



# 2014 CONFERENCE FOR COMMUNITY ARTS EDUCATION

NOVEMBER 19-22, 2014  
LOS ANGELES, CA

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## SPECIAL THANKS

Illinois Arts Council Agency  
Los Angeles County Arts Commission  
Pennsylvania Council on the Arts

The National Guild for Community Arts Education and our California members welcome you to the 2014 Conference for Community Arts Education, our 77<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 19	8:00am – 11:30am	Beaudry Foyer ( <i>Lobby Level</i> )
	4:00pm – 7:00pm	California Ballroom Foyer ( <i>Second Floor</i> )
Thursday, November 20	7:30am – 7:00pm	California Ballroom Foyer
Friday, November 21	7:30am – 4:30pm	California Ballroom Foyer
Saturday, November 22	8:00am – 12:30pm	California Ballroom Foyer

For assistance after 12:30pm on Saturday, please come to the Guild office in Beaudry A.

### BOOKSTORE

Thursday, November 20	2:00pm – 7:00pm	California Ballroom Foyer
Friday, November 21	11:30am – 4:00pm	California Ballroom Foyer
Saturday, November 22	8:30am – 12:00pm	California Ballroom Foyer

### ARTS EDUCATION EXPO

Thursday, November 20	12:00pm – 7:00pm	California Ballroom Foyer
Friday, November 21	8:00am – 4:00pm	California Ballroom 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, for our custom guide.

### 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 California Ballroom 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. 20). 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, the Bonaventure Galleria and Food Court is located on the fourth floor of the hotel. There is a Starbucks located across the street at 445 S. Figueroa Street (cross the street via the foot bridge on the Pool Deck Level).

**SITE VISITS, Saturday, November 22, 8:30am-12:00pm**

Get a behind-the-scenes look at some of Los Angeles's exemplary and innovative community arts education providers. Roundtrip transportation is provided to and from the Westin Bonaventure for all site visits. Meet your party in the California Ballroom 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 40-42.

**SPECIAL TICKET OFFERS FOR CONFERENCE DELEGATES****Center Theater Group's *What the Butler Saw* – 20% Off Select Performances**

[www.centertheatregroup.org/tickets/promo-pages/what-butler-saw-orton](http://www.centertheatregroup.org/tickets/promo-pages/what-butler-saw-orton)

This classic comic masterpiece has all the ingredients of a thoroughly enjoyable romp: manic action, twisting plotlines, mistaken identities, slamming doors, disappearing clothes, and, above all, Orton's subversive wit, breakneck dialogue and outrageous lack of appropriateness. *What the Butler Saw* is playing at Mark Taper Forum, 135 N. Grand Ave. *Using the special ticketing link above, conference delegates may purchase \$39 tickets (reduced from \$50) for performances November 12-22.*

**The Geffen Playhouse's *The Gospel According to Thomas Jefferson, Charles Dickens, and Count Leo Tolstoy: Discord* – Up to 45% Off Select Performances**

[www.geffenplayhouse.com](http://www.geffenplayhouse.com)

From playwright Scott Carter "Real Time with Bill Maher" and Broadway director, Matt August, this whip-smart comedy examines what happens when great men of history are forced to repeat it. The LA Times has named this production a Critics' Choice, calling it "Funny and thought provoking!" *Discord* is playing at Audrey Skirball Kenis Theater, 10886 Le Conte Ave. *Using the code DSC39, conference delegates may purchase \$39 tickets reduced from \$67-\$72 for performances November 20-22. While supplies last.*

**Museum of Contemporary Art (MOCA) and The Geffen Contemporary at MOCA – Free Admission**

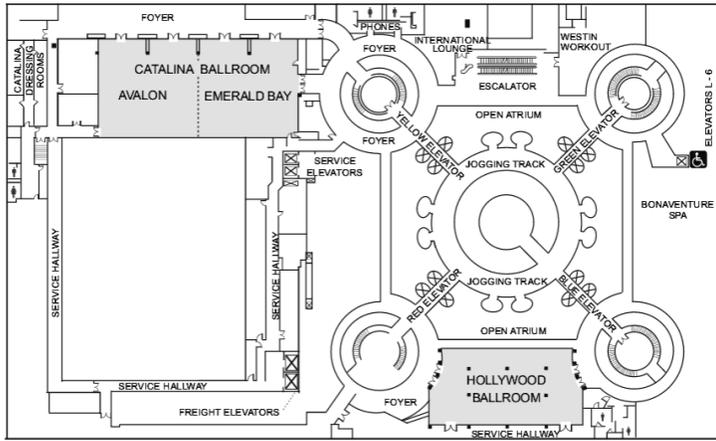
[www.moca.org](http://www.moca.org)

Founded in 1979, MOCA is the only museum in Los Angeles devoted exclusively to contemporary art. It is committed to the collection, presentation, and interpretation of work produced since 1940 in all media, and to preserving that work for future generations. In a remarkably short time, MOCA has developed one of the nation's most renowned permanent collections. Now numbering over 6,800 works and steadily growing, this invaluable cultural resource provides extensive opportunities for education and enjoyment to thousands of national and international visitors. Today the museum is housed in three unique facilities: MOCA Grand Avenue (250 South Grand Ave), The Geffen Contemporary at MOCA (152 North Center Avenue), and MOCA Pacific Design Center (8687 Melrose Ave). *Conference delegates receive complimentary admission by showing their conference badge at the ticketing desk.*

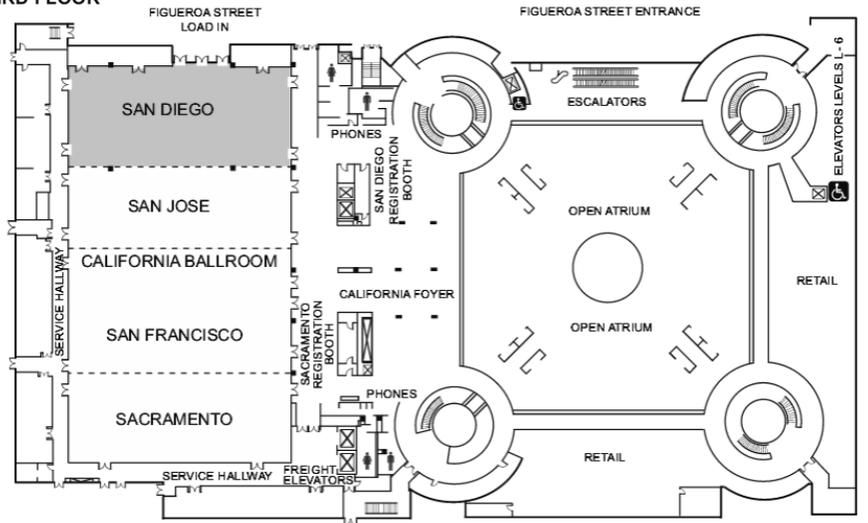
**REDCAT's *L-E-V House* – 20% Off Select Performances**

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

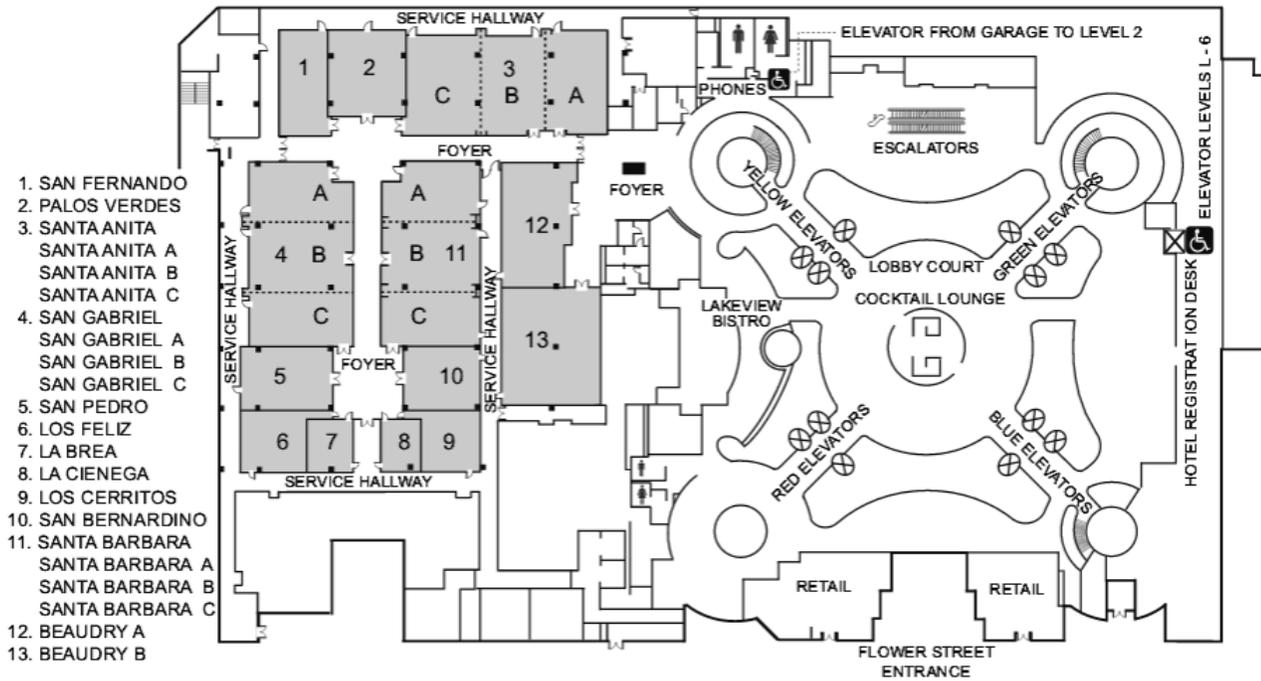
The passionate and high-voltage dance events created by collaborators Sharon Eyal and Gai Behar have firmly established them as potent forces in the international performance community, energizing a new generation of audiences. After gaining global praise with eye-opening works for Batsheva and other eminent dance ensembles, their own acclaimed company, *L-E-V*, is celebrated for an astute confluence of movement, music, lighting, fashion, art and technology—each uniquely expressive while emotionally entwined. Their electrifying piece *HOUSE*, a sultry and intoxicating ensemble work set to the driving beats of an original score by Ori Lichtik, is delivered by fiercely talented dancers that move with expressive precision. *L-E-V* feeds off of emerging technologies and integrates them effortlessly and unobtrusively into cross-disciplinary stagings that could be equally at home at a techno-club or opera house. *L-E-V House* performs at Roy and Edna Disney/CalArts Theater, 631 West 2<sup>nd</sup> St. *Using the code GUILD, conference delegates may purchase \$20 tickets reduced from \$25 for performances November 20-22.*



THIRD FLOOR



SECOND FLOOR



- 1. SAN FERNANDO
- 2. PALOS VERDES
- 3. SANTA ANITA
- SANTA ANITA A
- SANTA ANITA B
- SANTA ANITA C
- 4. SAN GABRIEL
- SAN GABRIEL A
- SAN GABRIEL B
- SAN GABRIEL C
- 5. SAN PEDRO
- 6. LOS FELIZ
- 7. LA BREA
- 8. LA CIENEGA
- 9. LOS CERRITOS
- 10. SAN BERNARDINO
- 11. SANTA BARBARA
- SANTA BARBARA A
- SANTA BARBARA B
- SANTA BARBARA C
- 12. BEAUDRY A
- 13. BEAUDRY B

FLOWER STREET

LOBBY LEVEL

## TWITTER AT THE CONFERENCE

### 1. First, 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? Tweet it!
- Did a session spark a question? Tweet it!
- Did you gain inspiration from a peer or speaker? Tweet it!
- When tweeting always use the hashtag **#Conf4CAE**, also throw in **#artsadmin #artsmgmt #artsed**

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

- Follow the **#Conf4CAE** feed and **reply** to others
- **Retweet** particularly insightful tweets about the **#Conf4CAE**

## 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**.

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

*Guest Tweeting Wednesday, November 19 @ 9:30AM – 9:00PM*

**Aliza Greenberg, COBALT Manager, Metropolitan Opera Guild, New York, NY**

*Guest Tweeting Thursday, November 20 @ 8:30AM – 5:30PM*

**Jonathan Kuuskoski, Director of Entrepreneurship & Community Programs, U. of Missouri School of Music, Columbia, MO**

*Guest Tweeting Friday, November 21 @ 10:15AM – 5:15PM*

**Jessica Mele, Executive Director, Performing Arts Workshop, San Francisco, CA**

*Guest Tweeting Saturday, November 22 @ 9:00AM– 4:00PM*

## CONTINUE THE CONVERSATION BACK HOME

On **Tuesday, December 9, 2014** 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 conversation, discuss takeaways, and jump back in fresh off the Thanksgiving holiday.

