



BRIEFINGS

Sponsored by The Wallace Foundation

Briefings are short, "high-octane" sessions designed to spread the word about new research and to encourage discussion about innovative strategies for serving the public. Different briefings are offered on Friday and Saturday, so review the menu of offerings for both days to plan your conference schedule.

Friday, December 7, 10:30 a.m._11:30 a.m.

CULTURAL DEMOCRACY

Join your colleagues for a discussion about what cultural democracy means and how state arts agencies can encourage it in their policies, partnerships and programs. Following up on The Association of American Cultures (TAAC) conference, this session will explore the multiple ideas and values associated with cultural democracy, including promoting cultural diversity on a global scale, encouraging participation in community-oriented cultural expressions and assuring fair and equitable access to cultural resources.

Presenter: James Counts Early, Center for Folklife and Cultural Heritage, Smithsonian Institution

Moderator: Mayumi Tsutakawa, Washington State Arts Commission

QUALITIES OF QUALITY:

EXCELLENCE IN ARTS EDUCATION AND HOW TO ACHIEVE IT

Project Zero, at Harvard's Graduate School of Education, is conducting a study to synthesize current thought about what constitutes high quality arts education. The study, sponsored by The Wallace Foundation, explores how arts educators define and strive to create high quality arts learning experiences for children and youth, both in and out of school. The study encompasses urban, suburban and rural programs reaching grades K-12, as well as all of the major art forms. This research offers a set of tools that will provide conceptual and practical assistance those who wish to understand, establish, expand, and/or improve arts learning experiences for young people. The report is aimed at decision-makers positioned to create or sustain arts learning opportunities for children and youth in any community in the United States.

Introduction: Jonathan Katz, National Assembly of State Arts Agencies

Presenter: Steve Seidel, Project Zero, Harvard University

Moderator: Sherilyn Brown, Rhode Island State Council on the Arts

THE CULTURAL DATA PROJECT (PART I)

This multi-state initiative involving Pennsylvania, Maryland and California provides a web-based, streamlined system for collecting historical financial, organizational and programmatic data for hundreds of cultural organizations. The Cultural Data Project also offers an online tool to help arts groups assess their own trends and benchmark themselves against similar organizations. The data collected from this project will provide standardized information for cultural advocates and participating grant makers. Part I of this session will feature an overview of the system: what data is collected, how the system works and how the information is being used. (See Also: Part II, Saturday morning)

Presenters: Marian Godfrey, The Pew Charitable Trusts
Barbara Lippman, The Pew Charitable Trusts
Neville Vakharia, Pennsylvania Cultural Data Project
Peggy Amsterdam, Greater Philadelphia Cultural Alliance

Moderator: Brian Rogers, Pennsylvania Council on the Arts

THE ARTS AND HEALTH CARE

The arts in health care movement has made dramatic strides in the last decade. Arts providers have unique opportunities to forge new partnerships and find new ways to ensure the role of the arts in this country's health care. This session will showcase state arts agency efforts to infuse arts programming into health care settings using programs that not only enhance environments, but also promote wellness for patients, providers and families. Included will be perspectives on strategies for designing programs and collaborations that encourage the arts as an essential component of community health and vitality, as well as resources for program design. Coordination and travel support for this session is provided by the AccessAbility program of the National Endowment for the Arts.

Presenters: Jill Sonke-Henderson, Center for the Arts in Healthcare Research and Education
Sandy Shaughnessy, Florida Division of Cultural Affairs
Paula Terry, National Endowment for the Arts

**ARTS & ENTERTAINMENT DISTRICTS:
FOSTERING COMMERCE AND CULTURE**

Several states have recently considered legislation designed to stimulate the establishment of local cultural districts or arts enterprise zones. Using Maryland's Arts and Entertainment Districts and Main Street initiatives as examples, this session will explore how cultural districts work and will present a range of strategies that states can use to stimulate local economic development, tourism and civic vitality. Time will be provided for participants to discuss what roles state arts agencies can play in these initiatives and how local efforts can affect the arts environment statewide.

