



State of the Arts:

ENGAGING NEW AUDIENCES

JANUARY 29 & JANUARY 30
AUSTIN, TEXAS

Texas Commission on the Arts

CONFERENCE AGENDA

Register Now: <https://tca-2015.eventbrite.com>

WEDNESDAY

Kick Off: Opening Reception sponsored by the *Texas Cultural Trust*

5:00 PM – 8:00 PM

Performance: Brave Combo

THURSDAY

8:00 AM – 9:00 AM

Breakfast

Performance: Rattletree

9:00 AM – 10:45 AM

Keynote: Culture Track Findings: A National Survey of Art Audiences

Maggie Harnick, Director of Strategy & Branding, LaPlaca Cohen
Hil Moss, Strategist, LaPlaca Cohen

Idea Swap: Round One

10:45 AM – 11:00 AM

Break

11:00 AM – 12:15 PM

Breakout Sessions:

(1) Arts Education Collaborations: Collective Impact

Explore the power of successful large-scale partnerships and programs that are making the arts central to education. *Brent Hasty, MindPOP; Robin Reagler, Writers in the Schools*

(2) Social Media: Getting Started and Taking It to the Next Level

Learn how to make the very most of your social media efforts, whether you're a self-represented artist, a small organization, or an established social media maven. *Mary Margaret Campbell, George West Storyfest; David J. Neff, PriceWaterhouseCoopers (PwC)*

(3) The Power of Festivals: Bringing People Together

One of the best programmatic ways to attract new audiences is through festivals. Learn from three organizations that produce festivals to bring community members together to celebrate literacy, participate in a cultural holiday, and showcase their own artistic work. *Lynn Barnett, Abilene Cultural Affairs; Terry Martin, WaterTower Theatre; Sylvia Orozco, Mexic-Arte Museum*

(4) One-on-Ones with LaPlaca Cohen

Join our opening speakers from LaPlaca Cohen for further discussion on what the audiences of today—and tomorrow—are looking for. *Maggie Harnick & Hil Moss, LaPlaca Cohen*

11:00 AM – 12:15 PM
continued

(5) Building a Fundraising Board: A Workshop

The inimitable Cookie Ruiz freely, frankly, and clearly shares her wisdom about board development and management. A perennial conference favorite packed with information for organizations of all sizes and scopes. *Cookie Ruiz, Ballet Austin*

(6) Opportunities for Artists

Working artists wear a variety of hats. Hear from a self-represented children’s performer as well as state and regional representatives on resources to get gigs and make your art. *Mary Kennedy, Mid-America Arts Alliance; Lucas Miller, TCA Touring Artist; Casey Monahan, Texas Music Office*

(7) TCA, M-AAA, NEA: Three Art Funders Talk About Their Grant Programs & Services

Hear about the programs and resources of the Texas Commission on the Arts, the Mid-America Arts Alliance, and the National Endowment for the Arts (this session repeats). *Michael Killoren, National Endowment for the Arts; Amber West Rhodes, Texas Commission on the Arts; Todd Stein, Mid-America Arts Alliance*

Networking Lunch

12:15 PM – 1:45 PM

Performance: Sarah Cortez

Idea Swap: Round Two

1:45 PM – 2:00 PM

Break

2:00 PM – 3:15 PM

Breakout Sessions:

(1) Our Veterans: Creative Ways to Serve Those Who Served

Giving back to veterans through the arts can help them heal, reintegrate into civilian society, and express their experiences. Hear from two organizations who have given veterans new opportunities to share their stories through the arts. *Julie Coan, KLRN (PBS) San Antonio; Barbara Lau, Bob Woodruff Foundation; April Sullivan, VSA Texas; Jonathan Wei, The Telling Project*

(2) Creative Placemaking: Better Living through the Arts

As defined by the NEA, “Creative placemaking happens when communities and local governments, together with artists, designers and art organizations work together to improve quality of life, encourage creative activity, create community identity and a sense of place, and revitalize local economies.” *Deborah Jung, Kids Who Care; Michael Killoren, National Endowment for the Arts; Karen LaShelle, Creative Action; Karol Rice, Bastrop Fine Arts Guild*