# THE CONFERENCE FOR COMMUNITY ARTS EDUCATION HAS GONE MOBILE!

The conference program book fits in your pocket, and it's available for download right now! Download our Guidebook app to access the full schedule, speaker bios, exhibitor directory, maps, social networks, and more.

The app is compatible with iPhone, iPad, iPod Touch and Android devices. Windows Phone 7 and Blackberry users can access the same information via the mobile site at [m.guidebook.com](http://m.guidebook.com).

## Get the Guide (options):

1. Download "Guidebook" from the Apple App Store or the Android Marketplace. Search for the "Conference for Community Arts Education" in the "Download Guides" section of the app after download.
2. Visit <http://www.guidebook.com/g/NationalGuild> from your phone's browser
3. Scan the following image with your mobile phone (QR Code reader required)

SCAN TO DOWNLOAD!



## Personalize Your Guide & Provide Session Feedback:

- Add sessions of interest to **My Schedule** and add Speakers and Exhibitors of interest to your **To Do List**. Tap **My Conference** to access both lists.
- Tap the **Social Media** icon to connect with other delegates and share your conference experience on **Twitter & Facebook**.
- Save a tree! Instead of completing a paper evaluation form, tap the **Feedback** icon in Guidebook and fill out the electronic evaluation form for each session you attend. *Remember to fill out the form immediately after each session.*

guidebook

# 2014 CONFERENCE FOR COMMUNITY ARTS EDUCATION

The 77<sup>th</sup> Conference of the National Guild for Community Arts Education

@communityartsed | #Conf4CAE

Wednesday, November 19

9:30am-  
4:30pm

## **A to Z Grantwriting**

**San Gabriel**

Through the A to Z Grantwriting Institute you'll gain the skills, resources, and tools needed to diversify and expand your organization's funding base. Renowned grantwriting trainer Linda Vallejo will present a simple and proven system for securing funding from government, foundation, corporate, and individual donors. All participants will receive a detailed A to Z Grantwriting Manual. Join for a new, refreshed, "can do" attitude toward grantwriting!

*Speaker:*

**Linda Vallejo**, Owner/Consultant, A to Z Grantwriting, Topanga, CA

## **Creative Youth Development: Strategies for Growth**

**Santa Barbara BC**

This past spring, the first-ever National Summit on Creative Youth Development convened to examine how to ensure that creative youth development has the resources and methodologies to have as great a positive impact as possible. This highly interactive full-day session will build on that work, focusing on strategies to grow this crucial sector by 1) positioning creative youth development as the catalyst for dynamic cross-sector collaborations to ensure young people's academic, professional, and personal success; 2) better capturing and communicating the vital impact and experience of creative youth development; and 3) advocating for a strong, sustainable creative youth development sector.

*Speakers:*

**Lisette Gomez**, Vice President, Development Without Limits, New York, NY

**Belinda Passafaro**, Training Specialist, Development Without Limits, New York, NY

## **Do, Measure, Improve: Using Evaluation to Monitor and Manage Your Programs**

**Santa Anita**

A day-long investigation into the continuum of research, assessment, evaluation, and reporting—from basic to complex and free to almost-free. Topics will include: using existing research to substantiate your program plans and outcomes, identifying approaches "best fit" to your needs and resources, designing useful measurement strategies regardless of capacity limitations (time, skills, people, and/or money), collecting, listening to, and understanding data, and integrating ongoing assessments that leave you at year's end with an almost-written final report—and great stories for your development and marketing efforts.

*Speaker:*

**Kamella Tate**, Director, Research & Evaluation, The Music Center, Los Angeles, CA

## **Liberating Your Leadership Potential**

**Beaudry B**

The first half of this interactive seminar will be devoted to gaining greater clarity regarding the higher of purpose of our work. Then we'll consider how such clarity enables more effective and efficient choice making, attracts others to our cause, contributes to organizational cohesion, and unleashes potential. In the afternoon, we'll address two barriers to greater effectiveness, satisfaction, and impact: time and money. We'll examine how our own assumptions about time and money may be getting in our way. Finally, we will explore some practical tools for dealing with these often painful preoccupations.

*Speaker:*

**Ronnie Brooks**, Founding Director, James P. Shannon Leadership Institute, Amberst H. Wilder Foundation, Saint Paul, MN

# Music is A MIND BUILDER

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Music education fosters many of the skills children will require for success. Quality music education encourages excellence, enables communication and creativity, and develops self-confidence and discipline.

**THE ROYAL CONSERVATORY MUSIC DEVELOPMENT PROGRAM** inspires students to acquire these and many other skills through a comprehensive, sequenced course of study that includes individual student assessments. The program allows students to celebrate their accomplishments and track their progress with others across the country, and supports teachers with innovative and award-winning resources.

We wish our Music Development Program Founding Schools an inspiring and successful 2014-15 year, and look forward to furthering the growth of music education across America.

Find out more at  
**MusicDevelopmentProgram.org**  
or call **1.866.716.2223**

FOLLOW US:   

## NEW IN 2014-15

### Available now:

- ▶ Online **Teacher Portal** with complimentary tools and resources
- ▶ Syllabi for 21 instruments plus voice, all available for free download on the Teacher Portal
- ▶ **Teacher Recognition** program with additional resources and discounts for teachers and students

## NEW! CELEBRATION SERIES® 2015 EDITION

Watch for our updated **Piano Syllabus** and the new edition of the **Celebration Series®**, coming in March 2015. Help us celebrate the launch by having your students create videos of themselves playing one of the pieces new to the series. Visit **musicdevelopmentprogram.org** for details on how to enter the video challenge.

  
**The Royal  
Conservatory**  
The finest instrument is the mind.

Royal Conservatory  
**MUSIC DEVELOPMENT  
PROGRAM™**

4:00pm-  
7:00pm

**REGISTRATION OPEN**  
California Ballroom Foyer

5:00pm-  
9:00pm

**YOUTH ORCHESTRA LA (YOLA): WHAT DOES YOUTH LEADERSHIP LOOK LIKE IN AN EL SISTEMA-INFLUENCED PROGRAM?**

**Offsite at the EXPO Center, 3980 Bill Robertson Lane**

During this special pre-conference site visit, you'll see YOLA in action and hear from students and YOLA partners: the LA Phil, Harmony Project, and the EXPO Center-part of LA's Department of Recreation and Parks. Join us to learn about this groundbreaking program and discover how it's developing YOLA students' capacities to lead and mentor alongside their capabilities as musicians.

*Ticketed Event: \$25, including round trip bus service and pizza dinner.*

*Hosts:*

**Leni Boorstein**, Director of Community Affairs, LA Philharmonic, Los Angeles, CA

**Myka Miller**, Executive Director, Harmony Project, Los Angeles, CA

6:00pm-  
7:00pm

**ARTSPEAKS: REDEFINING COMMUNITY ARTS EDUCATION IN THE 21<sup>ST</sup> CENTURY**

**Offsite at The Colburn School, Zipper Hall, 200 South Grand Ave**

Visit The Colburn School, a world-class performing arts institution, for an inspiring conversation with Guild executive director Jonathan Herman and 2014 National Guild Service Award honoree Margie Reese about the history and development of the National Guild and the ever-changing role of community arts education organizations locally and nationally. Colburn President & CEO Sel Kardan will moderate this dynamic discussion.

*This event is free and open to the public. Light reception to follow.*

*Speakers:*

**Jonathan Herman**, Executive Director, National Guild for Community Arts Education, New York, NY

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

# The James Irvine Foundation

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7:30am-  
7:00pm

**REGISTRATION OPEN**  
California Ballroom 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 California Ballroom Foyer before heading to your roundtable. Food will be available from 8:00am-8:45am.*

**Dance—San Pedro**

*Facilitator:*

**Nancy Ng**, *Director of Community Development, Luna Dance Institute, Berkeley, CA*

**Media Arts—Los Cerritos**

*Facilitators:*

**Glenna Avila**, *Director, Community Arts Partnership Program, California Institute for the Arts, Valencia, CA*

**Kasandra VerBruggen**, *Executive Director, Spy Hop Productions, Salt Lake City, UT*

**Music—Sacramento**

*Facilitator:*

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

**Theater—San Fernando**

*Facilitator:*

**Donna Glick**, *Director of Education, Huntington Theatre Company, Boston, MA*

**Visual Arts—Santa Monica B**

*Facilitators:*

**Diane Brigham**, *Executive Director, Ryman Arts, Los Angeles, CA*

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

**CAELI INFORMATIONAL BREAKFAST**

**Los Feliz**

For the past five years, the Guild's Community Arts Education Leadership Institute (CAELI) has provided leadership development training for 125 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 sessions. Learn first-hand what it takes to be a part of this program from CAELI faculty member Ronnie Brooks and institute alumni Troy Anderson and Sue Elliott.

*Facilitators:*

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

**Ronnie Brooks**, *Founding Director, James P. Shannon Leadership Institute, Amherst H. Wilder Foundation, Saint Paul, MN*

**Sue Elliott**, *Director of Education, Seattle Opera, Seattle, WA*



**Dca**

**DEPARTMENT OF CULTURAL AFFAIRS**  
*City of Los Angeles*

**IS PROUD**

**TO WORK WITH THE**

**NATIONAL GUILD FOR COMMUNITY ARTS EDUCATION**

**TO PROVIDE**

**LIFELONG LEARNING OPPORTUNITIES**

**AND**

**ACCESS TO THE ARTS**

**FOR ALL**

**CULTURELA.ORG**

10:00am-  
11:30am**OPENING PLENARY**  
California Ballroom**Student Performance**

*Singers At Grand Arts (SAGA), Cortines High School for the Visual and Performing Arts, Los Angeles, CA*  
“If You Believe/Don’t Stop Believing” arr. Stormy Sacks

*Soloists: Elijah Green, Genesee Duarte, Athena Poulos, and James Centeno*

*Musical Director: Stormy Sacks*

*Choreographers: Beau Foley & Victoria Jo*

**Welcoming Remarks**

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

*Craig Watson, Executive Director, California Arts Council, Sacramento, CA*

**Video Welcome**

*Eric Garcetti, Mayor, Office of Los Angeles, Los Angeles, CA*

**Introduction**

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

**Keynote Address****The Five Essentials: Arts and the Movement for Social Justice**

In a thought-provoking keynote address that weaves in personal stories about the power of storytelling, ethnic identity and his own discovery of the arts, Ron Chew—known for his instrumental role in turning around the struggling Wing Luke Museum into a culturally thriving and financially viable institution—discusses five key things that can transform organizations into powerful agents for neighborhood transformation and social change.

*Speaker:*

*Ron Chew, Principal, Chew Communications, Seattle, WA*

**Q&A Session with Ron Chew**

*Moderator:*

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

**Teaching Artist Development Track Preview**

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

12:00pm-  
7:00pm**ARTS EDUCATION EXPO**  
California Ballroom Foyer

The Arts Education Expo is where leading vendors, consultants, manufacturers, and community arts education leaders connect. Come find resources for your teachers and students, a new registration software program, and more.

