



Art Works 2016 Conference

Flourish! How the Arts Will Thrive and Grow in the Next Decade

- 8:00 a.m. - 9:00 a.m. Registration and Coffee Hour
- 9:00 a.m. Welcome and Opening Remarks
- 9:20 a.m. ***What it Will Take to Thrive and Grow in the Next Decade***
- Keynote Presentation by Sheila Johnson**
- How do arts organizations connect with other public and private entities to create the kind of sustainable presence that makes their impact not just evident but essential in their communities? What kinds of arts-in-education programs will nurture the next generation of creative thinkers for our 21st century workforce? What should we ask for from our government and business leaders over the next decade and what should we expect of ourselves to ensure that the arts flourish in Virginia?
- 10:15 a.m. Break
- 10:30 a.m. ***Plenary Session Panel and Discussion***
- Margaret Vanderhye, Director of Virginia Commission for the Arts, leads a discussion among the five break-out session leaders to discuss the state of the arts and the challenges facing non-profit arts organizations in the current economic and social climate. With Russell Willis Taylor, Amy Nisenson, Nello McDaniel, Sarah Cunningham, and Margy Waller

11:45 a.m.

Break

12:00 noon

Luncheon in the Grand Ballroom

Victor Haskins, VCA Performing and Touring Artist and Featured Luncheon Performer

1:20 p.m.

Lunch Concludes

1:30 p.m.

Concurrent Break-out Sessions Convene:

Designing Success - Building a Sustainable Organization

Russell Willis Taylor, Former President and CEO of National Arts Strategies

This session will look at a design driven method for assessing the strength and resilience of your business model, and help you ignite conversations within your organization about how to change for the better.

Building the Board you Need for the Opportunities You Seek

Amy Nisenson, Executive Director, Mary Morton Parsons Foundation

The workshop will focus on the on-going process of Building the Board. The process is not just about filling a vacancy but it is about being strategic and thoughtful to build an effective Board.

Understanding best practices of nominating, recruitment, and orientation will build and maintain an enthusiastic, engaged, and productive board for now and for the future.

STRATEGIC PLANNING: The Plan and the Path

Nello McDaniel, Founder and Director, ARTS Action Research

Planning is about the dynamic relationship between time and space in our lives, which is change. Change is ongoing, unrelenting, a fact of life. But it's also a sign of life, especially when we acknowledge and work with it. In this ArtWorks session on planning I will focus on two closely related but separate aspects of a planning process. First on articulating, affirming or reaffirming your organization's core values and vision narrative making sure that all involved are clear about why this work and why this organization. Mission statements are effective describing what an organization does, which sounds a lot like what all organizations

do. What distinguishes one from the many is why this work and this organization.

The second aspect is about connecting the why and what with your ambitions. Plans and planning can get trapped in idealized, sometimes romanticized futures. While keeping eyes on your vision of the future, it's the immediate path that presents new or unforeseen opportunities previously not considered. Each organization needs to dream and imagine future possibilities, however opportunities are revealed and inform direction today, tomorrow and the next tomorrows.

Got Funding? Honing Strategies and Skills to Succeed at Federal and National Arts Funding

Sarah Cunningham, Executive Director of Research, Virginia Commonwealth University School of the Arts

Seeking funding is not just about the money, but aligning your organizational goals with a funding partner, and improving the overall arts and cultural ecosystem by creating new works, educating new audiences or connecting with communities. This session will provide participants with updates on current funding trends, insights into applying to NEA and other national funding sources, and guidance for long term strategies for funding success. Participants will leave with information that should help them develop a funding strategy, some target goals for 2016-2017, and a better understanding of how to best match their organizations goals with existing opportunities.

The Arts And....Our Future Communities

Margy Waller, Senior Fellow at Topos Partnership

What kind of communities do we want for our future? What issues will contributing sectors and partners face in the future? How can the arts contribute to the communities of the future *in partnership with others?*

How will we get a place at the table in that conversation? Are community developers and builders inviting us to the planning table?

Join Margy Waller for a discussion of these issues and help develop the vision for the role of arts in our future. Margy is currently working with organizations like Topos Partnership, Americans for the Arts, LISC and others on national conversations about these issues. Contribute to the dialogue and shape the outcomes in these sessions.

- 2:30 p.m. Concurrent Break-out Sessions Conclude
- 2:40 p.m. Concurrent Break-out Sessions Repeat
- 3:40 p.m. Concurrent Break-out Sessions Conclude
- 3:50 p.m. Concurrent Workshops Convene

Igniting Creative Communities - How to reinvigorate your brand to build lasting engagement with supporters.

Kelly O’Keefe, Professor and Chair of Creative Brand Management, VCU Brandcenter

More than ever, supporters want to patronize creative organizations and causes they believe in. But most creative organizations struggle with how to capture and hold the public’s attention.

In this interactive presentation, Kelly O’Keefe, one of America’s leading organizational branding strategists will demonstrate how the most powerful creative organizations build brands that attract patrons and galvanize the conviction of supporters.

O’Keefe has worked with dozens of creative organizations, from community causes to global corporations including Visual Arts Center of Richmond, The VCU Brandcenter, Virginia Center for Creative Arts, Virginia Rep, RVA Creates, Virginia Museum of Fine Arts, Virginia Center for Architecture, The Branch Museum of Art and Design, Encore Theatre, Valentine Richmond, Lazare Gallery, the Richmond Symphony, Sesame Workshop and Disney.

In this presentation he’ll demonstrate how establishing brands based on deep convictions can help creative organizations win over hearts and minds to shape self-sustaining communities of brand advocates.

Arts Education: Ecosystems, Delivery Systems, and Trends

Jeff Poulin, Arts Education Program Coordinator, Americans for the Arts

Join Jeff M. Poulin of Americans for the arts to explore the most effective practices in arts teaching and learning for your organization, community, and school. Participants will begin by exploring the arts education ecosystem and their role within. Applying this knowledge to the arts education shared delivery model will give attendees a framework to build an action plan of next steps. The workshop will conclude with an exploration of current trends in the field, providing case studies and examples to inform further development of action plans. Attendees will leave the workshop with tangible next steps for action to bring back to their organization and community.

Arts and the Military: A Panel Discussion

Moderator:

**Mary Roberts, EdS, LPC-ACS, ATR-BC, ATCS,
Program Director and Assistant Professor, Graduate
Art Therapy & Counseling Program, School of Health
Professions, Eastern Virginia Medical School**

Panelists:

**John Newby, Commissioner, Virginia Department of
Veterans Services**

**Brandi Jancaitis, Director, Virginia Veteran and Family
Support (*formerly Virginia Wounded Warrior Program*),
Department of Veterans Services**

Sam Pressler, Armed Services Arts Partnership

**MaryAnn Toboz, Executive Director, Tidewater Arts
Outreach**

Martin Cervantez, Artist, Workhouse Arts Center

With the substantial military and veteran populations in Virginia, how can the resources of our many arts organizations and partnerships here contribute to healing and wellness for our

servicemen and servicewomen and their families? What are the key issues we need to understand and how can arts organizations be the most helpful?

This workshop is designed for arts organizations in communities with large military and /or veteran populations and those organizations that have or wish to develop active partnerships with them.

5:00 p.m. Workshops Conclude

5:00 p.m. Hospitality and Networking Reception in the Foyer



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