Presenters: Elizabeth Carven, Maryland State Arts Council
Andrew L. Vick, Allegany Arts Council, Cumberland Arts &
Entertainment District
Kyra Kristof Pincheira, Cambridge Arts & Entertainment District,
Cambridge Main Street

Moderator: Jesse Rye, National Assembly of State Arts Agencies

NEA GRANTS OVERVIEW

This session will provide an overview of the programs of the National Endowment for the Arts (NEA), including the kinds of grants available to arts organizations and service organizations in all arts disciplines. Attend this session to find out how you can help your constituents access federal resources for the arts (how they can apply for funding and participate in NEA initiatives). This session will also provide an opportunity for general questions and discussion about how state arts agencies and the NEA can collaborate to serve the American public.

Presenter: Eileen Mason, Senior Deputy Chairman, National Endowment for the Arts

Saturday, December 8, 11:00 a.m. – 12:00 Noon

ENGAGING ART:

THE NEXT GREAT TRANSFORMATION OF AMERICA'S CULTURAL LIFE

New technologies, changing social norms and a rising "creative class" all foretell a potential cultural renaissance that involves citizen art making, expanded cultural choice, and more interactive engagement with art and artists. But how exactly will this transformation play out? Who is most likely to benefit? Join your colleagues in conversation about the new anthology *Engaging Art: The Next Great Transformation of America's Cultural Life*. Discuss what questions state arts agencies should be asking themselves and their constituents about the future of arts participation in America.

Presenter: Steven Tepper, Curb Center for Art, Enterprise and Public Policy at
Vanderbilt University

MAKING THE MOST OF YOUR GOVERNORS' ARTS AWARDS

What can state arts agencies accomplish through these recognition events and celebrations? What are some strategies for organizing them and involving the public? This session will showcase some creative ideas for helping Governors' Arts Awards create positive visibility for the arts, for governors and for state arts agencies. The session will also provide time for an informal jam session where participants can swap ideas about how to maximize the potential of these special occasions.

Presenter: Rich Boyd, Tennessee Arts Commission

HOW LOCAL COMMUNITIES COLLABORATE TO IMPROVE ACCESS TO HIGH QUALITY ARTS EDUCATION

RAND Education has conducted a study of six communities' attempts to build and/or improve local arts education provision for children. This new research examines how collaborative and coordinated region-wide efforts develop, deliver and sustain high-quality arts learning experiences. By studying emerging efforts in New York, Dallas, Boston, Chicago, Los Angeles and Alameda County (CA), RAND Education researchers reveal ways in which local organizations and individuals meet the challenges and opportunities within their environments and creatively address a diversity of organizational cultures and missions. Drawing on lessons from all six communities, this briefing will discuss strategies for launching collaborative efforts and for improving access to quality arts learning experiences. It will explicitly discuss barriers to progress including state level issues and contexts. This research is sponsored by The Wallace Foundation.

Introduction: Mary Trudel, The Wallace Foundation

Presenter: Susan Bodilly, RAND Education

Moderator: Amy Duggins Pender, New York State Council on the Arts

THE CULTURAL DATA PROJECT (PART II)

This session will explore how state arts agencies can play leadership roles in pooling knowledge and encouraging collaboration among public and private arts funders. Learn how the Cultural Data Project was implemented in Pennsylvania, Maryland and California and discuss with your colleagues how similar efforts could impact policy in your state. (Continuation of Part I from Friday morning)

Presenters: Marian Godfrey, The Pew Charitable Trusts
Barbara Lippman, The Pew Charitable Trusts
Neville Vakharia, Pennsylvania Cultural Data Project
Theresa Colvin, Maryland State Arts Council
Philip Horn, Pennsylvania Council on the Arts

Moderator: Brian Rogers, Pennsylvania Council on the Arts

GETTING TO KNOW THE REGIONAL ARTS ORGANIZATIONS

Join this session to get an overview of regional activities and to hear highlights of the programs, services and special initiatives that each regional arts organization offers. This session is a great opportunity to get to know your regional arts organization and to learn more about how these groups collaborate with state arts agencies and the National Endowment for the Arts to support artists and arts organizations at the local, regional, national and international levels.

Presenters: David Fraher, Executive Director, Arts Midwest
Suzanne Wise, Vice Chair, Mid-America Arts Alliance
Alan Cooper, Executive Director, Mid Atlantic Arts Foundation
Jane Preston, Director of Programs, New England Foundation for the Arts
Gerri Combs, Executive Director, Southern Arts Federation
Anthony Radich, Executive Director, Western States Arts Federation.