12:15pm-  
1:30pm**Ovation Young Marvels Screening**  
California Ballroom

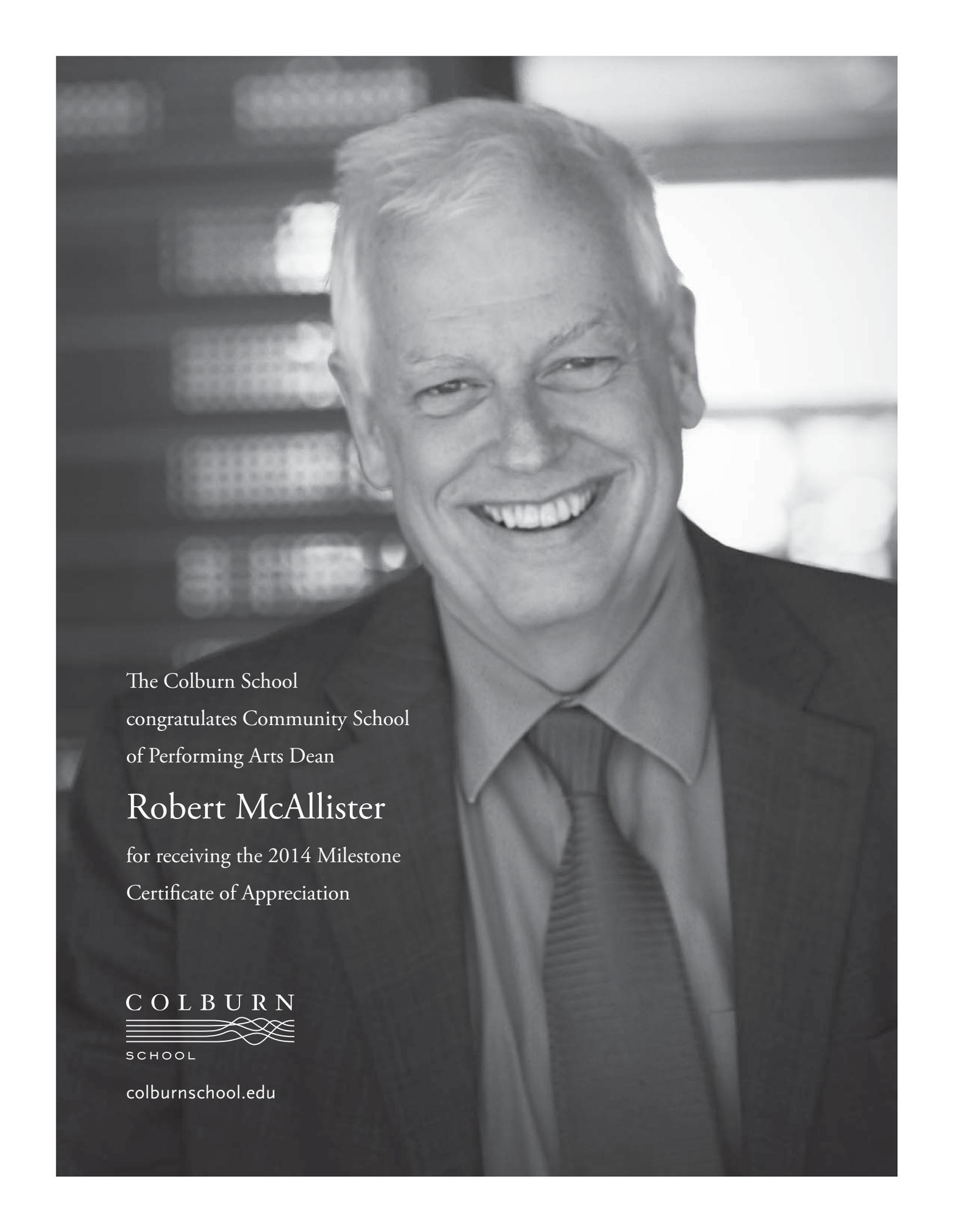
Ovation’s new original series, *Young Marvels*, showcases the outstanding achievements and struggles of young talent exceling across all areas of the arts, and the parents who nurture, support, and sometimes push them. Featuring exceptionally gifted dancers, singers, musicians, and more, this docu-series uncovers a generation of artists intent on making their mark before reaching adulthood.

*Speakers:*

*Jason Black, Vice President of Original Programming & Head of Digital Media, Ovation, Santa Monica, CA*

*Lev, Ballroom Dancer, Young Marvels*

*Irina Khmeleva, Lev’s Mother*



The Colburn School  
congratulates Community School  
of Performing Arts Dean

**Robert McAllister**

for receiving the 2014 Milestone  
Certificate of Appreciation

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[colburnschool.edu](http://colburnschool.edu)

12:15pm-  
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 in the Palos Verdes Foyer and proceed to the following luncheons:*

### **Building Your Board—Palos Verdes**

*Facilitator: **Davin Pierson Torre**, Director, Flint School of Performing Arts, Flint, MI*

### **Extending Arts Learning Opportunities Online—Santa Anita B**

*Facilitator: **Kyle Carpenter**, Chief Executive Officer, MacPhail Center for Music, Minneapolis, MN*

### **Getting Grants—San Fernando**

*Facilitator: **Andrea Temkin**, Principal, AST Consulting Group, Palo Alto, CA*

### **Raising Real Money from Individuals—Beaudry B**

*Facilitator: **Julie Rulyak Steinberg**, Executive Director, Turtle Bay Music School, New York, NY*

*Please pick up your lunch in the San Pedro Foyer and proceed to the following luncheons:*

### **Engaging Alumni—San Pedro**

*Facilitator: **Diane Brigham**, Executive Director, Ryman Arts, Los Angeles, CA*

### **Increasing Parent & Family Involvement in OFFsite Programs—La Cienega**

*Facilitators: **Kai Fierle-Hedrick**, Director of Programs and Community Partnerships, Free Arts NYC, New York, NY*

***Jennifer Tamayo**, Parents and Children Together with Art (PACT) Program Manager, Free Arts NYC, New York, NY*

### **Practical Evaluation Strategies—Los Cerritos**

*Facilitator: **Kamella Tate**, Director, Research & Evaluation, The Music Center, Los Angeles, CA*

### **Reducing Churn: Student Retention Strategies—Los Feliz**

*Facilitator: **Paul Babcock**, President and Chief Operating Officer, MacPhail Center for Music, Minneapolis, MN*

*Please pick up your lunch in the Hollywood Ballroom Foyer on the third floor and proceed to the following luncheons:*

### **High Impact, Cost Effective Marketing—Hollywood Ballroom**

*Facilitator: **Tom Bracy**, Executive Director, Merit School of Music, Chicago, IL*

### **Increasing Parent & Family Involvement in ONSite Programs—Santa Monica B**

*Facilitator: **Lindsey Buller Maliekel**, Director of Education/Public Engagement, New Victory Theater, New York, NY*

## OFFICE HOURS

### San Diego

Meet with a noted expert in the field for a free consultation focused on your questions, challenges, or areas of interest. Consultations are available for individuals or groups on a first-come, first-served basis. View the list of experts and sign-up for a consultation at the Registration Desk in the California Ballroom Foyer.



AWAKEN the musician within

# THE **bART** CENTER FOR MUSIC

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 [www.facebook.com/thebarttulsa](http://www.facebook.com/thebarttulsa)



2:00pm-  
7:00pm

### **BOOKSTORE OPEN**

#### **California Ballroom Foyer**

Swing by the National Guild bookstore to purchase copies of our popular publications and merchandise, and to purchase The Kathy Davis Birthday & Everyday card set (royalties support the National Guild).

2:00pm-  
3:30pm

### **Anecdote to Fact: Telling Your Financial Story without Apology**

#### **San Gabriel**

Arts education organizations responding to Nonprofit Finance Fund's 2014 State of the Sector Survey reported that long-term financial sustainability was their biggest challenge. This session will provide data to support the anecdotal stories that arts leaders share every day—data that can be used in case statements, grant proposals, and more.

*Speaker:*

**Rebekah Caton**, *Analyst, Nonprofit Finance Fund, Philadelphia, PA*

### **Art and Prisons: Part I, What's at Stake**

#### **Santa Anita A**

In the first part of this two-part interactive workshop, you'll learn the critical needs of inmates, facilities, and policy leaders with regard to our nation's prison system, and how artists and organizations are responding. We'll explore policy, research, and model programs to understand the complex issues at stake.

Note: This is Part I of a two-part session. Part II begins at 4:00pm on Thursday, November 20.

*Speakers:*

**Mary Beth Barber**, *Special Projects Coordinator, California Arts Council, Sacramento, CA*

**Beth Bienvenu**, *Director, Office of Accessibility, National Endowment for the Arts, Washington, DC*

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

**Sarah Johnson**, *Director, Weill Music Institute, Carnegie Hall, New York, NY*

**Sabra Williams**, *Director, The Actors' Gang Prison Project, Culver City, CA*

### **Building a Program for Arts as Civic Practice**

#### **Santa Barbara**

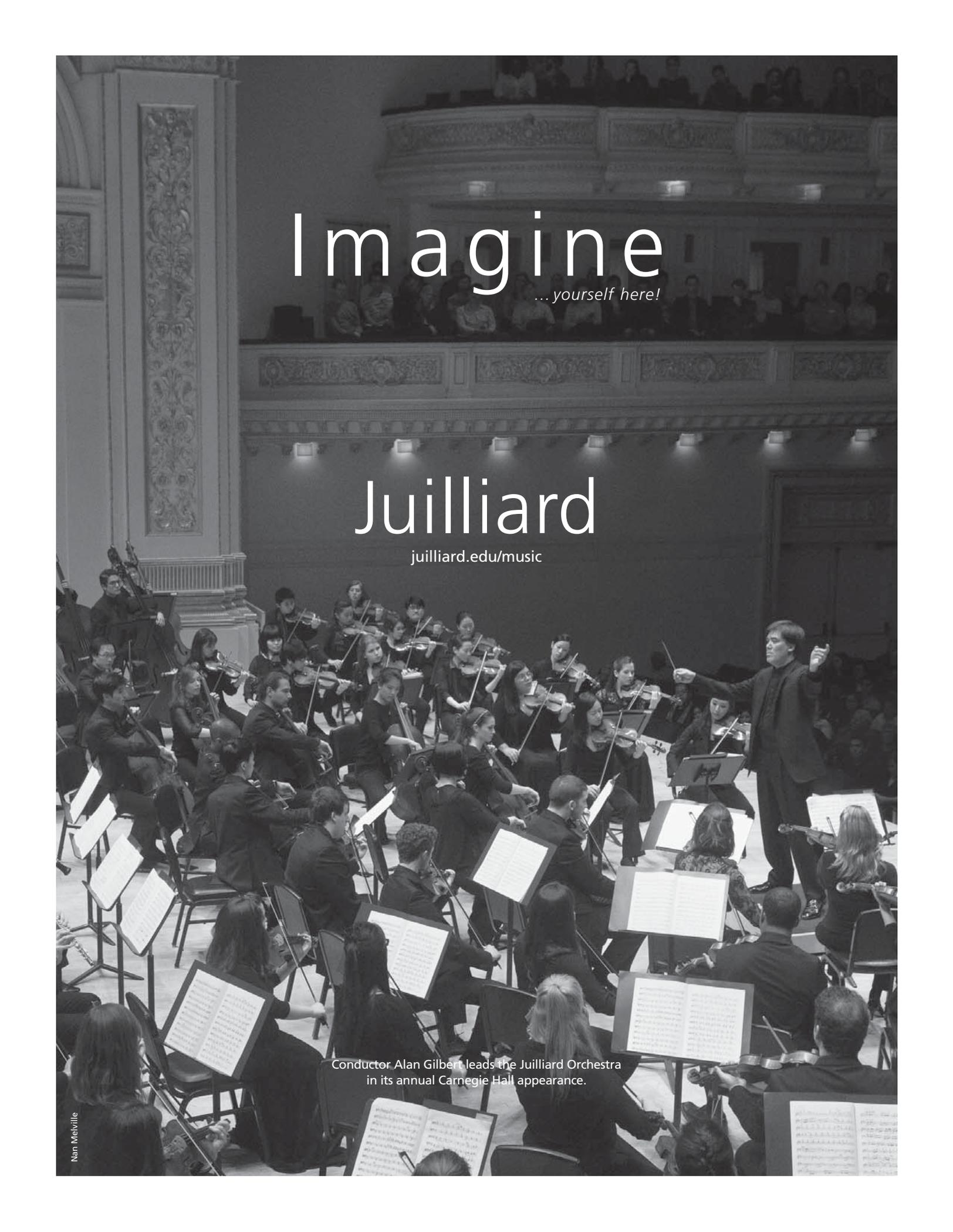
A case study of *Teens at the Table, a Collaboration Addressing Youth Violence*, this session explores best practices in bringing teens to the table to participate in civic issues while effectively engaging them in shaping that process. The session will examine strategies to use arts to foster civic engagement, empower youth as co-stakeholders in community issues, and bring youth and civic leaders together as equals.

