdncenter.org/pnd/newsmakers/nwsmkr.jhtml?id=105700004>

**How to read and interpret IRS Form 990**: The **Nonprofit Coordinating Committee of New York** offers a list of the ten most significant pieces of information that can be found in the Form 990 and shows you exactly where you can find the information. [www.npcny.org/Form\\_990/990.htm](http://www.npcny.org/Form_990/990.htm)

The **Community Arts Network** has compiled an annotated directory of organizations that are based outside the arts but which have developed resources and strategies that can be useful or instructive in community-based arts practice. "We need to include them in our conversations," said Bill Cleveland, founding director of the **Center for the Study of Art and Community**, "and also to beg, borrow and steal from all the best practice in the world, rather than just thinking that [our own network] is the only brain trust we have." [www.communityarts.net/links/cross.php](http://www.communityarts.net/links/cross.php)

The **National Mentoring Center** has published a new introductory workbook (available online for free). **Sustainability Planning & Resource Development for Youth Mentoring Programs** shows how to find grants and write winning proposals. [www.nwrel.org/mentoring/pdf/sustainability.pdf](http://www.nwrel.org/mentoring/pdf/sustainability.pdf)

**And the Band Stopped Playing: The Rise and Fall of the San Jose Symphony** is a book about one orchestra in one city, but it contains lessons for all arts organizations and nonprofits. Its authors give examples of community institutions finding innovative ways to remain relevant and serve people. Its text can be downloaded free online. [www.wolfkeens.com/BIGPICTURE/media/sanjosesymphony.pdf](http://www.wolfkeens.com/BIGPICTURE/media/sanjosesymphony.pdf)

**You Are Here: Exploring Arts in the Suburbs** is a collection of essays written by Twin Cities authors that examines how creative projects have enhanced public space and provided a cultural identity in local suburbs. The report builds on a 2002 study, **A New Angle: Arts Development in the Suburbs**. Both are available free online. <http://mcknight.org/youarehere/>

**How much should you pay an executive director?** An article at the **Board Café** tackles the question and includes guidelines for determining an appropriate salary. [www.boardcafe.org/bc2002\\_07.html](http://www.boardcafe.org/bc2002_07.html)

**Moving Towards Success: Framework for After-School Programs** is a working document developed this year by a committee of preeminent researchers, evaluators, and program experts from the **Harvard Family Research Program** and elsewhere. Electronic and hard copies are available free. [www.publicengagement.com/Framework](http://www.publicengagement.com/Framework)

## MONEY MATTERS

**Aaron Dworkin**, Founder and President of the Sphinx Organization, Detroit MI, has been named as one of 25 new MacArthur Fellows for 2005. Selected for their creativity, originality, and potential, the recipients of what are often referred to as the "Genius Awards" each receive \$500,000 over five years with no strings attached. **The Sphinx Preparatory Music Institute** joined the Guild in 2004.

A recently-joined Guild member school, the **East Bay Center for the Performing Arts**, Richmond, CA, was named by Americans for the Arts as one of 12 recipients of its Exemplar Program Award. The award recognizes mid-sized and small arts and cultural organizations for outstanding work in their communities and the field. The program provides two-year support totaling \$150,000 to be used for operations and programs that advance outstanding work, build organizational knowledge and capacity, and/or enhance approaches to creative civic engagement.

Two member schools, **Houston's Multi-Cultural Education and Counseling through the Arts (MECA)** and **Bridgeport, CT's Music and Arts Center for Humanity (MACH)**, have been chosen from a pool of 250 nominations as Semifinalists by the President's Committee on the Arts and Humanities for a 2005 Coming Up Taller Award. The organizations' selection among the 35 semifinalists distinguishes them as two of the top arts and humanities based programs in the country serving youth beyond the school hours. Should either be chosen as one of the 15 finalists and then win a **Coming Up Taller** Award, the program will receive a \$10,000 award to be presented by First Lady Laura Bush at a ceremony held in Washington in the fall. Winners will be announced in late October.

This has been a particularly good fundraising year for the **MACH**, which was recently awarded a \$15,000 discretionary grant from the Fairfield County Community Fund. The grant is to be used for general operating support for the MACH.

The **GUILD** encourages members to provide us with news of their activities.  
**GUILDNOTES** submissions should be sent to Andy Behrens, at [editor@nationalguild.org](mailto:editor@nationalguild.org)

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