



## WORKSHOPS

Sponsored by Altria Group, Inc.

**Friday, December 7, 2:00 p.m. – 3:30 p.m.**

**Saturday, December 8, 2:00 p.m. – 3:30 p.m.**

*NASAA's popular "workshop" format continues at **Assembly 2007**. These highly interactive 90-minute sessions are designed to help participants reflect on their work, to build their leadership skills and to challenge conventional thinking about state arts agency policy. With the exception of the Public Value session (which covers separate material), all workshops will be offered concurrently on Friday afternoon and repeated on Saturday.*

### **YOU'VE GOT IT, SO FLAUNT IT!**

#### **PROMOTING YOUR STATE'S DISTINCTIVE CULTURAL ASSETS**

Cultural industries - including the artists, musicians, writers, film makers, and craftspeople that are the originators of a state's cultural products - are powerful assets that can help any state achieve its full economic potential. This workshop will feature a case study of Louisiana, which has made its unique, authentic culture a cornerstone in the foundation of the state's economic development and recovery efforts. This session will help participants assess their own state's distinctive arts and cultural assets. Participants will explore a variety of promotional, policy and program strategies that states can use to foster sustainable economic, civic and cultural development.

**Facilitators:** Pamela Breaux, Office of Cultural Development, Louisiana Dept. of Culture, Recreation & Tourism  
Valsin Marmillion, Marmillion + Company

### **MAKING MEETINGS MATTER:**

#### **CREATIVE PATHWAYS TO PUBLIC INVOLVEMENT**

Citizen engagement is central to the work of state arts agencies. It is a value we hold as public agencies, as well as a powerful method for gathering input, catalyzing action and encouraging collaboration. So how can state arts agencies make the most of planning forums, statewide conferences and other meetings that we convene? What are the ingredients of successful public dialogue? What session design principles and facilitation strategies are effective? What roles can artists play? Participate in this hands-on

workshop to enhance your facilitation skills and expand your repertoire of creative techniques for engaging the public.

**Facilitator:** Barbara Schaffer Bacon, Animating Democracy, Americans for the Arts

**STATE ARTS AGENCY ADVOCACY:  
STRATEGIES FOR LONG-TERM SUCCESS**

Hone your advocacy strategies in this new advocacy workshop. Participants in this session will examine the strengths and weaknesses of current advocacy practices and will explore how state arts agency realities—including leadership turnover, budget limitations, statewide advocacy groups and new technologies—can help or hinder your advocacy efforts. This discussion about advocacy challenges will also address success strategies that state arts agencies can adapt to their unique policy environments. Join your colleagues for a candid (and “can-do!”) discussion of how each state can harness its advocacy assets and work toward a long-term vision for public arts support.

**Facilitator:** Thomas L. Birch, National Assembly of State Arts Agencies

**BEYOND GRANT MAKING:  
EXPLORING ALTERNATIVE MODELS OF SAA INTERVENTION**

State arts agencies exert their influence in many different ways—as grant makers, conveners, trainers, information providers and advocates. While the majority of state arts agency funds are dedicated to grant making, other roles are capturing an increasing portion of SAAs' financial and human resources. What are the strengths and limitations of grant making? How can the "return on investment" of non-grant activities be assessed? Join in a lively debate about the evolution and diversification of state arts agency roles in this recent addition to NASAA's "New Directions in State Arts Agency Grant Making" track.

**Facilitator:** Kelly Barsdate, National Assembly of State Arts Agencies

**INTRODUCTION TO PUBLIC VALUE (*FRIDAY ONLY*)**

This workshop provides an overview of public value fundamentals and how they apply to the state arts agency field. Based on state arts agencies' experiences in adapting public value concepts to their work, this session will demonstrate how tools such as "the strategic triangle" and a "value chain" can help state arts agencies deliver value to citizens and address the expectations of their authorizers. New council members and staff—and anyone looking for a model of how to explain public value concepts to colleagues and constituents—are encouraged to attend.

**Facilitator:** Jonathan Katz, National Assembly of State Arts Agencies

**PUBLIC VALUE AND THE FUTURE (*SATURDAY ONLY*)**

How can public value concepts help state arts agencies transform their work? What long-term trends will challenge state arts agencies in the future, and how can public value thinking help state arts agencies strategically address those changes? Join your colleagues

for a "beyond the basics" discussion of how state arts agencies can create value for citizens in an era of pronounced change. Be sure to have some familiarity with public value ideas to make the most of this session. (See Friday's "Introduction to Public Value" workshop.)

**Facilitator:** Jonathan Katz, National Assembly of State Arts Agencies