*Speakers:*

**Nicole Ripley**, *Director of Education, Writers Theatre, Glencoe, IL*

**Michael Rohd**, *Artistic Director, Sojourn Theatre, Evanston, IL*

**Megan Shuchman**, *Associate Education Director, Steppenwolf Theater Company, Chicago, IL*



# Imagine

*...yourself here!*

## Juilliard

[juilliard.edu/music](http://juilliard.edu/music)

Conductor Alan Gilbert leads the Juilliard Orchestra  
in its annual Carnegie Hall appearance.

2:00pm-  
3:30pm

## **The 5th Essential for a Movement for Social Justice: Bringing in the Next Generation**

### **Santa Anita C**

During this plenary follow-up you will get an in-depth look at what it takes to create a community of inclusiveness that develops the next generation of arts and social movement leaders. The arts are especially effective as a way to make change in communities and society, in part because of their ability to cross the generational divide, a necessary catalyst for any type of social movement in this day and age. Come and discuss strategies for capitalizing on this vitally important secret weapon of the arts.

*Speaker:*

**Ron Chew**, *Principal, Chew Communications, Seattle, WA*

## **Fundraising for Impact: Leadership & Vision That Is Implemented by Advancement**

### **San Pedro**

In 2012, The Colburn School's CEO, Sel Kardan, sought to increase the school's support to its low-income students. Advancement office efforts and planning resulted in increased commitment of financial aid and scholarship resources from \$150,000 in 2007 to over \$590,000 annually. This workshop describes the fundraising steps and strategies used to develop a leader's vision to reality.

*Speakers:*

**Sel Kardan**, *President/CEO, The Colburn School, Los Angeles, CA*

**Robert McAllister**, *Dean, School of Performing Arts, The Colburn School, Los Angeles, CA*

**Laurie Selik**, *Manager, Foundation & Corporate Giving, The Colburn School, Los Angeles, CA*

## **Members Council Meeting**

### **Los Feliz**

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

## **Preparing Kids for College: What is our Role?**

### **Beaudry B**

Community arts education programs can help youth gain the skills and habits of mind needed to successfully pursue higher education, whether as arts or non-arts majors. In this interactive session, we will help you analyze the college preparation your organization is already doing and identify opportunities for further enhancement and we'll hear from colleagues in higher education about the abilities and mindsets they're seeking in prospective students.

*Speakers:*

**Diane Brigham**, *Executive Director, Ryman Arts, Los Angeles, CA*

**Dawn Person**, *Professor of Educational Leadership, California State University, Fullerton, CA*

**Molly Ryan**, *Director of Admissions, California Institute for the Arts, Valencia, CA*

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



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2:00pm-  
3:30pm

**Remarkable Research: Developing Your Organization's Research Capacity**

**Palos Verdes**

Through conversations with researchers and their partner organizations, this session will address how and whether your/your organization's existing knowledge and activities might be converted into research to be shared with the field. We will discuss how to define high quality research questions, how to find research partners, appropriate projects for your organization size and mission, the cost of research, and current research opportunities.

*Speakers:*

**James Catterall**, Director, Center for Research on Creativity, Los Angeles, CA

**Sarah Cunningham**, Executive Director of Research, VCU School of the Arts, Richmond, VA

**Assal Habibi**, Brain and Creativity Institute, Post-Doctoral Research Associate, Los Angeles, CA

**Gretchen Nielsen**, Director of Educational Initiatives, LA Phil, Los Angeles, CA

**Kristen Paglia**, Executive Director, P.S.Arts, Venice, CA

3:30pm-  
4:00pm

**COFFEE BREAK**

**California Ballroom Foyer**

**OFFICE HOURS**

**San Diego**

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 California Ballroom Foyer.

4:00pm-  
5:30pm

**Art and Prisons: Part II, Designing Quality Programs**

**Santa Anita A**

In part two of this two-part workshop we will use the information from part one to introduce and explore the key design principles to creating quality programming in correctional facilities. Issues include: artist professional development, planning for safety and security, artistic achievement, documentation, and evaluation. The session will conclude with a talk-back from leaders in the field on roles we can each play to move forward on this critical issue.

Note: This is Part II of a two-part session. Part I begins at 2:00pm on Thursday, November 20.

*Speakers:*

**Mary Beth Barber**, Special Projects Coordinator, California Arts Council, Sacramento, CA

**Beth Bienvenu**, Director, Office of Accessibility, National Endowment for the Arts, Washington, DC

**Laurie Brooks**, Executive Director, William James Association, Prison Arts Project, Santa Cruz, CA

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

**Sarah Johnson**, Director, Weill Music Institute, Carnegie Hall, New York, NY

**Elliot LaPlante**, Prison Project Associate, The Actors' Gang, Culver City, CA

**Sabra Williams**, Director, The Actors' Gang Prison Project, Culver City, CA

**Building for the Future: The Intersection between Finances and Facility**

**San Gabriel**

For building owners, a well-managed facility is mission critical. It's also the driving factor behind many financial and fundraising decisions. So why is it so hard to find best practices for nonprofit facility management? In this workshop, Nonprofit Finance Fund will offer proactive financial strategies for long-term facility upkeep and maintenance, accompanied by actionable guidance to enable practical, hands-on implementation of a building management manual.

*Speaker:*

**Angela Francis**, Manager, Nonprofit Finance Fund, Philadelphia, PA



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4:00pm-  
5:30pm

## Civic Practice and Community Engagement through the Arts

### Santa Barbara

Artists and arts educators have long known that aligning with community needs has multiple benefits, both spiritual and practical. Michael Rohd, founder of the Center for Performance and Civic Practice and artistic director of Sojourn Theater Company, will offer insights into developing collaborative projects with community and civic organizations and engaging in needs-focused practice that reveals new ways of using art and artists to build healthier communities.

*Speaker:*

**Michael Rohd**, Director, Center for Performance and Civic Practice, Chicago, IL

## Community-Based Learning: Arts Credit-Bearing Opportunities in Out-of-School Time

### Santa Anita C

As part of the larger effort of the Boston Public Schools (BPS) Arts Expansion Initiative to increase quality arts opportunities for students, a High School Strategies Work Group recommended alternate pathways to provide high school students with increased access to arts education. Participants in this session will examine the benefits of providing students with credit-bearing arts learning opportunities and explore the tools necessary to support the effective school-community partnerships needed to provide such opportunities, with BPS Arts Expansion's High School Arts Credit Bearing program as a model.

*Speakers:*

**Monica Garza**, Director of Education, Institute of Contemporary Art, Boston, MA

**Ruth Mercado-Zizzo**, Director, Boston Public Schools Arts Expansion Initiative, EdVestors, Inc., Boston, MA

**Myran Parker-Brass**, Executive Director for the Arts, Boston Public Schools, Boston, MA

## Developing the Field of Teaching Artistry

### Santa Monica A

Ensuring that teaching artists are well prepared and supported is of core importance for any organization providing quality arts education. Fortunately, efforts are underway, across the U.S. to energize and elevate the field of teaching artistry. This session will introduce several exciting initiatives, which have significant implications for community arts education providers of every stripe.

It is strongly encouraged that those committed to the teaching artist track at the conference attend all parts, which includes the session on Global Connections in Teaching Artistry (Sat., Nov. 22, 2:30pm) as well as Parts I, II, and III of the Teacher Artist Working Group sessions from 12:15pm -5:15pm on Fri., Nov. 21.

*Facilitator:*

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

*Speakers:*

**Courtney J. Boddie**, Director of Education/School Engagement, New Victory Theater, New York, NY

**Adam Johnston**, Musician, Educator, and Teaching Artist, Los Angeles, CA

**Nas Khan**, Media Artist, Musician, Arts Educator, Arts Administrator, Ontario Arts Council, Toronto, Canada

**Betsy Mullins**, Artist Services Director, Arts for Learning, Miami, FL

**Laura Norman**, Arts Program Associate, Sacramento Arts Commission, Sacramento, CA

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



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## ARTWorks for Kids

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**Fund it.**

Significant work needs significant support.

**Change it.**

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*Our goal is to share practical ideas  
on how youth arts programs can build long-term funding.*

4:00pm-  
5:30pm

## Fine Tuning Your Message for Marketing and Communications

**Beaudry B**

Gain practical, nuts and bolts advice for how to help maximize your marketing and communications resources through effective messaging. This program's emphasis will be on useful information that you can take back to your organization and apply. We'll explore how to alter approaches based on your target market, how to develop and use key messages, and the latest research findings on who is driving decision making for young people. You will leave with a 10-Point Checklist to help build on and refine your organization's program messaging.

*Speaker:*

**Denise Montgomery**, *Founder & Principal, CultureThrive, San Diego, CA*

## Registration/Management Software Showcase

**Los Feliz**

Learn about cost-effective solutions from ACTIVE Network, ASAP, and Modvantage—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.

*Facilitator:*

**Lindsey Cosgrove**, *External Affairs Coordinator, National Guild for Community Arts Education, New York, NY*

*Speakers:*

**Susanna Kemp**, *Director of Client Services, Creative Arts, ASAP, Sunnyvale, CA*

**Kenton Kuhn**, *President, ModVantage, Denver, CO*

**Heather Muir**, *Sales Executive, ACTIVE Networks, Dallas, TX*

**Jason Mulrooney**, *Account Manager, ACTIVE Networks, Dallas, TX*

**Greg Penhaligon**, *Director of Product, ASAP, Sunnyvale, CA*

**Robb Stenman**, *Vice-President, Modantage, Denver, CO*

## Unlocking Title I Funds for Arts Education...to Achieve Title I Goals

**San Pedro**

Learn how cultural organizations are working with partners in public education to design and deliver arts education programs that help economically disadvantaged students succeed in school, life, and work. We'll address how certain kinds of arts education programming meet Title I criteria, and how nonprofit arts education providers and public schools are now working to design and deliver programs that help schools achieve their Title I goals. Finally, we'll consider what this remarkable effort teaches us about securing "non-traditional" public funding for arts education in other arenas in our ongoing efforts to increase access and impact.

*Speakers:*

**Merryl Goldberg**, *Professor and Executive Director, Center ARTES, California State University, San Marcos, CA*

**Joe Landon**, *Executive Director, California Alliance for Arts Education, Pasadena, CA*

**Lauren Stevenson**, *Principal, Junction Box Consulting, Oakland, CA*

**Steve Venz**, *Principal, Quincy Jones Elementary School, Los Angeles, CA*

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"The MFA program is about your practice as an artist. To be authentic in what you teach as a community artist, you need to be a practicing artist. I can't say how important that is."