(3) Fundraising: What Funders Need from You

Successful fundraising requires clear communication, a consistent message, and an understanding of how your work fits the goals of funders. *Elizabeth Love, Houston Endowment; Ann Stafford, UT Texas Performing Arts*

(4) Marketing: Reaching New Audiences

You’re doing great programming but still have room for some new people to see it: how do you get the word out to them and frame your offerings as something that will attract these new audience members? Hear about strategies that work. *Sidney Levesque, Abilene Cultural Affairs; Jason Nicholson, Austin Symphony; Howard Taylor, San Angelo Museum*

2:00 PM – 3:15 PM
continued

(5) Developing Great Video: A Workshop

More and more, short videos are used to represent artists and arts organizations in fundraising efforts, event promotion, and building a following. Hear from an expert on low-cost video production on how to make videos to champion your efforts. *Bart Weiss, Video Association of Dallas*

(6) Adventurous Programming: Taking Chances

How do you risk ticket sales on the idea that your patrons/audience will take a chance on your outside-the-box programming? How do you entice them to take that chance? A panel of expert adventure-planners will discuss their considerations, audience-building strategies, and results. *Brad Carlin, Fusbox Festival; David Lozano, Cara Mia Theatre; Christine West, Lawndale Art Center*

(7) Audio-describe Your Program: a Powerful Tool

Your facility may be physically accessible to people with disabilities, but once people with visual disabilities are in your audience, they still want the full picture. Make your programs easy to follow with audio description and remove a barrier. Attend this session to learn how it's done.

Celia Hughes, VSA Texas

3:15 PM – 3:30 PM

Break

3:30 PM – 5:00 PM

Plenary Session: Bold Experiments in Audience Engagement

Maxwell L. Anderson

The Eugene McDermott Director of the Dallas Museum of Art

Idea Swap: Round Three

Performance: The Jones Family Singers

5:00 PM

Dinner on Your Own

FRIDAY

7:30 AM – 8:30 AM

Breakfast

Performance: The Wonder Bread Years

8:30 AM – 9:30 AM

Plenary Session: Community Involvement: Stories from the Field

- *Selven O'Keef Jamron, Lead Artist, Project: "360 Degrees Vanishing" for Art League Houston*
 - *J.D. DiFabbio, Board Member Project: "Rerememberer" for Marfa Live Arts*
- Interviewed by: *Sixto Wagan, UH Center for Arts Leadership*

Idea Swap: Round Four

9:30 AM – 9:45 AM

Break

9:45 AM – 11:00 AM

Breakout Sessions:

(1) Creative Aging: Intergenerational Programming that Works

The National Center for Creative Aging recognizes that the process of aging is a profound experience marked by increasing physical and emotional change and a heightened search for meaning and purpose. The arts can serve as a powerful way to engage elders in a creative and healing process of self-expression, enabling them to create works that honor their life experience. *Theresa Zelazny, National Center on Creative Aging*

(2) Websites that Work: Building and Quantifying Your Success

Is your website working for you? Since many customers won't do business unless they can first check the organization out on the Web, even a simple well-designed website adds credibility and can lead to increased sales. *Earl Lundquist, Texas Dept. of Agriculture; Chris Rankin, KLRU-TV and Big Check Factory*

(3) Crowdsourcing: The Power of Many Small Gifts

Learn how to leverage your work in social media, direct emails, your website, and “real world” contacts to realize nice gifts through crowdsourcing, including community-wide day of giving campaigns. *Alex Alford, Austin Shakespeare; Owen Egerton, Writer; Karen Frost, Amplify Austin*

(4) Stewardship: Donor Relations

The session will cover the elements of cultivating, keeping, and even increasing donations from individuals and businesses for your project or organization. *Cookie Ruiz, Ballet Austin*

(5) Public Relations: Crisis Management

You can't always know what kind of crisis you'll have to respond to, but this session will give tips on how to respond during times of conflict. *David Wyatt, Wyatt Brand HR Firm*

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11:00 AM - 11:15 AM

Break

Screening: Animating the Conference

Conference artist-in-residence Johnny Villarreal will show the stop-motion videos made by conference attendees

11:15 AM - 12:30 PM

Closing Keynote: Making Community-Based Art for All

Allison Orr, Artistic Director of Forklift Dance

Closing Remarks
