



State of the Arts:

ENGAGING NEW AUDIENCES

JANUARY 29 & JANUARY 30
AUSTIN, TEXAS

Texas Commission on the Arts

CONFERENCE AGENDA

Twitter Hashtag: #TXarts15

WEDNESDAY

Kick Off: Opening Reception *sponsored by the Texas Cultural Trust* – Capitol View Terrace

5:00 PM – 8:00 PM

Performance: Brave Combo – Capitol View Terrace

THURSDAY

8:00 AM – 9:00 AM

Breakfast – Capitol Ballroom

Idea Swap: Round One – Capitol Ballroom

9:00 AM – 10:45 AM

Performance: Rattletree – Capitol Ballroom

Keynote: Culture Track Findings: A National Survey of Art Audiences – Capitol Ballroom

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

10:45 AM – 11:00 AM

Break

11:00 AM – 12:15 PM

Breakout Sessions:

(1) Arts Education Collaborations: Collective Impact – Capitol View Terrace North

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 & Taking It to the Next Level – Capitol View Terrace South

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 – Creekside [downstairs]

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 – Salon F

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

11:00 AM – 12:15 PM
continued

(5) Building a Fundraising Board: A Workshop – Salon G

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 – Salon H

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. *Margaret Keough, Mid-America Arts Alliance; Lucas Miller, TCA Touring Artist; Casey Monahan, Texas Music Office*

(7) Three Art Funders Talk About Their Grant Programs & Services – Tannehill [upstairs]

Hear about the programs and resources of the Texas Commission on the Arts (TCA), the Mid-America Arts Alliance (M-AAA), and the National Endowment for the Arts (NEA). [Note: This session repeats.] *Michael Killoren, National Endowment for the Arts; Amber West Rhodes, Texas Commission on the Arts; Mary Kennedy, Mid-America Arts Alliance*

Networking Lunch – Capitol Ballroom

12:15 PM – 1:45 PM

Idea Swap: Round Two – Capitol Ballroom

Performance: Sarah Cortez – Capitol Ballroom

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 – Tannehill [upstairs]

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 – Capitol View Terrace North

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 – Capitol View Terrace South

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; Chris E. Wallace, Texas Association of Business*

(4) Marketing: Reaching New Audiences – Salon F

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 of Fine Arts*

2:00 PM – 3:15 PM
continued

(5) Developing Great Video: A Workshop – Salon G

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 and UT Arlington

(6) Adventurous Programming: Taking Chances – Creekside [downstairs]

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 – Salon H

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

Idea Swap: Round Three – Capitol Ballroom

3:30 PM – 5:00 PM

Plenary Session: Bold Experiments in Audience Engagement – Capitol Ballroom

Maxwell L. Anderson

The Eugene McDermott Director of the Dallas Museum of Art

Interviewed by: Gary Gibbs, Texas Commission on the Arts

Performance: The Jones Family Singers – Capitol Ballroom

5:00 PM

Dinner on Your Own

FRIDAY

7:30 AM – 8:30 AM

Breakfast – Capitol Ballroom

Performance: The Wonder Bread Years – Capitol Ballroom

Idea Swap: Round Four – Capitol Ballroom

8:30 AM – 9:30 AM

Plenary Session: Community Involvement: Stories from the Field – Capitol Ballroom

- *Selven O'Keef Jarmon, 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*

9:30 AM – 9:45 AM

Break

9:45 AM – 11:00 AM

Breakout Sessions:

(1) Creative Aging: Intergenerational Programming that Works – Salon F

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, Mobile Art Program (MAP)*

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

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; Jason Molin; UT Austin; Chris Rankin, KLRU-TV and Big Check Factory*

(3) Crowdsourcing: The Power of Many Small Gifts – Capitol View Terrace North

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 – Capitol View Terrace South

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 – Salon H

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 PR Firm*

(6) Three Art Funders Talk About Their Grant Programs & Services – Tannehill [upstairs]

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11:00 AM - 11:15 AM

Break

Screening: Animating the Conference – Capitol Ballroom

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 – Capitol Ballroom

Allison Orr, Artistic Director of Forklift Dance

Closing Remarks – Capitol Ballroom