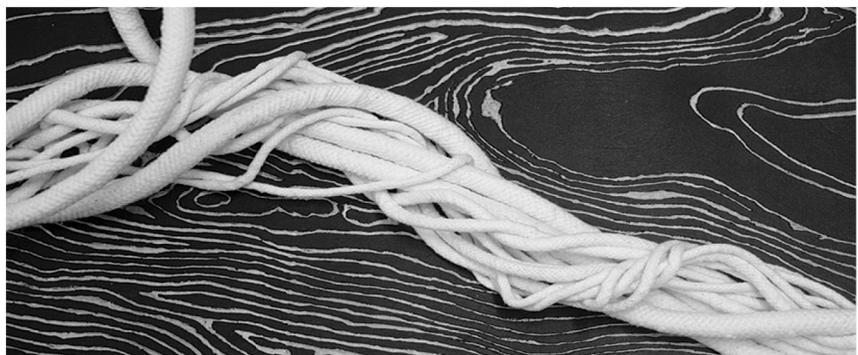
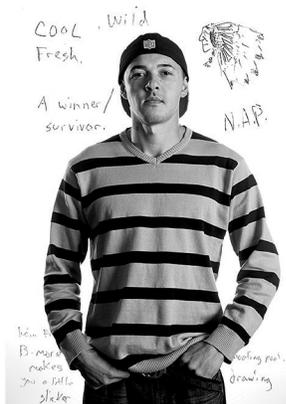
Ashley Minner, '11 alumnus

The **MFA in Community Arts** prepares artists to use their artmaking as a means of civic, youth, and community development, and/or to teach at the post-secondary level.

#### MFA in Community Arts students:

- Conduct real work with real consequences in, with and for community.
- Position the arts as a mediating force that celebrates difference and supports cross-cultural dialogue, understanding and reconciliation.
- Advocate for 24/7 access to the arts.
- Articulate the transformative powers of the artist as a youth and community-cultural worker, educator and catalyst for healthy change.

Featured works by MICA MFA Community Arts students.  
(Clockwise from top left: Dean Tanto Cox, Ashley Minner, Robert With Camera, Whitney Frazier, Umbilical, Barbara Joann Combs)



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5:30pm-  
7:00pm

**OPENING NIGHT RECEPTION**

**California Ballroom Foyer**

Gather at the Westin Bonaventure to celebrate the kick-off of the 77th annual conference with friends old and new. Explore the Arts Education Expo. Have a drink, mingle, network, and connect!

**Student Performance**

*The CalArts Community Arts Partnership/Plaza de la Raza Youth Salsa Band,*

*Los Angeles, CA*

*Performers: Gian Carlo Arzu, Izcalli Cuautencos, Tecilli Cuautencos, and Lani Morales Guerrero*  
*Salsa Band Instructor: Matt Amper*

7:00pm-

**TASTE OF LOS ANGELES DINE-AROUNDS**

**Offsite – Meet your party in the California Ballroom Foyer**

Join your peers as we head out to sample some of Los Angeles' 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.

*Sign up for the restaurant of your choice at the conference registration desk (by 4:00pm on Thursday), then meet your party in the California Ballroom Foyer at the close of the Opening Night Reception. Out of pocket.*



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For her vision and lifelong commitment to increasing young people's access to arts learning opportunities, Big Thought is proud to congratulate Margie Reese on receiving the 2014 National Guild Service Award.



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The Americans for the Arts board and staff congratulate

**Margie Johnson Reese**

for receiving the National Guild Service Award

and applaud

her ceaseless commitment to advancing the  
transformative power of the arts in her community

and across the country.

7:30am-4:30pm

**REGISTRATION OPEN**  
California Ballroom Foyer

8:00am-8:45am

**REGIONAL BREAKFASTS**

Regional breakfasts are open to all conference delegates. Come meet peers from your neck of the woods and discuss opportunities for formal and informal networking.

*Please pick up your breakfast in the California Ballroom Foyer before heading to your session.*

**Central Great Lakes (CGL)—San Pedro**

**Eastern Great Lakes (EGL)—Labrea**

**Mid-Atlantic (MDA)—San Fernando**

**New York Metro (NYM)—San Gabriel BC**

**Northeast (NET)—Santa Barbara BC**

**Northwest (NWT)—Palos Verdes**

**Southern (STH)—Los Cerritos**

**Southwest (SWT)—Los Feliz**

**West Coast (WTC)—Beaudry B**

**Western Great Lakes (WGL)—Sacramento**

8:00am-4:00pm

**ARTS EDUCATION EXPO**  
California Ballroom Foyer

9:00am-10:00am

**ANNUAL MEETING**  
Sacramento

Join us as Guild leaders report on your national service organization’s recent accomplishments and share current thinking about how the Guild can and should evolve. Learn about the Guild’s recent accomplishments and future plans, vote on the 2014 slate of Guild trustees, and celebrate the recipients of this year’s Milestone Certificates of Appreciation.

*Speakers:*

*Duffie Adelson, Trustee*

*Helen Eaton, Chair, Governance Committee*

*Jonathan Herman, Executive Director*

*Jon Hinojosa, Chair, Membership Engagement Task Force*

*James Horton, Director of Learning and Digital Media*

*Terry Hueneke, Vice Chair*

*Heather Ikemire, Director of Program & Membership Strategy*

*Gayle Morgan, Treasurer*

*Davin Pierson Torre, Secretary*

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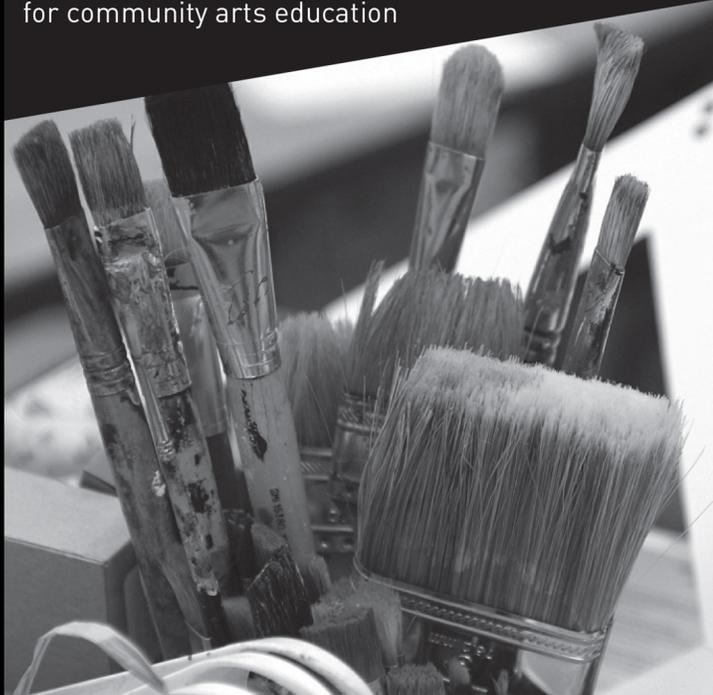
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**OPENING RECEPTION & EXPO KICK-OFF**  
Thursday, November 20, 5:30pm – 7:00pm

### **Arts Education Raffle Drawing**

Friday, November 1, 1:45pm – 2:00pm

Don't miss your chance to win valuable prizes from our Arts Education Expo vendors! Collect signatures on your raffle ticket from representatives at six booths and return your completed ticket to the Guild registration desk by 1:40pm to enter the drawing.

For a list of prizes, visit the conference registration desk. You must be present at the drawing to win.

### **EXPO SCHEDULE**

California Foyer

Thursday, November 20, 12:00pm – 7:00pm

Friday, November 21, 8:00am – 4:00pm

10:15am-  
11:45am

**FRIDAY MORNING PLENARY**  
California Ballroom

**Welcoming Remarks**

*Jonathan Herman, Executive Director, National Guild, New York, NY*  
*Peter Simon, President, The Royal Conservatory, Toronto, Canada*

**Introduction**

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

**Keynote Address**

**From Nicety to Necessity: Building Public Will for Lifelong Arts Learning**

The value of the arts in our lives and educations has been well documented. Yet, arts programs are often the first to be cut and the last to be restored. In response, arts advocates too often throw around data that succeeds mostly in “preaching to the choir” while failing to mobilize anyone who’s not already on board. Kevin will talk about a new strategy to build public will for the arts as a core component of our everyday lives, from how it’s framed, to who needs to be engaged to make it a reality.

*Speaker:*

*Kevin Kirkpatrick, Senior Executive Vice President/Principal, Metropolitan Group, Chicago, IL*

**Q&A Session with Kevin Kirkpatrick**

*Moderator:*

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

11:30am-  
4:00pm

**BOOKSTORE OPEN**  
California Ballroom Foyer

Swing by the National Guild bookstore to purchase copies of our popular publications and merchandise, and to purchase The Kathy Davis Birthday & Everyday card set (royalties support the National Guild).

11:45am-  
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 in the Bonaventure Galleria and Food Court located on the fourth floor of the hotel. Please allow yourself 25 minutes roundtrip if visiting the food court.

12:15pm-  
1:30pm

**OFFICE HOURS**  
San Diego

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 California Ballroom Foyer.

12:15pm-  
1:30pm**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—Santa Anita C**

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

*Facilitator:*

**Talena Mara**, *Vice President, Education, Segerstrom Center for the Arts, Costa Mesa, CA*

**Arts-in-Education Roundtable—Santa Anita B**

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

*Facilitators:*

**Jessica Mele**, *Executive Director, Performing Arts Workshop, San Francisco, CA*

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

**Collegiate Divisional Roundtable—Los Feliz**

This roundtable is for leaders of community schools working as a division of a college or university. This year's roundtable will focus specifically on building professional development opportunities for faculty and staff.

*Facilitator:*

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

**Creative Youth Development Roundtable—Los Cerritos**

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*

**Small School Roundtable—San Fernando**

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

*Facilitator:*

**Fiona Chatwin**, *Executive Director, Villa Musica, San Diego, CA*

**Mid-Sized School Roundtable—San Pedro BC**

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

*Facilitator:*

**Julie Rulyak Steinberg**, *Executive Director, Turtle Bay Music School, New York, NY*

**Large School Roundtable—Palos Verdes**

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

*Facilitator:*

**Christopher Borg**, *Executive Director, Community Music Center, San Francisco, CA*

**Sustainable Funding for Youth Arts Roundtable—Labrea**

Build it. Fund it. Change it. This roundtable is for leaders who want to increase sustainable funding for youth arts. ARTWorks for Kids, a program of Hunt Alternatives, shares its success with coalition building, collaborative fundraising, and collective advocacy to increase private and public funding for youth arts in eastern Massachusetts.

*Facilitators:*

**Mari Barrera**, *Senior Advisor, ARTWorks for Kids, Cambridge, MA*

**Tanisha Garner**, *Impresario ARTWorks for Kids, Cambridge, MA*

**Sara Stackhouse**, *Impresario, ARTWorks for Kids, Cambridge, MA*

12:15pm-  
1:30pm

### **Teaching Artist Development Working Group, Part I** **Beaudry B**

This three-part working group session offers a rare opportunity for teaching artists and those who care about advancing the field of teaching artistry to gather and accomplish significant work to advance the field. Last year, a series of important projects for teaching artistry were launched at the Conference and have carried forward and grown through the year. This year's sessions will build on and expand that work with project groups focused on making real progress toward longer term goals.

Note: Part I of a three-part session. Parts II and III begin at 2:00pm and 4:00pm respectively, on Friday, November 21. It is strongly encouraged that those committed to the teaching artist track at the conference attend all parts, along with the session on Developing the Field of Teaching Artistry (Thurs., Nov. 20, 4:00pm) and Global Connections in Teaching Artistry (Sat., Nov. 22, 2:30pm).

*Facilitator:*

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

1:45pm-  
2:00pm

### **ARTS EDUCATION EXPO RAFFLE** **California Ballroom Foyer**

Don't miss this chance to win valuable prizes from our Arts Education Expo vendors! Collect signatures on your raffle ticket from representatives at six booths and return your completed ticket to the Guild registration desk by 1:40pm to enter the drawing. For a list of prizes, visit the conference registration desk. You must be present at the drawing to win.

2:00pm-  
3:30pm

### **ART on the Front Line: From Ferguson to Structural Systemic Change** **Palos Verdes**

As creative youth development practitioners striving for full utilization of our power as arts educators, we invite you to attend this interactive presentation, which brings together many different cultures and community voices to explore how we can challenge racism and intolerance and work towards envisioning and creating communities of love and solidarity. This framework will serve as the vehicle to examine trends and national statistics facing young people. During this session you will work collaboratively to develop a foundation for innovative, socially responsive programming, along with pathways to implementation.

*Speakers:*

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

**Robyne Walker Murphy**, *Director, DreamYard Art Center, Bronx, NY*

### **Assessing Student Learning in the Arts: A Core Value Based Approach, Part I** **Santa Barbara**

This interactive session will guide participants through the processes the Metropolitan Opera Guild, Carnegie Hall, and Metis Associates engaged in to create their tools for arts learning assessment, and investigate the impact of their work in the arts on student learning. Participants will discover new ways to know, measure, and articulate what their students are learning, and adapt the tools for their own organizations in a working session where they will explore ways to apply the shared experiences to the creation of authentic arts assessment in their own work.

Note: Part I of a two-part session. Part II begins at 4:00pm on Friday, November 21.

*Speakers:*

**Aliza Greenberg**, *COBALT Manager, Metropolitan Opera Guild, New York, NY*

**Susanne Harnett**, *Managing Senior Associate, Metis Associates, New York, NY*

**Joanna Massey**, *Director, School Programs, The Weill Music Institute at Carnegie Hall, New York, NY*

2:00pm-  
3:30pm

## Building Public Will for Lifelong Arts Learning: A Deeper Dive with Kevin Kirkpatrick

### San Pedro

Following up on his plenary presentation, *From Nicety to Necessity: Building Public Will for Lifelong Arts Learning*, Kevin Kirkpatrick invites you to enter the conversation and be part of the process! Dive deeper, ask questions, share your feedback and contribute to the emerging plan to build public will for the arts education as a core component of our everyday lives. Explore how to apply new research findings and capitalize on new opportunities for arts advocates across the country. This session will provide concrete tools and tips to help you build public will for arts education in your own community.

Speaker:

**Kevin Kirkpatrick**, Senior Executive Vice President/Principal, Metropolitan Group, Chicago, IL

## Cross-Sector Partnership 101

### Santa Anita C

Cross-sector partnerships can help arts education organizations achieve goals and impact far beyond anything they could accomplish on their own. Living Cities, a philanthropic collaborative made up of 22 of the world's biggest foundations and financial institutions, has been investing in cross-sector partnerships, focused on demonstrably improving the lives of low-income people. In this interactive workshop, participants will explore what's worked and what hasn't in Living Cities' experiences in cross-sector partnerships.

Speaker:

**Alison Gold**, Manager of Leadership Education, Presidio Institute, San Francisco, CA

## Parents Can Play Too! Family Engagement and Leveraging Parents and Guardians as Allies in Community Arts

### Santa Anita A

Whether participating in activities with their children or supporting advocacy initiatives, families can be crucial stakeholders in supporting any arts organization's mission. This session will share case studies of robust family- and parent-focused programs, along with national and international research and frameworks that can support family engagement through the arts. The majority of the time will then be spent on an interactive workshop, which will provide participants with opportunities to identify the strengths and gaps in their own programs or practices, and develop goals and strategies for deepening and growing their engagement of families and parents.

Speakers:

**Kai Fierle-Hedrick**, Director of Programs and Community Partnerships, Free Arts NYC, New York, NY

**Lindsey Buller Maliekel**, Director of Education/Public Engagement, New Victory Theater, New York, NY

**Jennifer Tamayo**, Parents and Children Together with Art (PACT) Program Manager, Free Arts NYC, New York, NY

## Teaching Artist Development Working Group, Part II

### Beaudry B

This three-part working session offers a rare opportunity for teaching artists and those who care about advancing the field of teaching artistry to gather and accomplish significant work to advance the field. Last year, a series of important projects for teaching artistry were launched at the Conference and have carried forward and grown through the year. This year's sessions will build on and expand that work with project groups focused on making real progress toward longer term goals.

Note: Part II of a three-part session. Parts I and III begin at 12:15pm and 4:00pm respectively, on Friday, November 21. It is strongly encouraged that those committed to the teaching artist track at the conference attend all parts, along with the session on Developing the Field of Teaching Artistry (Thurs, Nov. 20, 4:00pm) and Global Connections in Teaching Artistry (Sat., Nov. 22, 2:30pm).

Facilitator:

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

2:00pm-  
3:30pm

## The Creative Age, Part I: Creativity and Aging in America - The State of the Field San Gabriel

### Sponsored by the National Center for Creative Aging

In the first part of this interactive double session, we will discuss how arts learning fuels human development in later life and review key principles for developing a successful creative aging program. We'll share the latest developments in the rapidly evolving field of creativity and aging, including new research about the powerful impact of arts learning on older adults' lives, policy advances that are creating new funding streams, and information on newly developing funding structures.

Note: This is Part I of a two-part session. Part II begins at 4:00pm on Friday, November 21. We strongly encourage you to participate in both Part I and Part II of this double session.

#### Speakers:

**Beth Bienvenu**, Director, Office of Accessibility, National Endowment for the Arts, Washington, DC

**Kathleen Mundell**, Director, Creative Aging and Traditional Arts Programs, Maine Arts Commission, Augusta, ME

**Michael Patterson**, Founder & Principal, MINDRAMP CONSULTING, Silver Spring, MD

**Susan Perlstein**, Founder, National Center for Creative Aging, Washington, DC

3:30pm-  
4:00pm

## Guidebook: Leveraging Mobile Technology to Grow Your Organization

**Santa Anita B** (coffee and snacks will be available)

While community arts education organizations are beginning to leverage mobile technology to communicate with visitors and members, most could accomplish far more. By developing an effective mobile solution, arts education professionals can provide a wide range of up-to-date and relevant information to their communities on the go, increasing engagement and communication while reducing printing, time and labor expenditures. Learn more about how groups like yours are adapting to the mobile era, what to consider when implementing a mobile platform, and the benefits of engaging your audience via tablets and smartphones.

#### Speaker:

**Alex Goldberg**, Marketer, Guidebook, Inc., San Francisco, CA

## OFFICE HOURS

San Diego

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 California Ballroom Foyer.

## COFFEE BREAK

California Ballroom Foyer

4:00pm-  
5:15pm

## Assessing Student Learning in the Arts: A Core Value Based Approach, Part II

Santa Barbara

This interactive session will guide participants through the processes the Metropolitan Opera Guild, Carnegie Hall, and Metis Associates engaged in to create their tools for arts learning assessment, and investigate the impact of their work in the arts on student learning. Participants will discover new ways to know, measure, and articulate what their students are learning, and adapt the tools for their own organizations in a working session where they will explore ways to apply the shared experiences to the creation of authentic arts assessment in their own work.

Note: Part II of a two-part session. Part I begins at 2:00pm on Friday, November 21.

#### Speakers:

**Aliza Greenberg**, COBALT Manager, Metropolitan Opera Guild, New York, NY

**Susanne Harnett**, Managing Senior Associate, Metis Associates, New York, NY

**Joanna Massey**, Director, School Programs, The Weill Music Institute at Carnegie Hall, New York, NY

4:00pm-  
5:15pm

### **Creative Arts + STEM Collaborations: Effective Tools to Build a STEAM Program** **Santa Anita C**

It's undeniable that arts and creativity play a critical role in STEM learning, and now educators and organizations are sharing their best practices for integrated, multidisciplinary approaches to STEAM. This session will open with the Arts+STEM Collaborative framing the value of collaborative movements such as the one emerging in southern California, followed by two compelling case studies showcasing STEAM projects, and providing hands-on, interactive demonstrations and impact measurement techniques. There will be moderated dialogue throughout the session, and we will offer tips and tools for building and developing STEAM programs, as well as an audience Q&A at the end.

*Speakers:*

**Joseph Acker**, *Facilitator of Innovation Learning Design, e3 Civic High, San Diego, CA*

**Marisa Cleghorn**, *Program Director, The STAR Resource Center, Culver City, CA*

**Denise Grande**, *Director of Arts Education, Los Angeles County Arts Commission, Los Angeles, CA*

**Kim Richards**, *Co-Founder, STEAMConnect, San Diego, CA*

### **Teaching Artist Development Working Group, Part III**

#### **Beaudry B**

This three-part working session offers a rare opportunity for teaching artists and those who care about advancing the field of teaching artistry to gather and accomplish significant work to advance the field. Last year, a series of important projects for teaching artistry were launched at the Conference and have carried forward and grown through the year. This year's sessions will build on and expand that work with project groups focused on making real progress toward longer term goals.

Note: Part III of a three-part session. Parts I and II begin at 12:15pm and 2:00pm respectively, on Friday, Nov. 21. It is strongly encouraged that those committed to the teaching artist track at the conference attend all parts, along with the session on Developing the Field of Teaching Artistry (Thurs., Nov. 20, 4:00pm) and Global Connections in Teaching Artistry (Sat., Nov. 22, 2:30pm).

*Facilitator:*

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

### **Teaching for Equity and Hope in the Classroom: Undoing Bias and Oppression**

#### **Palos Verdes**

How do social position, bias, and systemic oppression (e.g. racism, classism, ableism, sexism, etc.) play out in our educational institutions? What levers do each of us have to create equitable and inclusive learning environments for all? Using data on inaccessibility to arts learning, foundational concepts of social identity and oppression, and group activities, participants will address personal assumptions, unpack challenging dynamics, and develop a deeper understanding of their power to build equity into their teaching environments. This session will explore classroom best practices and tools for developing curriculum that are student-centered and rooted in social justice pedagogy.

*Speakers:*

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

**Renée Watson**, *Associate Director of Professional Development, DreamYard Project, Bronx, NY*

4:00pm-  
5:15pm**The Creative Age, Part II: Retooling Arts Education for Older Adults****San Gabriel****Sponsored by the National Center for Creative Aging**

Explore the importance of tapping the life experiences of older adults—finding and framing their stories—using case studies and evidence-based practices from two award-winning organizations. Join us to gain inspiration, know-how, and an introduction to important new resources that can support your work in this arena, including NCCA's National Directory of Creative Aging Programs and its online training toolkit for teaching artists.

Note: This is Part II of a two-part session. Part I begins at 2:00pm on Friday, November 21. We strongly encourage you to participate in both Part I and Part II of this double session.

*Speakers:***Maureen Kellen-Taylor, Ph.D.**, Chief Operating Officer, EngAGE, Los Angeles, CA**Susan Perlstein**, Founder, National Center for Creative Aging, Washington, DC**Sylvia Sherman**, Program Director, Community Music Center, San Francisco, CA**The Power of Using Narratives in Social-Media to Tell Your Story****Santa Anita A**

Every day brings fresh examples of the explosive growth of social media and how it has transformed communication—from personal friendships, to marketing and branding, to social movements and international politics. Learn how to harness the connectivity, speed, and effectiveness of social media for your cause by using well-crafted narrative to deliver a galvanizing message to your audience. Whether you need to raise awareness, build your network, or solicit ideas or financial support, a compelling narrative delivered via the right social media platform(s) can raise your profile and help deliver a message that is unique and memorable.

*Speaker:***Tom Bracy**, Executive Director, Merit School of Music, Chicago, IL**The Power of Partnership****San Pedro**

Join school leaders of The Royal Conservatory Music Development Founding Schools, who will share their perspectives on implementation, program benefits, and the value of partnership to advance common goals in student recruitment, community engagement, advocacy, and funding. The session will also share creative ideas for program building, marketing, public relations, and teacher professional development, and discuss how the integrity and metrics of a proven national standard bring opportunities for a broader understanding of the educational value of music study to community, policy makers, and funders.

*Speakers:***Paul Babcock**, President and Chief Operating Officer, MacPhail Center for Music, Minneapolis, MN**Susan Cook**, Director, The Royal Conservatory, Los Angeles, CA**Joan Gordon**, Director, Pre-College and Extension Divisions, San Francisco Conservatory of Music, San Francisco, CA**Lorna Jane Norris**, Vice President of Education, South Shore Conservatory, Duxbury, MA**Jennifer Snow**, Vice President of Teacher Education, The Royal Conservatory, Los Angeles, CA**Yana Stotland**, Director, 92Y School of Music, New York, NY4:30pm-  
6:15pm**REGISTRATION OPEN****Beaudry A**

5:45pm-  
9:45pm

## LATINO LIMELIGHT AT PLAZA DE LA RAZA

Hosted by CalArts Community Arts Partnership and Plaza de la Raza

**Offsite—bus service available; meet your party on South Figueroa St., just outside the hotel**

Join us for an evening of Latino culture and cuisine under the stars at Plaza de la Raza, a multidisciplinary art and education center in East LA's Lincoln Park. Tour the campus and its art studios, dance studio, music building, Boathouse Art Gallery, and Margo Albert Theatre. Take in Dia de los Muertos altars, chow down on authentic Mexican tacos while dining al fresco overlooking a sparkling lake, and enjoy performances from the Plaza de la Raza Youth Mariachi Musicians and Salsa Band, salsa class, theater games, and improv lessons led by CalArts faculty, students, and youth participants.

*Roundtrip transportation will be provided from the Westin Bonaventure. Transportation tickets are \$10 and must be pre-purchased. Those attending Latino Limelight are advised to bring \$5 - \$10 cash to cover the cost of tacos.*

*Hosts:*

**Glenna Avila**, Director, Community Arts Partnership Program, California Institute for the Arts, Valencia, CA

**Barbara June Dodge**, Lead Instructor and Mentor, Community Arts Partnership Youth Theater Workshop, California Institute for the Arts, Valencia, CA

**Marvin Tunney**, Theater Faculty, School of Theater, California Institute for the Arts, Los Angeles, CA

7:30am-  
8:45am**GETTING TO KNOW THE GUILD BREAKFAST****Santa Anita C**

National Guild representatives will provide an overview of your national service organization and share insights into how to make the most out of your affiliation. Join us to learn more about the Guild's history, governance structure, programs and services, online resource center, and networking tools; exchange information and ideas; and explore ways of being more involved.

*Speakers:***Fiona Chatwin**, *Founder and Executive Director, Villa Musica, San Diego, CA***James Horton**, *Director of Learning and Digital Media, National Guild for Community Arts Education, New York, NY***Heather Ikemire**, *Director of Program and Membership Strategy, National Guild for Community Arts Education, New York, NY***Ariana Schrier**, *Member Engagement Coordinator, National Guild for Community Arts Education, New York, NY*8:00am-  
12:30pm**REGISTRATION OPEN****California Ballroom Foyer**8:30am-  
12:00pm**BOOKSTORE OPEN****California Ballroom Foyer**

Swing by the National Guild bookstore to purchase copies of our popular publications and merchandise, and to purchase The Kathy Davis Birthday & Everyday card set (royalties support the National Guild).

**SITE VISITS****Offsite**

*Roundtrip transportation is provided from the Westin Bonaventure for all site visits. Meet your party in the California Ballroom Foyer 15 minutes in advance of your departure time. Site visits are included in your registration fee but tickets are required. Please check with the registration desk for availability.*

8:30am-  
12:00pm**The Wooden Floor: Developing Youth Potential through Dance**

This site visit will include a tour, the opportunity to observe a class in action, and a discussion of The Wooden Floor's dance aesthetic and youth development model, which center on innovation, creativity, teamwork, self-sufficiency, and courage. This visit will include Q&A and a lively dialogue about ways to grow, broaden or deepen service offerings for arts students and about ways to scale and impact this kind of work.

*Hosts:***Dawn S. Reese**, *Executive Director and Co-CEO, The Wooden Floor, Los Angeles, CA***Melanie Rios Glaser**, *Artistic Director and Co-CEO, The Wooden Floor, Los Angeles, CA*9:00am-  
12:00pm**24th Street Theater: Parents in the Spotlight**

Come tour the 24th Street Theatre facility, located in a converted 1928 carriage house, watch Teatro del Pueblo in rehearsal, and learn about the unique parent engagement program and dedicated community education work of this remarkable company. While performance is the art for 24th Street Theatre, their model will be relevant to anyone interested in connecting to their students' parents or giving voice to their community.

*Host:***Debbie Devine**, *Artistic Director, 24th Street Theatre, Los Angeles, CA*

9:00am-  
12:00pm**SITE VISITS continued...****artworxLA: Connecting Youth to Creative Careers: Pathways and Partnerships**

During this visit to the Hollywood Media Arts Academy (HMAA), you'll converse with artworxLA leaders as well as representatives from partners including Art Center College of Design, Otis College of Design, cultural organizations, and multi-media businesses. We'll also tour HMAA's media arts classrooms to see how this dynamic organization weaves together rigorous arts projects with Career Technical Education and VAPA standards, engages students in arts programs that prepare them to succeed in a summer scholarship programs at institutions of higher education, and teaches marketable skills that help students succeed in L.A.'s creative economy.

*Hosts:*

**Jimmy Benavides**, Director of Regional Occupational Program/Career Technical Education, Los Angeles County Office of Education, Downey, CA

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

**Andy Merkin**, Head of Special Projects and Transmedia, Mirada Studios, Los Angeles, CA

**The Colburn School: A Community Engagement Continuum**

During our time at Colburn, you'll observe community engagement programs in action across the school's impressive campus. You'll engage in an interactive panel session addressing the importance of employing an institution-wide approach to fully integrating community engagement programs and aligning them with mission and vision, and observe how the Colburn School programs have been designed to work together to realize the full potential of faculty, staff, and students. Finally, you'll participate in a "visioning session" that will invite you to consider how to fully integrate community engagement offerings and align them with your own organization's mission and vision.

*Hosts:*

**Robert McAllister**, Dean, School of Performing Arts, The Colburn School, Los Angeles, CA

**Nathaniel Zeisler**, Director of Community Engagement and Continuing Education, Colburn School, Los Angeles, CA

**EngAGE: Bringing Creative Aging to Scale**

Join us on this tour of the NoHo Senior Arts Colony to learn about EngAGE's innovative whole-person approach to healthy aging and discover the secret to their unique and tremendously successful model of increasing access to lifelong learning opportunities in the arts. You'll hear from EngAGE founder and executive director Tim Carpenter and his partner in this creative endeavor. While EngAGE's mission is focused on creative aging, their business model holds valuable lessons for anyone interested in taking arts education programs to scale. Be forewarned: you'll want to live there when you retire. If not sooner.

*Hosts:*

**Charmaine Atherton**, Senior Vice President, Bank of America Merrill Lynch – Community Development Banking, Los Angeles, CA

**Tim Carpenter**, Founder and Executive Director, EngAGE, Los Angeles, CA

**Ruth Davidson-Guerra**, Assistant Community Development Director, Burbank Community Association, Burbank, CA

**John Huskey**, President, Meta Housing Corporation, Los Angeles, CA

9:00am-  
12:00pm**SITE VISITS continued...****Inner-City Arts: Staying True to Organizational Values in the Face of Change**

Tour Inner-City Arts' award-winning campus, including eight visual, performing and media arts studios; a creativity lab; the Rosenthal Theater; the S. Mark Taper Foundation Parent-Teacher Resource Center; a beautiful garden courtyard; and the light-filled *gathering space*. Following the tour, there will be a discussion of the challenges and opportunities involved with staying true to organizational values as the priorities of external stakeholders change and your organization grows. Whatever your role back home, this session will provide you with tools and an opportunity to develop strategies anchored in collaboration for staying true to your organization's guiding principles in times of change.

*Hosts:*

**Kathryn Bise**, Director of Advancement and External Relations, Inner-City Arts, Los Angeles, CA

**Beth Tischer**, Director of Educational and Community Initiatives, Inner-City Arts, Los Angeles, CA

**Jan Kirsch**, Director of Professional Development, Inner-City Arts, Los Angeles, CA

**Pasadena Conservatory of Music: Capital Campaigns and Construction**

Following a brief tour of their newly renovated facilities, Laurie Sowd will lead a discussion of capital construction projects for arts facilities and ingredients for success. We'll touch on selecting and working with architects and contractors, acquiring property, code compliance, building permits, maintaining program during renovation, and more. Anyone involved in developing arts facilities, regardless of discipline, will benefit.

*Host:*

**Laurie Sowd**, Chair, Buildings and Grounds Committee, Pasadena Conservatory of Music, Pasadena, CA

**Watts Towers Arts Center Campus: Where Truth & Art Connect**

Take a guided tour of the Watts Towers and the WTAC Campus. Learn how the solitary work of an Italian Immigrant has influenced generations of youth, local and international visitors, educators, and master artists. Join the staff, artists, and community representatives for an interactive discussion of the center's diverse engagement programs, which range from festivals to education programs, support groups, community collaborations, visiting artists, and international exchanges.

*Hosts:*

**Rogelio Acevedo**, Education Coordinator & Art Instructor, Watts Towers Art Center, Los Angeles, CA

**Charles Dickson**, Artist in Residence, Watts Towers Art Center, Los Angeles, CA

**Rosie Lee Hooks**, Director, Watts Towers Art Center, Los Angeles, CA

**Norma Rosen**, Artist in Residence, Garden Arts Program, Watts Towers Art Center, Los Angeles, CA

**Nedra Wheeler**, Bassist, Composer, Bandleader, Los Angeles, CA

9:00am-  
12:00pm**UNRAVELING THE THORNY ISSUES IN ARTS IN EDUCATION: AN OPEN FORUM  
Santa Barbara**

In this participatory conversation, participants will join with colleagues to discuss the tough issues that often get swept aside in the arts in education field. Based on the preference of those who attend, we will organize into small group conversations, facilitated by leaders in the field of arts education in K-12 school settings.

*Facilitator:*

**Mark Slavkin**, Vice President for Education, The Music Center, Performing Arts Center of LA County, Los Angeles, CA

*Speakers:*

**Denise Grande**, Director, Arts for All, Los Angeles, CA

**Jessica Mele**, Executive Director, Performing Arts Workshop, San Francisco, CA

**Dalouge Smith**, San Diego Youth Symphony, San Diego, CA

12:30pm-  
2:15pm**ANNUAL AWARDS LUNCHEON**  
California Ballroom**Student Performance****Get Lit**, Los Angeles, CA  
“Somewhere in America”*Writer/performers: Rhiannon McGavin, Zariya Allen, and Belissa Escobedo**Coach: Matthew Cuban**Founder: Diane Luby Lane***Presentation of the National Guild Leadership Award to Maria Rosario Jackson**

Introduction:

**Laura Zucker**, Executive Director, Los Angeles County Arts Commission, Los Angeles, CA

Remarks:

**Maria Rosario Jackson**, Senior Advisor to the Arts and Culture Program, The Kresge Foundation, Troy, MI**Presentation of the National Guild Service Award to Margie Reese**

Introduction:

**Will Caperton y Montoya**, Director of Marketing and Development, Department of Cultural Affairs, Los Angeles, CA

Remarks:

**Margie Reese**, Arts Leader and Advocate, Dallas, TX**Lunch****Video Clip of The Actors' Gang Prison Project****Presentation of the National Guild Leadership Award to Tim Robbins**

Introduction:

**Malissa Feruzzi Shriver**, Executive Director, Turnaround Arts California, Los Angeles, CA

Remarks:

**Tim Robbins**, Actor, Writer, Director, Producer, and Artistic Director, The Actors' Gang, Los Angeles, CA**Invitation to the 2015 Conference for Community Arts Education****Helen Eaton**, Executive Director, Settlement Music School, Philadelphia, PA**Hillary Murray**, Program Associate, William Penn Foundation, Philadelphia, PA2:30pm-  
4:00pm**Accreditation: A Key Tool for Achieving Your Goals**  
San Pedro

The session will outline the steps of the accreditation process: application process, the time line, self-study, visit and follow-up, and provide insights as to why this process is so critical to an institution's success. Ample time for questions will be allowed. At the end of the session, school directors will have an increased understanding of the accreditation process, an explanation of the vocabulary used, and concrete examples of its value from peer organizations.

*Speakers:***Amy Faith Dennison**, Assistant Dean, Director, CCM Preparatory Department, University of Cincinnati College-Conservatory of Music, Cincinnati, OH**Peggy Quackenbush**, President and Executive Director, Hochstein School of Music & Dance, Rochester, NY

2:30pm-  
4:00pm

## Data to Drive Success: Cultural Data Project

### Santa Anita A

In this session, explore financial and philanthropic trends in the field of arts education over the past five years. Pairing data from the Cultural Data Project with 990 data, we will share identified trends in earned revenue, sources of contributed revenue, capitalization metrics, and budget growth throughout the sector. This data analysis will be followed by a panel discussion exploring the causes and implications of trends and identifying major takeaways. Learn to track the right data to see trends as they are happening and make data-driven decisions that will help you grow success and increase impact.

*Speakers:*

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

**Lora Gordon**, Education Manager, Cultural Data Project, Philadelphia, PA

**Bronwyn Mauldin**, Research and Evaluation Manager, Los Angeles County Arts Commission, Los Angeles, CA

## Deploying the Arts for Health and Well-Being across the Military Continuum

### San Gabriel ABC

Increased understanding of how the arts can improve the health and well-being of active duty military personnel, veterans, and their families is creating important new avenues for arts education. This vast population can reap extraordinary benefits from a spectrum of arts activities, from therapeutic, expressive, and educational programs, to performances, exhibitions and community engagement activities. Gain inspiration from case studies of amazing arts programs that are helping wounded warriors heal, connecting deployed services members with children half a world away, and providing those who serve and have served our nation with the means to express themselves and share their stories.

*Speakers:*

**Kellogg Brengel**, Associate Director of Veteran Affairs, Shakespeare Center Los Angeles, Los Angeles, CA

**Jeff M. Poulin**, Arts Education Program Coordinator, Americans for the Arts, Washington, DC

**Susan Saloom**, Military & Veterans Arts Initiative Specialist/AmericCorps Vista Member, Washington, DC

## Global Connections in Teaching Artistry

### Beaudry B

Discover key ways that the global connectedness of the teaching artist field is raising all boats. Hear from leaders in the field from around the world and learn how the work being done in the U.S. is informing international efforts and how teaching artistry here at home is benefitting from global experience. Guests will include international leaders in arts education, and Eric Booth, who has been described as “the father of the teaching artist profession,” will moderate this first-time-ever discussion.

It is strongly encouraged that those committed to the teaching artist track at the conference attend all parts, which includes the session on Developing the Field of Teaching Artistry (Thurs., Nov. 20, 4:00pm) as well as Parts I, II, and III of the Teacher Artist Working Group sessions from 12:15pm-5:15pm on Fri., Nov. 21.

*Facilitator:*

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

*Speakers:*

**Brad Haseman**, Associate Dean of Creative Industries, Queensland University of Technology, Brisbane, Australia

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

**Marit Ulvund**, Director, Seanse Art Center, Volda, Norway

2:30pm-  
4:00pm**Life after You Lead****San Fernando**

This interactive session is designed for executive directors or other leaders who are contemplating stepping back or stepping down in the next five years—or for anyone who is thinking about what comes after a life of dedicated service. Together we will examine and explore key issues for a successful transition. Stephen Shapiro, longtime leader and even longer-time thinker in the field, who has successfully navigated this sometimes challenging rite of passage, will lead a session that will allow you to explore how to realize your own goals for life after you lead.

*Speaker:*

**Stephen Shapiro**, *Musician, San Francisco, CA*

**The New National Core Arts Standards and YOU****Santa Barbara**

During this interactive session, participants will join members of the National Coalition for Core Arts Standards to learn the strategy and components of the new arts standards, focusing on the website, conceptual framework, and available instructional support. You'll dive into model cornerstone assessments in each area (dance, media arts, music, theatre, visual arts), and learn how instruction, standards, curriculum and assessment support PreK-12 student learning in school and community-based learning environments. Finally, you'll engage in dialogue about how the standards may influence community-based arts education providers—from how the standards will impact funders' requirements to how to support best practice.

*Speakers:*

**Michael Blakeslee**, *Deputy Executive Director and Chief Operating Officer, National Association for Music Education, Reston, VA*

**James Palmarini**, *Director of Educational Policy, Educational Theatre Association (EdTA), Cincinnati, OH*

**Lynn Tuttle**, *Director of Arts Education, Arizona Department of Education, Phoenix, AZ*

**Thinking Strategically: Long-Term Community Building****Santa Anita C**

When arts and arts education organizations, just like large corporations, have stated valuation metrics that look at their work with a long view, they are better able to be responsive partners in supporting programs that effectively serve the public. Explore ideas and strategies behind long-term community building through three different case studies: the Sun Valley Youth Arts Center, LA Philharmonic, and the LA Department of Cultural Affairs. These intimate conversations will serve as the backdrop for how investments in community engagement—either mandated or desired—can yield measurable, principal-based returns for your communities.

*Speakers:*

**Leni Boorstein**, *Director of Community Affairs, LA Philharmonic, Los Angeles, CA*

**Felicia Filer**, *Public Art Director, City of Los Angeles Department of Cultural Affairs, Los Angeles, CA*

**Jesús “Chuy c/s” Rangel**, *Director, Sun Valley Youth Arts Center, Sun Valley, CA*

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

4:15pm-  
5:30pm**CREATIVE SPARKS****Santa Barbara**

Some conferences conclude with a whimper. Ours will end with a burst of creativity! Join other delegates and presenters in a dynamic session designed to spark insights regarding critical issues and themes that emerged during our time together in Los Angeles. What did you see or hear that excited you, surprised you or that will influence your work, your organization, or the field? Depart Los Angeles charged up and filled with new ideas!

*Speakers:*

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

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

6:00pm-  
8:00pm

**CLOSING NIGHT CELEBRATION AT BARNSDALL ART PARK**

Hosted by the City of Los Angeles Department of Cultural Affairs

Offsite—bus service available

Relax, reflect, and revel in friendships old and new. Raise a glass and enjoy a “Taste of East Hollywood” featuring Armenian, Italian, Middle Eastern and Thai cuisine while experiencing the sounds of emerging jazz artists. Tour Frank Lloyd Wright’s magnificent and newly restored *Hollyhock House* as well as the Barnsdall Arts Center and Junior Arts Center, Gallery Theater, and Municipal Art Gallery, which will feature the stunning show *Doris Duke's Shangri La: Architecture, Landscape, and Islamic Art*. Take in the magnificent panoramic view from the crest of Olive Hill: Los Angeles in all of its astonishing diversity.

*Roundtrip transportation will be provided from the Westin Bonaventure. Meet your party in the California Ballroom Foyer.*



# SAVE THE DATE

## 2015 CONFERENCE FOR COMMUNITY ARTS EDUCATION

November 11 – 14, 2015  
Philadelphia, PA



## Acknowledgements

The National Guild for Community Arts Education wishes to thank the scores of people who have contributed to the success of this year's conference. First, to our presenters, speakers, facilitators, and panelists: thank you for sharing your inspiration, experience, and wisdom with us. To our conference volunteers: thank you for contributing your time and talents; this event would not be possible without you. To our hosts, sponsors, and financial supporters: your generosity helps ensure the quality and accessibility of the Conference for Community Arts Education and we are grateful. There are too many people in the aforementioned categories to list them all by name. We would, however, like to recognize the following individuals and organizations for their extraordinary efforts on behalf of the conference.

**Rogelio Acevedo**, Watts Towers Arts Center  
**Nicole Amri**, SAY Sí  
**Charmaine Atherton**, Bank of America Merrill Lynch  
Community Development Banking  
**Glenna Avila**, CalArts Community Arts Partnership  
**Jimmy Benavides**, Los Angeles County Office  
of Education  
**Sherrey Bina**, The Art Forest  
**Eric Booth**  
**Tim Carpenter**, EngAGE  
**Center Theater Group**  
**Fiona Chatwin**, Villa Musica  
**The Colburn School**  
**Ken Cole**, The League of American Orchestras  
**Debbie Devine**, 24<sup>th</sup> Street Theater  
**Charles Dickson**, Watts Towers Arts Center  
**Linda Fernandez**, Fleisher Art Memorial  
**Aryiole Frost**, New England Conservatory  
**Gustavo Garcia**, SAY Sí  
**The Geffen Playhouse**  
**Talia Gibas**, Los Angeles County Arts Commission  
**Denise Grande**, Los Angeles County Arts Commission  
**Aliza Greenberg**, Metropolitan Opera Guild  
**Barry Hamilton**  
**Jon Hinojosa**, SAY Sí  
**Rosie Lee Hooks**, Watts Towers Arts Center  
**Jeanette Horn**, The Actors' Gang  
**Jeffrey Hsu**, Violin Theory  
**Eriel Huang**, New England Conservatory  
**John Huskey**, Meta Housing Corp.  
**Sel Kardan**, The Colburn School  
**Rachel Karten**, ID  
**Jan Kirsch**, Inner City Arts  
**Jonathan Kuuskoski**, University of Missouri School  
of Music  
**Joe Landon**, California Alliance for Arts Education

**Ruth Mankin**  
**Talena Mara**, Segerstrom Center for the Arts  
**Lillian Matchett**, Publicist, The Colburn School  
**Robert McAllister**, The Colburn School  
**Kelly McHugh**  
**Jessica Mele**, Performing Arts Workshop  
**Andy Merkin**, Mirada Studios  
**Megan Moran**, El Sistema Colorado  
**Margo Mullen**, Boys & Girls Club of Santa Cruz  
**Museum of Contemporary Art**  
**Amanda Pittman**, Get Lit-Words Ignite  
**REDCAT**  
**Dawn Reese**, The Wooden Floor  
**Norma Rosen**, Watts Towers Arts Center  
**Stormy Sacks**, Ramón C. Cortines School of Visual &  
Performing Arts /SAGA  
**Malissa Feruzzi Shriver**, Turnaround Arts California  
**Megan Shepard**, Wisconsin Conservatory of Music  
**Sarah Shulman**, ICM Partners  
**Mark Slavkin**, The Music Center  
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The **National Guild for Community Arts Education** supports and advances access to lifelong learning opportunities in the arts, fostering the creation and development of community arts education organizations by providing research and information resources, professional development and networking opportunities, advocacy, funding, and high-profile leadership. The National Guild's member organizations collectively serve more than 2.5 million students, employ over 20,000 teaching artists, and reach an additional eight million Americans each year through performances and exhibitions in rural, suburban and urban communities across the nation. Their impact on the lives of the students and communities served is enduring and profound.

### VALUES AND VISION

The National Guild believes involvement in the arts is essential to individual fulfillment and community life. We envision a nation where all Americans understand and appreciate the value of the arts in their lives, and in the lives of their communities.

### WHAT WE OFFER

- We provide a national voice for community arts education
- We influence policies that affect the field
- We serve and represent a broad range of organizations that engage in community arts education
- We identify and promote best practices
- We bring together organizations and individuals to share experiences, ideas and information

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